

## Case Study.

### Haven Holidays Sales Increase 5% and Inbound Contact Reduces 50% with Eptica Web Customer Service software

#### Requirements

- Reduce inbound FAQ questions
- Reduce customer service costs
- Increase holiday sales
- Offer the best possible guest experience from the first point of contact on the Haven holiday website

#### Results

Inbound emails reduced by **50%**  
Holiday sales increased by **5%**

#### Solution

Web Self-service

Email Management

Haven has been one of the most prominent figures in the UK holiday market for the last 40 years and currently has 35 award-winning UK family Holiday Parks nationwide. As a result of more and more consumers wanting to holiday in the UK, Haven has experienced a huge increase in traffic to its website and consequently inbound enquiries to its contact centre.

#### Challenge

Haven wanted to increase sales, reduce its customer service costs and offer the best possible guest experience from the first point of contact on its holiday website.

#### Solution

By using Eptica as a means of effectively managing inbound contact to its contact centre and optimising the customer's online experience, Haven has reduced the volume of inbound emails by 50 per cent and cut email handling times by 40 per cent. In just four months, Haven's strategy of diverting routine questions online and redeploying support staff to respond to holiday enquiries has increased its sales by 5%.

Haven deployed Eptica's Email Management software in December 2009 and Self-Service in January 2010, with the results from both being immediately evident. Eptica Self-service offers a refreshingly intuitive and easy to navigate customer help experience which answers the majority of customers' routine questions automatically online, to date only 4.8% of Web Self-service users escalate to email. From the time Eptica Self-service was implemented through to the end of April 2010, Haven's contact centre received just 12,000 email enquiries compared to 24,000 for the same period the previous year despite increasing its sales.

Eptica's self-learning software, which automatically analyses the text of inbound emails and offers agents a 'best response' to answer them, has meant incoming emails are processed more efficiently, cutting response times down from two minutes thirty seconds to just one minute forty seconds.

By reducing inbound contact and decreasing handling times, Haven has been able to redeploy agents from Internet customer service into the sales team which has reduced customer service costs and increased the conversion of calls to sales by 5%.

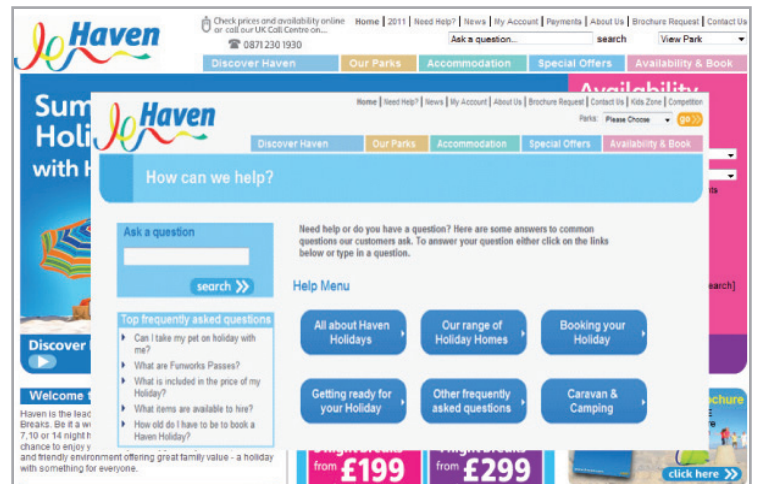
Sean Power, Sales Manager at Haven Holidays commented: “Prior to Eptica our agents were handling a high volume of routine, frequently asked questions that were hindering our sales conversions. Due to Eptica successfully answering these questions on our website, we’ve improved customer experience, reduced inbound emails by 50% and our agents are consequently able to spend more time helping customers pick the best holiday option for them which in turn has increased our sales conversion rates by 5%.”

Haven has 4 core contact centre teams, including a dedicated holiday advisor team of over 65 agents, and an internet team of two and a half agents, down from six last year. During the summer months Haven has traditionally had to increase its number of agents by 10 to 12 per cent to cope with the volume of enquiries, an additional cost they will be able to avoid this year.

The importance of reducing handling times and inbound contact can be highlighted further through the fact that during peak times – such as school and bank holidays – 60 per cent of bookings are made less than two weeks before departure, including an average of 350 bookings for next day departure and 300 actually on the day.

Sean continued: “When we first decided to deploy online customer service, we wanted to create the same customer experience online as that when speaking to an agent and Eptica has seamlessly allowed us to do just this. We did look at a number of options but Eptica’s proven technology, approach, delivery and ease of use was unmatched.”

Haven’s agents adapted to the software instantaneously. Two of Haven’s customer service managers attended a two day supervisors course, hosted by Eptica, before relaying the information to the agents in a half day session. “One agent that couldn’t attend even picked up how to use the technology in two hours” Sean added.



Eptica Self-service has reduced the volume of Haven’s inbound emails by 46 per cent.

“During one of our peak periods last year we were receiving one call or email for every three bookings. Considering we can book up to 15,000 holidays a week, that is a lot of inbound contact to deal with. Using self-service to reduce that by 50 per cent has not only enabled us to dramatically decrease our handling times, it improves the online customer experience. Our customers can now easily find the answer to straightforward questions on our website without always having to make direct contact.”

Sean Power  
Sales Manager  
Haven Holidays

To find out how Eptica can help you, contact Eptica on [marketing.en@eptica.com](mailto:marketing.en@eptica.com) or visit [www.eptica.com](http://www.eptica.com).