



CASE STUDY: HOSPITALITY CONGLOMERATE

INDUSTRY

Hospitality / Entertainment

COMPANY BACKGROUND

One of the nation's foremost hospitality and entertainment companies, managing numerous well-known entities

KEY OBJECTIVE

Identify opportunities for the organization's central reservations operation to successfully deliver customer service excellence in all guest interactions



CLIENT CHALLENGES

- Help in managing significant growth from the addition of new properties, resulting in service level problems
- Assistance identifying performance issues and documenting appropriate goals and procedures for delivering customer service excellence



ICMI SOLUTIONS

- Developed and trained a workforce management team on forecasting, scheduling, reporting, and real-time operations, which helped the operation attain its service level goals
- Developed corporate standards documentation, which provided detailed information about goals and procedures throughout the call center
- Developed a workflow process for common call types and support workload, which helped identify additional process improvement opportunities