

case study

TASKE Increases Customer Service Levels at Cruise.com

Established in 1998, Cruise.com, Inc. provides the largest web site specializing in cruises on the Internet. With more product offerings at lower prices than its major competitors in the industry, Cruise.com's sales and customer service agents must provide the highest level of personal service on every client call. In 2001, Cruise.com chose to partner with TASKE Technology in order to establish procedures for service level and call utilization reporting.

In 2004 Cruise.com's exceptional growth required them to evaluate how their technology systems could meet their increasing sales and customer service demands. They were committed to maintaining their high service levels, however, they found that the physical space restrictions of the contact center limited the company's ability to expand their staff. Working with TASKE Technology, Cruise.com upgraded their existing telephone system to an IP-based communication system that enabled the Cruise.com sales and service staff to work off-site, often from their homes. This move not only eliminated the issue of increasing staff within physical space restrictions, but also helped to reduce overall costs.

The call-routing features of the new telephone system provided a second benefit. Prior to implementing the new telephone system, contact center agents were required to handle calls for documentation inquiries, rather than booking requests. With the telephone

system's call-routing features, these documentation inquiries are directed to a more appropriate resource within

Cruise.com, allowing the contact center agents to focus on booking requests.



Along with the new telephone system, Cruise.com integrated TASKE Technology's TASKE Contact reporting and monitoring software to provide vital management information on call activity. With over 140 agents, Cruise.com's sales center is open 24/7

Case Study Summary

Challenge

- limited space with increasing staff requirements
- maintaining high service levels
- finding areas of inefficiency
- affordability

Solution

- TASKE Contact

Results

- decreased abandoned calls
- improved service levels
- predict staffing requirements
- performance based pay structure

and its customer service agents are available up to 16 hours per day. This availability results in an average of over 1000 calls per day. "With TASKE Contact's reporting features, we were able to quickly and easily identify problem areas and more closely monitor agents which resulted in a significant decrease in abandoned calls and improved service levels," says Jeanne Wyndrum, Cruise.com's Director of Operations.

As well as reporting on call handling statistics, TASKE Contact gives Cruise.com an affordable and effective solution for tracking productivity and call efficiency. The TASKE Contact reports and other data provided the foundation for Cruise.com's

introduction of a performance-based pay structure. This structure was intended to give the contact center staff additional incentive to meet service level targets. The TASKE software features also help Cruise.com predict staffing requirements based on seasonal booking activity.

Cruise.com is extremely happy with the benefits provided by TASKE Technology and its software. Says Wyndrum, "Without TASKE, we'd be running blind. With the insight the TASKE data provides into our business operations and agent productivity, the new system has paid for itself many times. It has helped identify new areas where we can realize efficiencies."

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TASKE Technology Inc.
2685 Queensview Drive, Suite 200
Ottawa, Ontario, Canada K2B 8K2

Tel: 613.596.2533
www.taske.com

Fax: 613.596.4392
www.taske.com/asksales

Toll-free: 1.877.778.2753

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