



## HOLIDAY EXTRAS

How Live-Chat revived award-winning customer service standards for Holiday Extras, the leading UK Ancillary Services provider.



**20-30k**  
conversations  
managed



**Increased sales**  
through human  
resolutions



**Satisfied customers**  
with 9.2 NPS scores



**Record revenues**  
in 2023 using  
Live-Chat



**Reduced burden**  
on customer  
service teams

### THE CHALLENGE

Reviving critical services with minimal capital

Our client is the UK market leader in travel ancillary services with offerings including airport hotels, airport parking, airport lounges, airport transfers, travel insurance, holiday car hire, airports by rail and coach, and UK port parking. Their customers expect an award-winning service to compare and book optional extras on holiday, including exclusive, multiple-product packages, all in one place.

Coming out from the pandemic, just like most businesses, our client faced the similar challenge of reviving the business with minimal capital. Travel industry talent has joined other industries, considering its impact on their personal and professional lives. Bringing back staff to the office to provide a secure service to their end consumers was a big challenge.

Travel customers love connecting with an actual person on the other end rather than being stuck with an IVR for the first 5 to 20 minutes and appreciate their concerns being taken care of at the click of a button.

### THE SOLUTION

Increased sales, reduced burden with live-chat services

With 15+ years of travel industry expertise, Open Destinations was selected. Together, a pilot live-chat function was first launched to relieve the administrative and financial burden on their traditional call centre operation.

Chats make it easy for customers to take down booking references and other personal info for the agent instead of spelling them out over phone chats. Customers can easily copy and paste details instead of dictating and repeating them only to ensure the agents get it right the first time.

From the initial 5 ODL members, the team soon scaled up to a team of 36 FTEs within 6 months, delivering; An NPS score of 9.2, a quality score of 93%, first contact resolution 82%, an average handling time of 10:20 minutes.

Managing between 20 – 30K chats/month, in 2023 was their best year in annual revenues.

**“Unlike conventional call centres, Live-Chat agents handle 4 to 5 customers simultaneously. This reduces operational burden, helps firms turnaround resolutions and churn out real-time sales.”**

Arif Khan, SVP, ODL

**Business Support Services allows you to focus on your products, sales and revenue**

We deliver high quality communication to travellers throughout their entire trip experience: from booking, payment, confirmation and itinerary to trip information and management.

sales@opendestinations.com OR  
+44 (0)207 553 9220



@OpenDest