

# Szallas.hu

## CASE STUDY

**Industry:** Tourism

**Activity:** Customer service

**Country:** Hungary

**Headquarters:** Budapest

### Challenges

- ◊ Lack of comprehensive data
- ◊ No call monitoring or agent feedback tools
- ◊ Poor customer service
- ◊ 30 to 50 percent of incoming calls lost

### Solution

- ◊ Comprehensive data analytics
- ◊ Tools for effective agent feedback

### Results

- ◊ 80 percent call retention rate
- ◊ Operations optimized based on real-time and easily accessible data
- ◊ Successful and continuous agent training

### About us

VCC Live provides cloud-based call and contact center solution, supported by worldwide telecommunication services. Our comprehensive business solution is ideal for customer support, sales and debt collection multi-country operations. Know more: [vcc.live/about-us](https://vcc.live/about-us)

## Szallas.hu: Accurate KPI's and agent development

Szallas.hu was launched in 2007 with the aim of making inland holiday destinations and offers available on a single, online platform. By the end of 2010, Szallas.hu already had 20-50 thousand visitors a day and mediated the offers of more than 3600 domestic hotels, boarding houses, apartments and guest houses. Becoming the most well-known database of holiday offers and accommodation listings, Szallas.hu currently offers holiday destinations on five continents. In light of the rapid expansion of the company and its aim of further setting up headquarters in other central-European locations, establishing optimal customer service processes was a key priority for its management. For this, Szallas.hu needed to have accessible performance metrics and KPI indicators, along with practical tools for agent training and feedback.

### Challenges

Before starting to use VCC Live software in 2015, Szallas.hu used on-premise software that was unable to provide the company with relevant information, such as incoming call statistics, call quality metrics, or SLA. With the lack of comprehensive data available, the customer service center of Szallas.hu was unable to monitor the quality of their calls, and therefore, was unable to further train their agents. As the Operational Manager of the Hungarian Customer Service Team, Enikő Mezey discusses:

“The lack of tools for data analysis meant that we were unable to properly serve our customers. There were instances when we lost about 30 to 50 percent of our incoming calls.”

Enikő Mezey, Operational Manager of the Hungarian Customer Service Team

The lack of oversight in their operations meant that Szallas.hu had to turn to a new provider. Deciding to choose a cloud-based contact center provider, the choice behind VCC Live was also motivated by the visible, continued growth rate of the company. As Enikő Mezey discusses:

“We could see that VCC Live was a fast evolving and dynamic company, just like us. This was important to us, because we wanted to collaborate with a company that we knew was open to mutually supportive innovation.”

Enikő Mezey, Operational Manager of the Hungarian Customer Service Team

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### Solution

The customer service team of Szallas.hu uses VCC Live's multichannel account to manage its inbound calls, helping customers in the holiday reservation process, to outbound calls that handle customer assistance tickets.

Using VCC Live software has equipped the customer service center of Szallas.hu with analytics tools, such as incoming call and global call statistics. Additionally, specific features, such as real-time agent monitoring, listen-in, and call whispering features have enabled Szallas.hu to effectively train their agents. This means that the customer service team is able to take a strategic approach to their operations by relying on accurate and easily accessible call statistics. Additionally, agents are able to provide the best and most effective customer experience due to proper training and feedback on their work.

VCC Live has also proven to be a reliable business partner to Szallas.hu, when installing new updates and features, such as VCC Live's IVR feature.

"Everyone is very happy to help and the Key Account Management Team fully listens to our needs. Our contact, János Piskóti, is incredibly flexible. I do not think this is true of all providers."

Enikő Mezey, Operational Manager of the Hungarian Customer Service Team

Finally, the decision to move to the cloud has enabled Szallas.hu to continue their operations uninterrupted during recent mobility restrictions, as the entire customer service team of Szallas.hu transitioned to remote work without disturbances.

*"Given that VCC Live is cloud-based, we can easily install it anywhere."*

### Results

By using VCC Live's multichannel account, Szallas.hu is now able to boast an 80 percent call retention rate. Additionally, the customer service team at Szallas.hu is able to continuously optimize their operations based on real time and easily accessible data. Besides a constantly available Key Account Management Team supporting the customer service operations of Szallas.hu, migrating to a cloud-based contact center has also enabled Szallas.hu to seamlessly continue their operations during recent mobility restrictions.



## Read other Customer Success Stories

Check how performance-driven companies around the world are using VCC Live to take their customer experience to a whole new level.

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