MicroAutomation Helps Hilton Consolidate Multiple Call Centers by Including a "Self-Service" Platform

Background

Becoming a leader in the hospitality industry is not an accomplishment that happens by accident. For Hilton Worldwide, it took unwavering dedication to the company vision, mission and values by its management and staff members at every level. Attention to detail in every facet of the organization is strictly adhered to, because delivering exceptional experiences for every hotel, every guest, every time is always the goal. As a result, Hilton is a leader in global hospitality and boasts over 5000 properties with almost 1 million rooms in over 100 countries and territories.

The lifeblood of this organization is the Hilton Reservations and Customer Care (HRCC) which handles reservations across the entire Hilton Worldwide portfolio. Over 2000 reservation and customer care center agents in multiple call centers worldwide handle an estimated 30,000,000 customer calls a year. In addition, these agents support the company's 14 brands, booking millions of reservations.

Challenge

The HRCC needed an upgrade in order to support the growing demands of the company. The management's desire was to consolidate multiple call centers that were geographically dispersed into a pair of geographically dispersed but redundant call centers, while eliminating a legacy Automatic Call Distribution (ACD) solution that included multiple "self-service" platforms and replacing it with a single telephony platform that integrates with and supports the entire call center operations. In addition, the management team was looking for a solution that would give them the flexibility to direct calls to certain locations based on call volume, percentage allocation targets and service level agreements. This solution would also give them the ability to determine in advance the reason incoming customers are calling, so that their calls could be routed more efficiently and customer needs met based on their status with the company under the Honors program. The redundancy feature in their call center operations required disaster recovery capabilities that could easily be enabled during an emergency.

Solution

Over the years, MicroAutomation had helped Hilton optimize their call center operations by introducing technology such as Computer Telephony Integration (CTI) to quickly route calls to the most qualified reservations agent and Interactive Voice Response (IVR)

applications to pilot a solution at Hilton's main reservation center. This pilot implementation was so successful that CTI was rolled out a majority of the company's reservations centers in the United States and internationally.

MicroAutomation then turned their attention to streamlining call center operations by introducing "self-service" technology to allow customers to get answers quickly and to improve the efficiency of the reservation agents.

Using Interactive Voice Response (IVR) technology, MicroAutomation was able to help Hilton identify the purpose of incoming calls and route calls more efficiently to reservation agents best equipped to handle the transaction.

For Hilton's telephone switching platform upgrade, all of these critical components needed to be included as part of the upgrade effort to ensure minimal impact to Hilton's customers. MicroAutomation's familiarity with the technology and operations of Hilton's reservations centers was necessary to ensure a smooth transition. To facilitate the upgrade, MicroAutomation drew upon the experience they had with another client who had similar requirements. Using that experience as a model, the techs at MicroAutomation were able to take the lessons learned on that project to meet this client's complex call processing needs.

MicroAutomation's team participated in the rigorous planning sessions with the telephony vendor (Avaya) and prepared a detailed 350 page acceptance test plan that included all of the functions and

features of Hilton's reservations centers. The test plan would be used to ensure that everything was working properly before system cutover, greatly reducing the possibility of a failure during implementation. The team at MicroAutoamtion then remained on site during system testing and rollout to ensure a smooth transition once the upgrade was completed

Results

The client experienced a number of benefits as a result of the work that was performed. Those benefits include:

- **Call Center operations reduced to two sites** – This change included the redundancy ad disaster recovery capabilities the client was looking for.
- **Call routing efficiencies** – After an incoming caller's reason for calling is identified, the IVR system routes routine customer transactions (i.e. conveying hotel information, reservation review and confirmations, partner offerings, etc.) to an automated system, allowing the reservation agents to focus on booking new or changing existing reservations.
- **Cost savings** - Once the IVR and feature enhancements were implemented into the switching system, the client was able to realize a significant cost savings by eliminating the outsourced call processing.
- **Call routing control** - The new feature enhancements gave the client the freedom and the flexibility to manage at a supervisor level, call volumes and processing based on their percentage allocation, customer type and service level agreement requirements.

Summary of Results

- Call Center operations reduced to 2 sites
- Improved call routing based upon caller need
- Cost savings by providing self-service capabilities
- Enhanced call routing

In addition, the enhancements made to the call center operations now allow Hilton to leverage next generation technology in call center development and management such as cloud-based capabilities

"The folks at MicroAutomation tend to be very pragmatic, nimble, and able to adapt quickly to our business changes. They're not bureaucratic. They have a very entrepreneurial attitude and mode of working. They're faster and their quality is much better than other companies we've worked with."

- Barry Hoffman, Director of IT, Hilton Reservations

About MicroAutomation

MicroAutomation is a full service integrator of call center solutions and provides a broad range of professional services and products. MicroAutomation solutions are based on creating an effortless caller experience through Speech-enabled Interactive Voice Response (IVR), improving live agent efficiency utilizing Computer Telephony Integration (CTI), and providing analytics tools to report, manage and refine each solution element to maximize the overall performance of your call center.

MicroAutomation also offers contact center products and professional services including:

- The Award Winning Call Center Millennium™ Solution Series
- Complete solution design
- Configurable and custom application development
- Turnkey implementation
- Comprehensive customer support
- GSA Advantage IT Schedule: GS-35F-0419L

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