



MicroAutomation Helps Hilton Worldwide Move Call Center to the Cloud

Background

There's a reason that Hilton Worldwide is a leader in the hospitality industry. As one of the most respected brands in the world, their success is driven by a passion for creating an extraordinary and memorable guest experience.

Every day, they receive thousands of customer calls. With over 4,600 hotels in 100 countries across 14 brands—including DoubleTree, Waldorf Astoria, and Embassy Suites, Hilton aims to deliver a seamless experience at every interaction. More than 6,000 agents field incoming calls and provide value at each stage of the customer journey. At the heart of the organization is Hilton Reservations and Customer Care (HRCC), which handles reservations across every major continent and language throughout the world.

Challenge

Hilton depends on its customer-obsessed contact flow center to maintain its position as one of the world's largest hotel groups. However, their legacy call center technology was stagnant, creating a roadblock to innovation. When the lease was up on their interactive voice recognition (IVR) platform and application, they decided to move their call center to the cloud.

Amazon Connect, a cloud-based contact center solution, was selected for its flexibility and scalability. Although they were ready to move their agents to the cloud, it became clear that HRCC's existing IVR application, which handles over 44 million calls per year, would not be able to transition to the cloud on the current platform. To integrate with Amazon Connect, the IVR application would have to be rewritten.

This was a tricky move that would require significant expertise. The HRCC team didn't have the depth of experience to train themselves on the new system. "You can't build those skills overnight," said Barry Hoffman, Senior Director, Call Center Technology. "A migration like this can be all-consuming. We had a shortage of resources to dedicate to building the new functionality and didn't want to increase our headcount."

Solution

Hoffman began the search for an experienced call center integrator to assist with the migration. That's when he decided to contact MicroAutomation; a long-time trusted advisor that specializes in call center system integration and premise- to cloud-based migrations.

MicroAutomation knew HRCC's system inside and out. In addition, as a vendor-agnostic technology solution provider, they had a distinct advantage—they were familiar with all the different platforms, including Amazon Connect. MicroAutomation was uniquely poised to help Hilton maximize the features of their new call center environment and create an infrastructure for future expansion.



By enlisting MicroAutomation, Hilton benefited two-fold. Not only did they gain a technological implementation partner, but they also profited from the human side of implementation—a trusted advisor that could provide customized solutions and intuitive training.

The critical nature of a call center required a careful migration strategy. MicroAutomation, well suited to the task, guided a pilot project for initial cloud implementation, which was launched in China. Utilizing Hilton's proof of concept, they also created a roadmap for the phased cloud migration and ensured IVR functionality in the cloud environment. "MicroAutomation has been a great partner for us," said Hoffman. "We knew we could trust them."

Results

Having a new call center that doesn't rely on its own data centers or on-premise installations makes everything better for Hilton and effortless for its customers. Although the migration is complete, MicroAutomation continues to innovate. MicroAutomation is making further enhancements to the IVR, which helps create seamless customer experiences across the entire enterprise.

As a result of MicroAutomation's efforts, Hilton was able to:

- **Transform the customer experience** - With each incoming call, agents have personalized data at their fingertips, allowing them to exceed customer expectations through effortless experiences.
- **Increase revenue** - Agents are commissioned by the number of rooms they sell. Improved automation reduces the amount of non-sales interactions live agents need to participate in. Agents now have the time to focus on more complex, revenue-generating calls.
- **Decrease call volume for rote calls** - Customers now have greater control, such as the ability to reset passwords, check tier status, and Hilton Honors Rewards Program points balances.
- **Quickly train agents** - Once Amazon Connect went into production, Hilton was able to train agents in as little as 30 minutes each.
- **Reduce operational costs within the call center** - Improved call center efficiency and increased implementation speed lowered operational costs.
- **Enable a multi-channel experience** - Customers are automatically engaged using multiple channels. This ensures delivery of a seamless message across all touchpoints maximizing the customer experience.

Summary of Results

- Transformed customer experiences through personalized data
- Increased revenue-generating calls
- Decreased call volume for rote calls
- Trained agents in as little as 30 minutes
- Reduced operational costs

With new solutions in the cloud, Hilton is improving customer outcomes and overall business agility positioning themselves for the future.



"MicroAutomation has been a great partner for us. We knew we could trust them."
Barry Hoffman, Senior Director, Call Center Technology, Hilton Reservations and Customer Care

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

Contact Us

MicroAutomation Sales and Marketing
5870 Trinity Parkway, Suite 600
Centreville, VA 20120

Telephone: 1-800-817-2771 | Fax: 703-543-2099
sales@microautomation.com
www.microautomation.com