



LiquidVoice
Smart business analytics



CASE STUDY:

HOW WE ARE HELPING IMAGINE
CRUISING TO DELIVER THE VERY
BEST CUSTOMER EXPERIENCE
EVEN IN CHALLENGING TIMES

IMAGINE[®]
CRUISING
MORE THAN JUST A CRUISE.

Imagine Cruising

Imagine Cruising launched in 2011 as a small team with a big 'can do' attitude. Their plan was to introduce something genuinely different to the world of cruising, offering new holiday experiences to more people. They saw an opportunity to pair cruising with immersive tours and almost ten years later, they now employ 260 people across five countries and send over 50,000 people on cruise holidays around the world, every year.

The Goals & Challenges

Imagine Cruising was already utilising call recording in their contact centre in Brisbane, Australia. However, the deployment of this solution had been challenging and was proving to be both difficult to manage and to use.

When opening a new centre in Perth, Australia, Imagine Cruising asked their partner Intuity Communications (formerly Support UK) to provide them with an alternative recording solution to the one deployed in Brisbane and one that would seamlessly integrate with and complement the Avaya IP Office systems they were installing.

Imagine Cruising was looking for a solution that could help them measure customer satisfaction and assist them in delivering the best possible experience to their customers. They wanted to capture every interaction as well as the ability to survey customers, and then to utilise these to direct agent training and to assist in quickly resolving customer queries relating to their booking. Imagine Cruising was looking for a single solution that seamlessly integrated quality management and customer feedback.

“We were looking for a vendor to partner with that could meet the specific needs of our customers and could convince us they had the capability to smoothly deliver this solution on our behalf.”

Martin Green, Managing Director, Intuity Communications

Why Liquid Voice

It was immediately obvious that Liquid Voice ticked all of the boxes. Their SmartExperience solution not only met all of the immediate needs of Imagine Cruising, but also provided a number of capabilities that they viewed as important for their future.

Following a demonstration, Imagine Cruising could see that the solution was not just intuitive-to-use but was also easy to manage. The team at Liquid Voice filled them with confidence that they understood what they were trying to achieve and were capable of delivering the solution ready for the opening of the new office.

“Right from day one, Liquid Voice have been a pleasure to work with. They took their time and showed great patience to understand our complex business model and the outcomes we required and needed to achieve. They presented us with a clear project plan that not only covered every element of detail but was also highly credible”

Nick Webb, IT Manager, Imagine Cruising



The Solution Delivered

Liquid Voice deployed their SmartExperience solution that enables Imagine Cruising to record every customer interaction in their Perth Contact Centre. The system is fully integrated into the Avaya IP Office telephony platform, as well as utilising key tagging information attained from their CRM.

Given that Imagine Cruising take payment card details from customers while they are on the phone, meant that they needed to ensure their solution was PCI DSS compliant. Liquid Voice achieved this by deploying their 'pause' and 'resume' capability to ensure that when the customer spoke their card details, these were not recorded.

SmartExperience provides the team at Imagine Cruising with a comprehensive search and replay capability to quickly find interactions associated to a specific customer or a particular booking.

“With Liquid Voice we not only get a solution that is delivering significant benefits for our organisation, but we have a partner that are always there for us. They are highly responsive, are experts in what they do and are refreshing to work with.”

Nick Webb, IT Manager, Imagine Cruising

By enabling these to be immediately replayed has enabled a far more efficient and effective way to resolve customer queries.

Liquid Voice also provided their CSAT-IVR solution to allow Imagine Cruising to automate the process of completing post-call customer surveys. Through an intuitive tool, they were able to design and create surveys that captured those elements of feedback that were important to them without being onerous on the customer.

With the ability to capture and analyse customer feedback in this manner, Imagine Cruising are able to get a holistic perspective of the service they are delivering to their customers. By identifying both great and not so great experiences, they are able to better target agent coaching and development and utilise actual call recordings as part of training.

The Value Gained:

- Reduced the delay and time spent investigating and resolving customer queries relating to their booking.
- Improved the effectiveness of resolving disputes by being able to reference the facts contained in the recorded interactions.
- Reduced risk associated with taking card payments by ensuring full PCI DSS compliance.
- Provided much greater understanding of the customer experience and customer satisfaction and being able to utilise this to direct agent training and continual improvement.
- Delivered more objective and effective training to agents by utilising real examples of customer calls.



Dealing With The Now

Like a lot of organisations, Imagine Cruising was hit hard by the Coronavirus pandemic. Overnight they had to close their Perth contact centre and have all their agents work from home, while they were experiencing a significant rise in call volumes from concerned customers.

Working with Intuity Communications, Imagine Cruising switched their agents from their normal desk-based phones to utilise the softphone capability of Avaya IP Office that could be accessed from home. However, this change of device had implications on the ability to record and tag calls.

Liquid Voice responded quickly to help Imagine Cruising with these exceptional circumstances. In a matter of days they were able to reconfigure the recording solution to ensure that every softphone instance was being recorded and that associated call information could be captured and tagged against the recording.

It was also vital that no capabilities were lost in making this transition, in particular, the need to be PCI DSS compliant when taking card payments. Liquid Voice ensured that the ability for agents to 'pause' and 'resume' recording was preserved when transitioning to an all-softphone environment.

Experiencing an increase in call volumes as much as 500% during peak times, the team at Liquid Voice ensured that their solution was able to cope with these unprecedented volumes and, now more than ever, the use of the post-call survey was vital in tracking quality and customer satisfaction.

“It is during times like these that you see the real value of the technology you have deployed and the partners you have selected. The Liquid Voice solution has been invaluable in helping us deal with customer queries as quickly and effectively as possible and the team has gone above and beyond to support us in these challenging times.”

Nick Webb, IT Manager, Imagine Cruising

Adding Value for Tomorrow

With continued uncertainty in the world of travel and in particular cruise-based holidays, Imagine Cruising recognises that they need to be smart in terms of their marketing and exceptional in terms of their customer experience.

With Liquid Voice they have a foundation on which they are perfectly positioned to build. By leveraging speech transcription and interaction analytics they will be able to gain a holistic perspective on customer experience and identify key trends in customer behaviour to focus marketing on areas of opportunity.

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