

Major Hotel & Casino Operator Eliminates Hold Times with AI-Powered Virtual Agent

TRAVEL & HOSPITALITY

Success by the Numbers

Supporting the call volume for dozens of hotels and casinos through one contact center creates a massive scalability challenge, especially if each incoming call needs to be answered by a live agent for routing. One of the largest global hospitality and entertainment companies turned to SmartAction to streamline their front door and routing with an AI-Powered Virtual Agent.

95%

Success rate on natural language routing

7 weeks

To develop and deploy

600K

Minutes eliminated from live agents per year

Challenges

- Reduce long hold times
- Reduce agent misroutes
- Agent time lost on non-revenue generating activities

Solutions

- Intelligent Front Door to route customers to dozens of destinations

Results

- 95% of customers are routed to the correct destination
- Reduced misrouted calls leading to a 600,000 minute reduction in Agent Handle Time per year
- Went live in only 7 weeks

This Global Hospitality brand includes 27 of Las Vegas' largest hotels and casinos.

As one of the largest casino operators on the strip, a massive amount of call volume is serviced by their central contact center. As web and mobile self-service rates continue to rise, the company expected that call volumes would fall. However, inbound call volume continued to rise and live agents were spending too much time on non-revenue generating calls. This made staffing enormously complex especially when major boxing matches or events could skyrocket short-term demand.

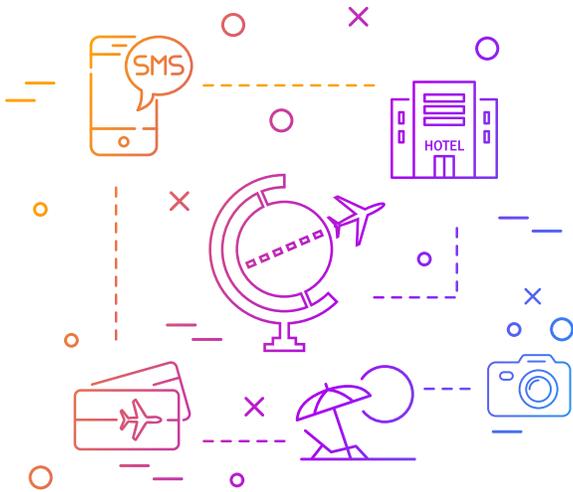
Challenge

To route customers to the right destination, the company was relying on live agents to answer all incoming calls and transfer customers to the right place – which could be dozens of destinations within the massive organization. Excessive hold times were resulting in a bad customer experience, so the company knew it needed to leverage conversational AI automation to route customers effectively. That said, customer

experience was a top priority, so any misrouted call would lead to frustration and potential loss of revenue opportunity.

Solution

The company partnered with SmartAction for the development of an AI-Powered Virtual Agent that answers inbound calls with customers with “How Can I Help You?” then routes the customer to the right agent. The organization was eager to move quickly, so SmartAction was able to develop and deploy the solution in only 7 weeks.



“We are focused on the blending of technology and agents to determine how we can serve our customers best.”

Senior Vice President
Customer Care

Results

As a result, the virtual agent routes their customers to the right destination at a 95% success rate. Moreover, the implementation of their virtual agent means hold times have been eliminated. Since the virtual agent routes so effectively, the organization has seen a widespread reduction in agent handle time – over 600,000 minutes saved per year.



“We’ve actually seen results north of where we thought they were going to be, so we’re happy with the direction we are going.”

-Senior Vice President
Customer Care