



Improving the Customer Experience in the Travel Industry

Does your customer operation have these challenges?

- Difficulty meeting customer expectations through multiple channels
- Your staff does not have the right skill set to meet today's demanding environment
- Attempting to deliver superior service while containing costs

COPC Inc. is a 20-year global leader providing operational expertise to help companies improve the customer experience.

We have worked with airlines and hotels to improve performance in their customer contact operations. We can help you reduce costs and increase customer satisfaction.

The travel industry is facing unprecedented volatility. Airlines and hotels are going through mergers and acquisitions. The industry is grappling with new operational models such as Uber car service and HomeAway, an online vacation rental service.

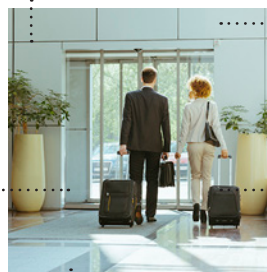
Customers also are changing and now expect companies to provide a seamless experience across multiple channels—website, social, mobile, and phone.

COPC Inc. can help you meet today's challenges. We provide consulting, training and certification services for operations that support the customer experience (CX).

We can work with you on individual projects—such as creating best practices for your merged processes and systems, providing training to upskill your management team in new communication channels, or improving the performance of key customer touch points. We also can provide an encompassing program to fully design, develop and implement your multi-channel customer experience management (CEM) program.

Improve Operational Performance

Create a Seamless Omni-channel Experience



Meet Customer Expectations

Reduce Operational Costs

Increase Customer Loyalty



Our services for the travel industry

COPC Inc. works with travel companies to optimize key customer touch points and deliver a seamless experience for their customers. Our clients achieve significant and sustained performance improvement that increases customer satisfaction, reduces costs, and builds revenue.

We start every engagement by looking at your operations from the customer's point of view. We find and address root causes of customer issues and provide guidance to better align your CX operations with your customer's needs, expectations, and behaviors. We provide expertise to

drive performance improvement within any channel of your customer experience organization such as website, social media, email, face-to-face and mobile.

How we improve operational performance:

- **Review key customer touch points** to identify operational deficiencies or performance issues. We also see how performance in other channels interacts with and affects key touch points.
- **Design an improvement plan** to address performance gaps. We also can redesign key operational processes such as quality, workforce management, recruiting/hiring/training and KPI development.
- **Execute an improvement plan** with your team to increase performance or to implement key operational processes critical to the customer experience.

Our experienced and dedicated consulting team works side-by-side with your organization to make significant improvements in your customer experience operations. We then transfer that knowledge to your team to help you maintain high performance.

For more information about how COPC Inc. can help improve your travel CEM program, contact Judi Brenstein at judib@copc.com, 832-347-7347.

About COPC Inc.

COPC Inc. provides consulting, training, certification and the RevealCX™ software solution for operations that support the customer experience. The company created the COPC Standards, a collection of performance management systems for call center operations, customer experience management, vendor management, and procurement. Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior customer experience across all channels. COPC Inc. is privately held with headquarters in Winter Park, FL, U.S. and with operations in Europe, Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

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