



Improving the Customer Experience in the Travel Industry



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 are also 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, certification, benchmarking and research 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 touchpoints. We also offer an encompassing program to fully design, develop and implement your multi-channel customer experience management (CEM) program.

Improve Operational Performance

Meet Customer Expectations

Create a Seamless Omnichannel Experience

Reduce Operational Costs

Increase Customer Loyalty



Does your customer operations 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 25-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.



Our services for the travel industry

COPC Inc. works with travel companies to optimize key customer touchpoints and deliver a seamless experience for their customers. As a result, 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 the root causes of customer issues and provide guidance to better align your CX operations with your customer's needs, expectations and behaviors. In addition, 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 touchpoints** to identify operational deficiencies or performance issues. We also see how performance in other channels interacts with and affects key touchpoints.
- **Design an improvement plan** to address performance gaps. We also can redesign critical operational processes such as quality, workforce management, recruiting/hiring/training and KPI development.
- **Execute an improvement plan** with your team to increase performance or 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.

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience 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 service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

Learn more at copc.com

