



The contact centre for one the  
largest Spanish Hospitality groups  
significantly improves its customer  
services with Enghouse Interactive  
solutions



## Executive Summary

**Customer name:**

Globalia

**Industry:**

Hospitality

**Location:**

Spain

 More information about  
Globalia Contact Center  
[www.globalia.com](http://www.globalia.com)

## Customer Profile

Globalia Contact Center is the brand that provides customer services to the companies that are part of the Globalia Enterprise Corporation, these include:

- Air Europa, the leading airline in the tourist market with +10 years of experience
- Halcón Viajes and Viajes Ecuador make up the retail network for the group, with more than 1,150 travel agencies in Spain and Portugal.
- Travelplan, a specialised tour operator with more than 100 destinations across the world.
- Globalia Handling is currently is the second largest Spanish operator in handling services. Air Europe Handling, Iberhandling and Eurohan – handling, self-handling and services for third party companies, form it.
- Globalia Hotels is the division in the group dedicated to hotel management.
- Globalia Training is the division of Globalia Corporation dedicated to training especially the Air Europe airline.
- Globalia Systems & Communications is the division that offers software solutions and technological expertise in the sector of transport and tourism.
- Pepecar.com, is an innovative company providing low-cost services.

The company has a call centre in the Balearic Islands that aggregates services from all of the groups companies in addition to providing services to external entities.

## The Challenge

Globalia needed to centralize the entire process of campaigns and promotions creation in order to provide for greater agility in the development of these critical services. First and foremost the Customer Care Centre needed flexibility in deploying new services for both external and internal clients. In addition, the flow of calls were increasing day-by-day, as a result it was necessary to incorporate new voice contact channels. Therefore an integration tool that provided both voice and data services and, which had perfect integration with the existing Avaya Definity switchboard was needed.

In addition, Globalia required a module for the creation of telemarketing scripts that could be managed by employees with a non-technical profile. This request for easy-to-use scripting was in order to enable script handling by the call centres supervisors and coordinators.

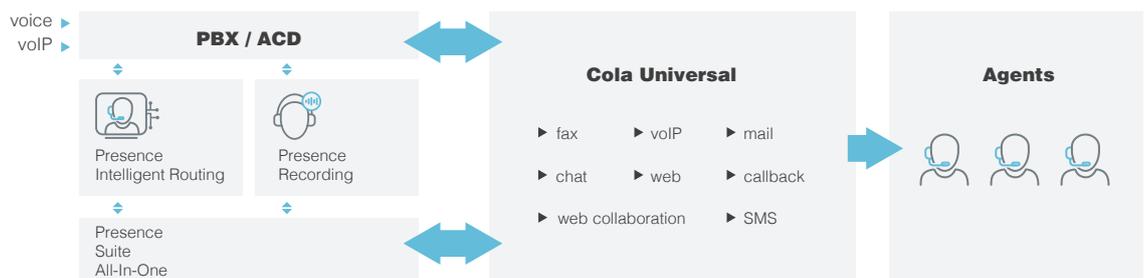
Finally, another requirement by the company was the segmentation by customer type, in order to apply different strategies to each distinct customer segment (for example, to give priority to certain customers in a queue of calls or to redirect them to a group of predefined agents).

## Solution

After evaluating several solutions, Globalia opted for Enghouse Interactives Presence Suite All-in-One solution, which offered total control of communication channels using powerful routing systems and allowing the subsequent independent analysis of each of these routing systems. The unification of all interactions into a single queue also made it possible to maximize and monetize each of contact, this regardless of the channel used to get in touch with the contact center.

In particular, the solutions implemented were:

- Presence Voice for Inbound and Outbound calls
- Presence Intelligent Routing, for the definition of business strategies based on intelligently routing contacts using any channel (voice, e-mail, chat, SMS, Internet), this change notably improved the customization of customer services
- Presence Messaging, to manage email, fax and sms channels
- Presence Internet, to manage web callback, chat and web collaboration channels
- Presence Scripting, for the development of scripts specific to each campaign



## Benefits

After the replacement of the old CTI solution with Presence Suite, Globalia achieved remarkable gains in its service, whilst improving the customer experience and providing for a more dynamic, personalized, and effective customer experience. All of these improvements were generated while allowing for the optimization of resources including:

- Increased flexibility and speed in the implementation of new campaigns and services
- Substantial improvement in maintenance and internal and external management of the solution
- Improvement in the usability of the product both for agents and supervisors
- Increased performance of the application in outbound calls
- Possibility to include business rules in the Contact Centre
- Real optimization of Contact Centre resources
- Multi-channel integrations

“All the companies of the group served by us benefit from this technology and can offer better service to its customers. In addition, the tools that allow us to integrate web interactions in the Contact Center have allowed us to improve the service for those users who prefer to use Internet instead of voice channels”

**Bernardo Botella**  
Contact Center Director of Globalia

## About Enhouse Interactive

Enhouse Interactive ([www.ensembleinteractive.com](http://www.ensembleinteractive.com)) delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enhouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 800 dedicated staff across the company's international operations.

Enhouse Interactive is a subsidiary of Enhouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX) under the symbol “ENGH.” Founded in 1984, Enhouse Systems is a consistently profitable company, which has grown both organically and through the acquisition of well-regarded specialists including AndTek, Arc, CosmoCom, Datapulse, IAT, IT Sonix, Survox, Presence Technology, Reitek, Safeharbor, Syntellect, Telrex, Trio, Voxtron and Zeacom. Learn more at [www.ensembleinteractive.com](http://www.ensembleinteractive.com).



Presence Suite is an  
**Enhouse Interactive** solution

For more information visit  
[www.ensembleinteractive.es](http://www.ensembleinteractive.es)

