

Chula Vista Improves it's Booking Centre

About Chula Vista

Located in Wisconsin, Chula Vista is a privately owned resort dating back to the 1880s. With 620 guest rooms, 300 villas and condos, this resort is positioned to attract business travellers and conferences with over 80,000 square feet of meeting space, a golf course with driving range. Family vacationers are served by a list of amenities long enough to classify it as an elite resort. In addition to several high-end restaurants, the resort is equipped with a sports facility, 200,000 square foot water park with 9 spa treatment salons.

Live Chat Objective

“We initially started to research web chat because our call volume fluctuates heavily based on the season and we needed a tool to help reduce the phone queue” says Ryan Rodger, Director of Revenue Management. “Since implementing WhosOn web chat we have seen bookings increase 5% despite the fact that conversion isn't our priority in using chat. More importantly, our phone queue is substantially reduced, which translates into better customer service.”

Installable or Hosted Solution

After examining both installable and hosted versions of WhosOn, Chula Vista settled on the hosted version. “We're a resort and thought it best to stick with that core competence and not worry about technology infrastructure. Using the Hosted model also ensures we have access to the latest releases, new features and support.”

Call Center Operations

The resort's 15-staff call center, like any other, experiences call peaks and troughs but many of those peaks are created by booked clients calling to ask simple questions such as 'what time is check-in.' “Prior to WhosOn live chat, in summer our clients would call in and wait ten minutes to ask a 5 second question. It set a certain expectation about the service level they would receive upon arrival, and we realized we needed to change that expectation.” In addition to reducing seasonal peaks, web chat reduces daily calling peaks. “We find that a good number of our customers will quietly make their inquiry from work by WhosOn live chat, rather than call at lunch or just after work, which is our busiest time.”

The 'Call Back' feature is one which Chula Vista finds great value in. “Our bookings center doesn't operate 24/7 and there are still consumers who want to talk through their booking. The Call Back feature gets a lot of use.” Through this feature a consumer can register their interest and request a return call by completing a few fields.

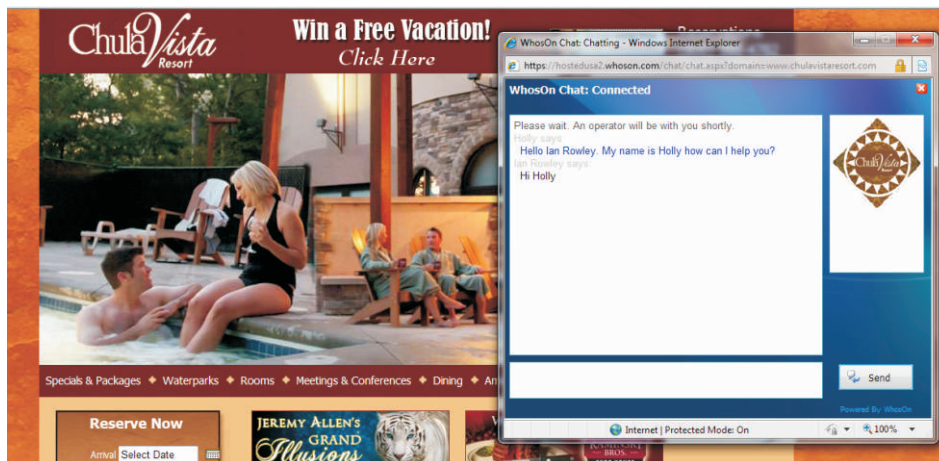
Results

Chula Vista has seen an increase in revenues from the use of WhosOn web chat. As with all travel websites, consumers tend to get stuck in certain areas of the booking engine. The availability of live text-based help makes it possible for consumers to complete their booking without engaging an agent for the full process. “That alone takes a lot of pressure off the call center” says Rodger, “and our agents



can handle at least 2 chats at a time, helping consumers complete their own booking. We had one who handled six concurrent chats with ease. We're not sure how, but she did." Chula Vista also empowers their agents to negotiate some items to get the booking. "With 30 room styles, prices ranging from \$100 to \$700 and many amenities, the agents work hard to get the experience customers want, within their budget. That ability to negotiate makes it

possible." Regarding agent selection, Rodger notes that some staff naturally gravitate towards live chat and excel in a text medium. "One of the advantages of using WhosOn over other web chat providers is that the pricing model allows for unlimited named users; the limit is on concurrent logins. All our agents can have access to WhosOn, which solves what could be a large operational dilemma."



Ease of Use

The WhosOn chat interface is designed to be simple and intuitive, requiring less than an hour of use for an agent to become familiar with the features and take chats. This makes the onboarding of new employees quite pain-free. "We do review the chat logs periodically and look for instances where our agents missed an opportunity to upsell or negotiate, which reveals training needs."

About WhosOn

WhosOn is the flagship product of Parker

Software and is a leading chat software consistently ranked as a market leader in terms of functionality and value for money. With offices in Europe and the United States, the company has over 5,000 clients around the globe. Parker Software specializes in offering highly flexible solutions such as installable, hosted and hybrid pricing models, catering to every possible customer need. The development team is well-versed in a wide array of technologies, allowing the company to make extensive client customizations to its applications.

Highlights

Chula Vista is a leading resort property playing host to conferences, business travellers, families and golfers. Chat was sought to ease seasonal and daily call center peaks. After implementing WhosOn chat Hosted edition with ten agents the resort has seen a substantial reduction in call peaks and an improvement in bookings.

Key Benefits:

- Chat evens out calling peaks and reduces the strain on the call center
- Giving chat agents some negotiating power allows them to increase conversions
- The "Call Back" feature garners a lot of use after hours