

CASE STUDY

# MERCURY HOLIDAYS

Mercury manage thousands of digital interactions with INBOX. Britannic Technologies deployed their digital INBOX to streamline customer enquiries with categorised, automated and prioritised responses for Mercury an award-winning holiday and escorted tours company.



## MANAGING MULTIPLE PLATFORMS

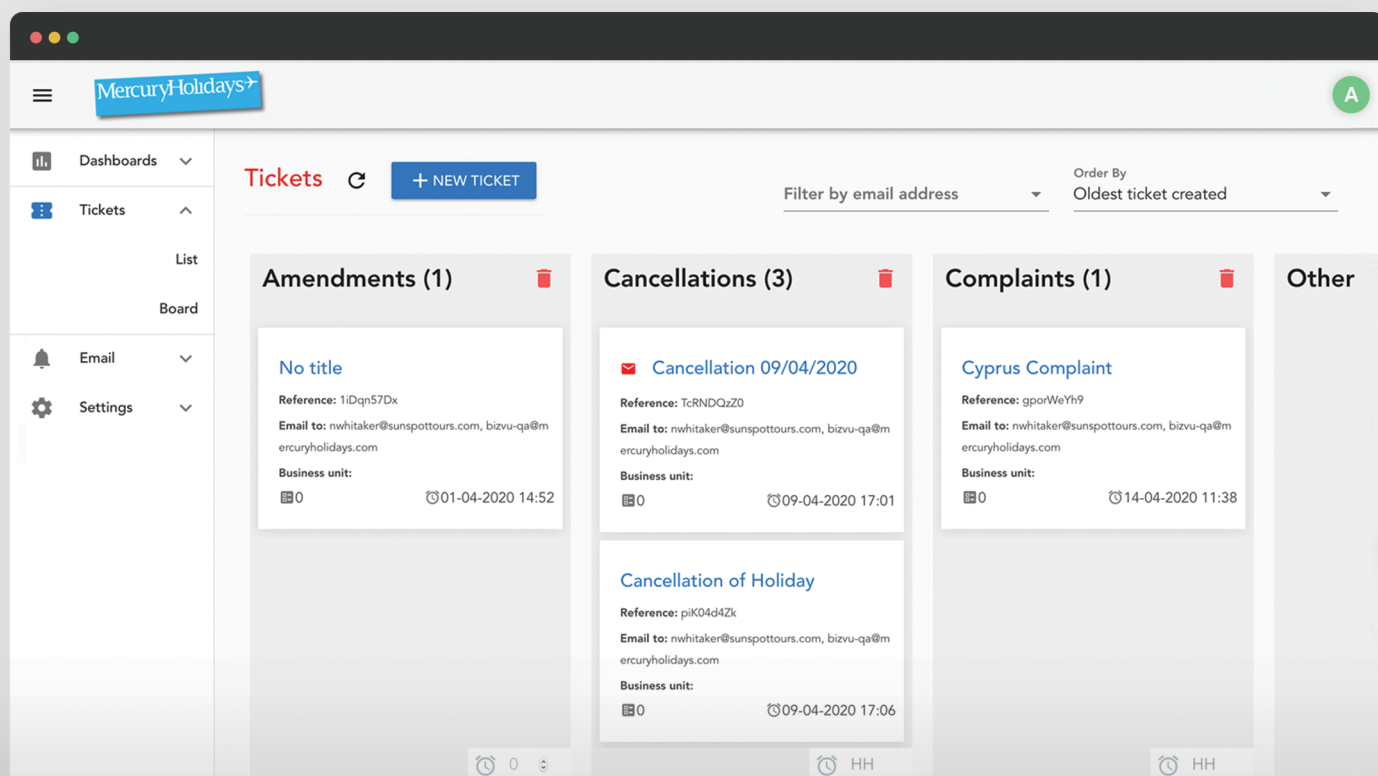
The travel agency was faced with the challenge of customer enquiries coming into different inboxes and staff working on multiple platforms. Head of IT, Neil Whitaker, commented: "The objective was to ensure that all enquiries would come into a single central point to enable us to prioritise them and deliver a seamless service."

# STREAMLINING CUSTOMER ENQUIRIES

As an existing Britannic customer we had already spent time getting to know Mercury's business processes. We recognised how INBOX could add value and recommended the solution to help manage Mercury's digital interactions by automating processes.

The INBOX solution is a SaaS application that is hosted in Google's cloud therefore meeting data sovereignty and security requirements, this enables rapid deployment and seamless scaling. It processes digital interactions such as email, web chat, social media and WhatsApp messages presenting the agent with a single screen of all digital communications.

"We can now report on the different types of enquiries we are getting and have the functionality to enable self-serve for the customers. For example - we have created a 'My Booking' section on the website that enables customers to add the extras they want for their holiday themselves. This frees up our agents to focus on more complex enquiries," says Neil.



## INBOX SAVES THE DAY

During the COVID-19 pandemic the travel agency was faced with an extremely high volume of calls and email enquiries from customers about their holidays. Customers needed to know whether their holidays were being cancelled, whether they would get refunds, how they would get back if stranded abroad, and much more.

The increase in volume could have created delays, frustration and anxiety for customers. Mercury used the INBOX templates to provide answers on their website so customers could self-serve and create tickets that were systematically dealt with chronologically, but tickets could also be prioritised where more urgent responses were required.

# THE TECHNOLOGY

## BESPOKE DESIGN

The team worked closely with Mercury to design a solution tailored to their requirements. Agents were asked how they felt processes could be improved. As a result the solution design was simple and intuitive for agents and customers alike.

## BEND AND FLEX

The INBOX solution and support is extremely flexible presenting Mercury with the ability to work with the team to add on features and functionality to improve the Sunspot solution and the INBOX product, but also enabling Mercury to create workflows for themselves.

## CONSISTENT HANDLING

Inbuilt SLA management, audit trails and management information enable Mercury to maintain consistent CX across a distributed workforce. These also enable them to accommodate spikes in volumes and reduced availability of agents.

## ACCELERATING DIGITAL TRANSFORMATION

Mercury is at the start of its digital transformation journey and plans to set up a CRM, integrate its phone system with INBOX and look into an artificial digital assistant to help automate business processes further. Working together to design and implement Mercury's technology strategy and roadmap will improve customer experiences, automate processes and accelerate efficiencies resulting in cost-savings and return on investment.



**“IN THE MOST CHALLENGING BUSINESS CLIMATE WE HAVE EVER SEEN, THE BIGGEST GAIN FOR US IMPLEMENTING THE INBOX IS EFFICIENCY. We have automated the organisation of our workload during this hectic time and now have the ability to implement self service for our customers which will lead to improved efficiencies and vast cost-savings.”**

**NEIL WHITAKER,**  
Head of IT,  
Mercury Holidays

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