



CASE STUDY

Coping with an avalanche: scaling up at speed to meet demand

Delivering best-in-class global customer service in real time



www.enshored.com

CLIENT

Business travel and software company

INDUSTRY

Business travel

RESULTS

92%

customer satisfaction rate for live chat



274k support tickets handled in 2022

85%

customer satisfaction rate for email



TravelPerk's "best-performing partner in the network"

Overview

TravelPerk is a next-generation business travel platform pioneering the future of business travel. The unified platform provides a variety of travel and expense management services, including automated spending limits and policies.

The Challenge

During 2019-20, TravelPerk was significantly impacted by the Covid-19 pandemic, resulting in downscaling its core business operations. When global travel restrictions eased, demand from business travelers surged, and TravelPerk sought a partner that could quickly scale to meet growing demand.

"We were coming out of the pandemic, and for almost a year it was very hard for us to plan," explains Claudia Maras, Director of Vendor Development. "Then came the moment when everything switched on again, and lots of people suddenly started coming our way. It was an avalanche that we were not expecting, and we found ourselves understaffed."

During the pandemic, TravelPerk had the opportunity to improve its platform which also attracted new customers when people were able to travel again.

The right partner would need to be technically proficient - traveling is a complex process - and demonstrate alignment with their values and distinctive culture.

Our Approach

TravelPerk had worked with outsourcing partners previously which meant they had a good understanding of the kind of support they needed. The company discovered Enshored through their acquisition of NexTravel, who were already in a partnership with Enshored for customer support services.

Enshored rapidly scaled up, recruitment was conducted at pace in the face of a heated market, where a year's worth of pent-up demand was unleashed.

Enshored recruited agents with travel industry experience, technical know-how, and a laser-like focus on customer service. A key component of the Enshored recruitment process involves assessing empathy skills, which are crucial when dealing with stressed and frustrated customers during check-in.

TravelPerk started with a small Enshored team of 15 customer support colleagues, within six months, it numbered 150 Heroes. After 18 months, the team had grown to 400 customer support agents. Enshored now provides full omnichannel CX support across live chat, email and phone, managing all the customer-facing interactions and 80% of TravelPerk's chat interactions globally.

Our Impact

Live chat customer satisfaction at 92%

A new live chat channel was added by Enshored significantly increasing customer satisfaction for TravelPerk. Enshored achieved a customer satisfaction rate of 92 percent compared with the industry benchmarks for travel of below 80 per cent. Enshored's performance on customer satisfaction for emails is also strong at 85 per cent.

"Enshored set the tone for chat performance. That's something we have to keep an eye on because if their performance moves – either negatively or positively – the whole network moves with them," explains Jonathan Dimaculangan, Philippines Hub Manager for TravelPerk.

A culture of accountability and collaboration

TravelPerk highlights Enshored's strong structure and levels of accountability inside the team which has helped them to deliver stable performance. Dimaculangan found Enshored to be a committed partner, "They bring a good energy to work and are excited about working with our team. They are very keen on understanding what needs to be done, particularly to execute the general strategic pillars of customer care. They are also willing to invest time and resources to be able to align with TravelPerk's customer care."

Becoming the best performing partner for TravelPerk

Enshored has demonstrated its capability to successfully overcome the challenges associated with rapid scaling, "We are a very demanding client and one of our core values is delivering seven star services for our clients. So, with Enshored, it was a bit of a ride at the beginning, because we scaled them very rapidly. But I have to be honest, they are now our best performing partner in the network. I'm pretty confident they could work with a thousand people," explains Maras.

Conclusion

The Enshored team continues to provide high-quality customer experience services to TravelPerk so they can focus on their core priorities. TravelPerk recently achieved unicorn status and is now recognized as the largest and fastest growing global travel management company.

"In the past six months we've grown rapidly and I've not had to think about the part of the business that Enshored handles because they have done everything we've asked of them. It's just peace of mind. Having a solid partnership that we can forget about because we know it works allows us to focus on other priorities."

Claudia Maras | Director of Vendor Development



**How Enshored
can help**

Enshored is built to support disruptive start-ups.

We augment, build and support customized Customer Experience for digital CX, Sales & Marketing, Back Office and Content Moderation.

We provide the people, the culture and the operating system to support you to scale seamlessly.

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