

How TBO Holidays serves customers better through automated support

tboholidays.com

Goal

TBO Holidays wanted to enhance customer service efficiency while improving productivity.

Challenges

Since TBO Holidays relied on email as their primary communication channel, high volumes of incoming emails created bottlenecks that hindered agent productivity.

TBO Holidays, a B2B portal that helps travel agencies across the globe.



Outcomes

| Improve agent productivity

Our conversational modeler helped TBO Holidays create interactive dialog flows that helps users find answers to their questions in a matter of seconds.

1.5x 
users handled by the bot

| Handle inquiries 24/7

TBO Holidays integrates the platform into their system to automate queries around bookings, cancellations, plans, etc.

90.4%
of the questions were handled by the bot flows

| Increase engagement

With the bot handling multiple users at the same time, TBO Holidays can now handle more requests to further increase engagement.

107%
increase in engagements via bot