

Customer story

HIGHLIGHTS

Real-time Travel business updates using Whatsapp- Whatsapp for Business by Viva



CLIENT

A well-established travel organisation with over three decades of expertise in the UK market, renowned for delivering exceptional travel solutions and creating memorable experiences for its customers.

REQUIREMENT

The client specialises in leisure and corporate travel with offices across the UK and India, employing over 400 agents.

- The company wanted to improve customer assistance through a common messaging system so that customers could get real-time flight information, book tickets, request refunds, and receive seat assignments.

CHALLENGE

The company faced difficulties integrating various systems, including APIs, CRMs, and travel management software.

These integration challenges led to inefficiencies in syncing data across platforms.

The lack of seamless integration hindered the smooth flow of operations and customer service processes.

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SOLUTION

[Social Media eXperience]

To address this complex network requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- WhatsApp for Businesses: A customised system was designed based on the workflow provided by the customer, utilising the WhatsApp Business platform for enhanced communication.
- This solution streamlined the customer's processes by integrating WhatsApp Business, improving communication efficiency and overall workflow management.
- A dedicated WhatsApp number was provided by the company.
- Viva's specialised API integration solution allowed customers to get real-time information on bookings, cancellations, flight information, etc.
- Out-of-hours calling feature was also provided to the customer.