nanorep
CASE STUDY

Thomas Cook Streamlines Support, Engages Customers Worldwide with nanoRep

The Business

Thomas Cook Group is one of the world's leading leisure travel groups with sales of over £9 billion and more than 20 million customers in 2013. The company is supported by 27,000 employees, operates from 17 countries, and is number one or two in all its core markets. Thomas Cook Group's shares are listed on the London Stock Exchange (TCG).

The Challenge

Thomas Cook is dedicated to engaging and understanding customer needs in order to deliver personally-tailored travel solutions. Experiencing explosive growth in multiple markets, the company was challenged to cost-effectively provide the high level of service its customers had come to expect. The company was seeking a high-quality customer support platform that could seamlessly integrate with its multiple local web sites - providing accurate, multilingual and cost-effective self-service responses to repetitive inquiries. For more complex enquiries, Thomas Cook required a platform that could smoothly and efficiently escalate to chat, email, or phone with live service agents.

The Solution

Thomas Cook chose the nanoRep web self-service platform for initial deployment in the UK. Owing to the success of this pilot, the service was quickly rolled out internationally. Today, Thomas Cook uses nanoRep to provide online support in five languages, on 13 different customer-facing web sites in the UK, Netherlands, Belgium, Germany, and France, along with four internal support agent sites. Owing to the system's extreme ease of use, nanoRep is administered for all these sites by *a single Thomas Cook employee*.

nanoRep's easy and rapid implementation enabled Thomas Cook to get the system up and running with only minimal development overhead. To make the self-service option highly visible and accessible, Thomas Cook added the nanoRep floating customer service widget site-wide on many sites. Additionally, the company implemented the nanoRep Dynamic FAQ solution, which draws content from the company's 16 constantly-updated knowledge bases.

To avoid redirecting customers to a third-party site, which can negatively impact conversions, Thomas Cook simply embedded nanoRep's hosted script on multiple site pages. Thus, dynamically-updated content is displayed by nanoRep in each site's organic context and language, alongside static site content. Thanks to nanoRep's search-engine friendly technology, site pages integrating dynamic FAQ content still appear high in search engine rankings.

The Benefits

nanoRep currently provides over 120,000 answers per month across the 13 customer-facing Thomas Cook web sites. Leveraging nanoRep, Thomas Cook achieved a 20% growth in deflection rate of incoming inquiries across all group sites. This reduced the average agent interaction time by 10%, allowing agents to productively handle more enquiries, more efficiently. Most importantly, Thomas Cook can now provide instant, accurate answers 100% of the time – even when live agents are not available.

Since implementing the nanoRep solution, Thomas Cook has seen measurable growth in conversions, engagement, and customer satisfaction. Moreover, with only one self-service support system to administer for all its web sites, the company has enjoyed significant cost savings – and despite a continuous increase in traffic, including significant seasonal fluctuations, the company has not seen an increase in support overhead.

BENEFITS SNAPSHOT

- Provides 120,000 answers per month across 13 customer-facing sites
- 20% growth in deflection rate
- Reduced average agent interaction time by 10%,
- Measurable growth in conversions, engagement, and customer satisfaction
- Significant cost savings despite a continuous increase in traffic

nanoRep's powerful BI functionality has helped Thomas Cook better understand what concerns its customers. nanoRep analytics enable Thomas Cook to see what questions were and were not answered, helping them constantly evaluate and tweak answer accuracy to maximize answer rate percentage.

What They're Saying

"We've tried numerous self-service tools over the past eight years, ranging from small startup companies to full-blown enterprise solutions. Nothing has been comparable with the service we have delivered to our customers by using nanoRep."

Customer Experience Administrator, Thomas Cook Group