

Travel & Hospitality Solutions

Making a Reservation for Contact Center Success



Alorica partners with some of the world's most visited travel and hospitality brands, offering travelers and guests a premium destination for customer care, sales and retention support. We've been thrilled to **double our number of new travel clients** over the last two years, making this vertical one of our fastest-growing industries. And the Alorica culture of creating insanely great experiences—from booking **rental cars, flights and hotels**—carries through to both leisure and business travelers as they receive the valued guest support they need from anywhere, anytime.

But great travel support doesn't happen overnight. For nearly 15 years, Alorica has developed well-tenured super users of complex GDS and GUI systems. **And our deep travel leadership and agent bench strength**—along with an unmatched domestic, nearshore and offshore footprint—allows us to offer significant proficiency and scale in handling challenges due to **extreme seasonal, weather or event-related contact volumes**.

OFFERING 24/7 MOBILE SUPPORT FOR ON-THE-GO TRAVELERS



ALORICA TRAVEL QUICK FACTS

- Active Sponsor and Member of the International Association of Reservations Executives (IARE)
- Extensive experience in GUI systems, native GDS systems and complex GDS troubleshooting issues
- Serving travel and hospitality clients for nearly 15 years, including the world's largest airline
- End-to-end services provider with capabilities spanning across the entire traveler lifecycle
- Supporting traveler interactions by phone, email, chat, co-browse, back office and fulfillment

CLIENTS SERVED

- Airlines
- Hotels, Casinos and Resorts
- Cruise Lines
- Auto Rental Companies
- Online Travel Agencies
- "New Economy" Companies
- Travel Insurance
- Serving both Corporate and leisure Travel Segments

THE ALORICA ADVANTAGE

Smart Investments

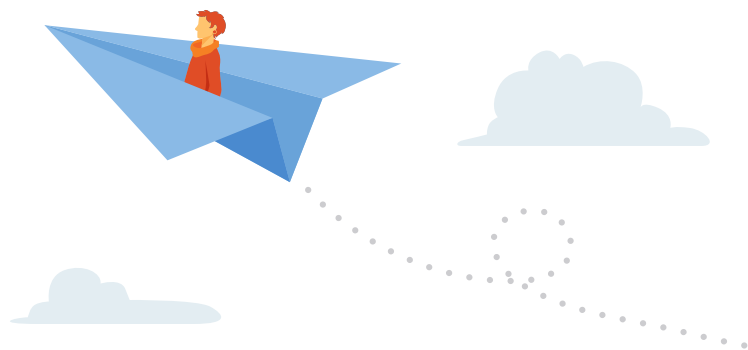
- Improving customer experiences and agent efficiencies by redesigning processes, training and agent tools; e.g., a web chat tool for airlines, and social blogging for hotels
- Continuous investments in travel expertise; executives have over 60 years of collective experience in the field
- Proactive relationship building during hotel franchisee partnership summits, introducing small business owners to guest support solutions

Knowledgeable Staff

- Nearshore teams in Latin America are located in a hotbed for tourism and travel—more than 70% of recruits have travel industry experience.
- Advanced agents undergo extensive training in GDS and GUI systems for reservations and support, including assisting airline ticketing agents.

High Performance

- New CRM technology cut an airline's AHT by half and provides real-time feedback on customer issues
- In the month after ramping a hotel partner, sales conversion ran 200 basis points higher than the first month
- Quick deployment of additional hours to support natural disasters; e.g., month-long commitment of 4,000 weekly overtime hours due to extreme weather impacting a major airline



TRAVEL CUSTOMER INTERACTION TYPES

Alorica handles a wide range of Travel and Hospitality services throughout the customer lifecycle, from Customer Acquisition, Customer Care, Upsell and Cross-sell, Technical Support, Retention and Collections. Some of our core services include:

Full-Service Reservations

- Reservation and booking services
- Itinerary segment adjustments, cancellations and re-bookings
- Offline fax confirmations

Ticketing Services

- Prepaid ticket consultations
- Ticketing and fulfillment requests
- Fare calculations and discrepancies
- Voids, exchanges, refunds and lost ticket resolutions

Loyalty and Special Programs

- Travel insurance services (including licensed agents)
- First-class and premium member support
- Frequent flier and member reward programs

Additional Support

- Roadside assistance
- Customer navigational and functional support
- Assisting airport gate agents or counter agents
- Baggage tracking management