

# DRIVING DIGITAL CUSTOMER EXPERIENCE, OPERATIONAL EFFICIENCIES & REVENUE GROWTH FOR A LARGE OTA



WNS

TRAVOGUE

# 10 Years and Going Strong: The Journey to Success

What began as a single-brand partnership has evolved into a transformative collaboration between WNS and a prominent Online Travel Agent (OTA) to revolutionize customer experience and drive digital-led outcomes across the value chain.

WNS Travogue – WNS’ suite of services and solutions for the travel and hospitality industry – has enabled the OTA to improve **customer experience**, **operational efficiencies**, **revenues** and **risk management** by leveraging our blend of industry know-how, proprietary digital customer experience model, business process optimization, operational excellence strategies and global delivery approach.



**3500+**  
Industry Experts



**7**  
Delivery Centers



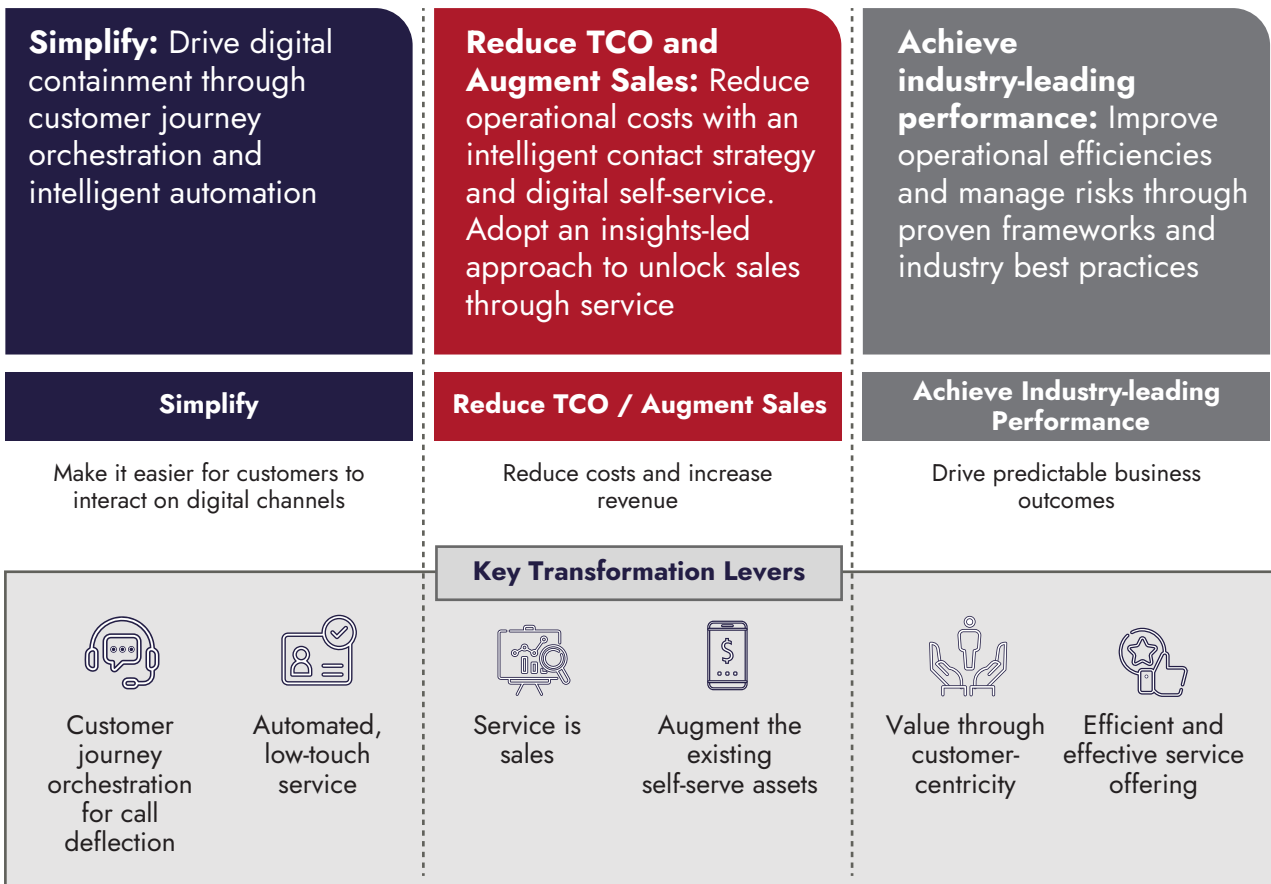
**10-15%**  
Improvement in  
Productivity



**40%**  
Enhancement in  
Sales Conversion

## Catalysts for Transformative Growth

WNS Travogue’s unique value proposition for the OTA hinges on three key levers, including:



This transformation is enabled by a suite of proprietary and established frameworks, including WNS EXPIRIUS – our digitally integrated customer experience model – and the Sales Center of Excellence (CoE), a one-of-a-kind offering that bundles sales and services.

WNS EXPIRIUS, powered by its point solutions, integrates human-led design with automation, conversational artificial intelligence, analytics and consultative strategies to co-create a seamless digital customer experience. The Sales CoE, built on a “sales through service” philosophy, empowers contact center agents to elevate the quality of customer interactions and improve the sales conversion rate.

## Super Agents Unleashed

A major accomplishment of this collaboration has been the creation of Super Agents. Backed by the right underlying frameworks and tools, WNS and the OTA have established an environment that nurtures next-generation agents equipped to handle any customer query while driving sales.



**Travel Domain University**

**GDS Academy**

**AI-led Digital Learning**

**WNS Sales CoE**

**WNS Operational Excellence Framework**

**Digital Self-service for Contact Elimination**

**Customer 360° View & CSAT / NPS Analytics**





## Next-level Value Delivered

WNS Travogue has delivered a significant and far-reaching impact, influencing customer experience, operational efficiency, revenue and risk management metrics.



**15-20 percent**  
sales revenue  
improvement



**40 percent**  
improvement in  
sales conversion



**10-15 percent**  
improvement in  
productivity



**100 percent**  
attainment across  
KPIs and SLAs



**100 percent**  
cross-skilling on  
all points of sales



**100 percent**  
regulatory compliance





## ABOUT WNS TRAVOGUE

WNS is a leading Business Process Management partner to more than 400+ global businesses, including 100+ Travel & Hospitality companies. Our clients in the travel and hospitality industry trust **WNS Travogue** for designing and executing their data and digital led business transformation journeys.

Built on more than two decades of experience working with clients from Airlines, Hospitality, OTA and TMC segments, the **WNS Travogue** suite of offerings brings together the best of industry expertise, data-to-insights prowess and digital innovation.

Across the value chain, we enable our clients to deliver delightful customer experiences with **TravXP**, drive operational excellence with **TravOps**, accelerate revenue growth with **TravRev**, devise accounting and risk management strategies for financial control with **TravControl**, achieve inclusive and sustainable growth with **TravGreen** and outperform the competition with growth-led strategies powered by **TravConsult**.

To know more about **WNS Travogue**, read here.

Copyright © 2023 WNS (Holdings) Ltd. All rights reserved.

WNS  
**TRAVOGUE**