

Case study

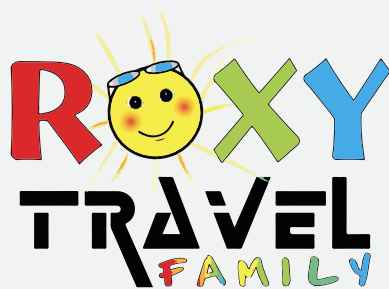


## Streamlining Travel Services: The Roxy Travel Success Story

Discover how Roxy Travel transformed communications with Daktela, saving money, enhancing customer service and future-proofing their business.



## About Roxy Travel



Roxy Travel was founded out of a passion for travel, research, and uncovering the best deals. Starting with organising trips for friends and family, it quickly evolved into a fully-fledged travel agency. Now, with over 116,000 followers on Facebook, the company has built a strong online presence, driven by a commitment to transparency and personalised service.

### Roxy Travel's Bespoke Daktela Solution

*From day one, our collaboration with Daktela has been nothing short of exceptional. They took the time to understand how our business operates and delivered tailored solutions that perfectly matched our needs. With Daktela's Voice, Ticketing, WebChat, and Facebook modules working seamlessly together, we've transformed our operations, streamlined processes and transformed customer experience. Seamless conversation tracking across all channels, rapid issue resolution, and regular reporting have become the cornerstones of our success. Daktela has truly helped us deliver better, faster, and more efficient service to our clients.*

**- Raluca Vasile, General Manager Roxy Travel**



## The Challenge

To support its growing customer base, Roxy Travel identified critical business needs that required an integrated solution:



### **Ticketing Solution**

Roxy Travel required a ticketing solution to streamline the management of customer requests and issues. Without a suitable system in place, the risk of bottlenecks and information loss was high, potentially harming both the customer experience and operational efficiency.



### **CRM (Customer Relationship Management)**

To deliver personalised and efficient services, it was crucial to have access to comprehensive customer data and consistently update this information. A robust CRM system would enable the Roxy Travel team to manage customer relationships more strategically and provide support tailored to individual needs.



### **Webchat**

With an increasing number of customers engaging online, Roxy Travel recognised the need for seamless communication across different channels. Introducing a webchat system became a priority to ensure real-time interactions, reduce missed enquiries and enhance the overall customer experience.



### **Social media (Facebook)**

With a strong presence and active engagement on social media platforms, including Facebook, integrating this channel into Roxy Travel's communication strategy was a top priority. A streamlined social media approach allowed the team to efficiently manage inquiries and requests from these platforms, enhancing responsiveness and customer satisfaction.



### **Omnichannel communication**

To ensure a seamless and consistent customer experience, the travel agency wanted a solution that could provide full visibility across all communication channels, regardless of the customer's preferred method.

**To tackle these challenges, Roxy Travel partnered with Daktela to design a solution that streamlined their operations and enhanced customer interactions.**



## Daktela Modules Implemented



Voice



Ticketing



CRM



+



Webchat & Facebook chat



## Benefits of Using Daktela

- 1. Increased Ticket Resolution:** Implementing Daktela's solution significantly improved efficiency in handling customer requests and issues. Roxy Travel recorded a **20% increase** in the number of tickets managed and resolved, showcasing enhanced capacity to handle higher volumes of enquiries.
- 2. Optimised and Expanded CRM Database:** Using Daktela's system led to a **10% growth** in the CRM database and optimised stored information. This expanded database provided the team with more resources and data to manage customer relationships more efficiently and deliver personalised services.
- 3. Facebook Chat Activation:** Introducing the Facebook Messenger chat feature generated an average of **80 quote requests per month**. This approach allowed the agency to interact directly with customers on social media, improving accessibility and providing quicker responses to enquiries.
- 4. Webchat Integration:** Adding a webchat system resulted in approximately **60 additional enquiries** per month. This new communication channel enabled real-time interactions with customers on the Roxy Travel website, contributing to higher conversions and improved customer satisfaction.
- 5. Cost Savings from Eliminating Mobile Subscriptions:** Implementing Daktela's solution enabled the agency to **eliminate unnecessary mobile phone subscriptions**, reducing operational costs and enhancing overall financial efficiency.

Ready to transform your communications?  
Contact us today and discover how Daktela  
can make it happen!



0208 089 1452



info@daktela.co.uk



www.daktela.com

