



CLIENT

Cendyn/Pegasus

Cendyn is a leading provider of cloud-based software and eCommerce services for the hospitality industry.

EXECUTIVE SUMMARY

The client used Tyme Global to improve hotel guest experiences, improving abandon rates and conversions while gaining valuable insight through enhanced reporting.

BACKGROUND

Tyme Global began our relationship prior to the Pegasus/Cendyn merger when Pegasus provided

revenue and distribution solutions for the hospitality industry.

Pegasus partnered with Tyme Global to upgrade their guest experience, leveraging our software and process solutions.

CHALLENGES

When Cendyn (then Pegasus) approached Tyme Global, they were experiencing call center issues with a high abandon rate and low conversion rate. Their software was not able to provide them with much detail on how calls were being handled. Unable to reach a conclusion as to why they were not meeting performance standards they turned to Tyme Global for our experience and unique solutions.

THE PROCESS

The first step was a detailed intake process, understanding the needs of initial six properties (now over 35) in the Pegasus portfolio that our agents would be serving. During discovery we gathered

technical specifications, brand, location-specific, and general localized information.

Technical information was incorporated into our systems integration. Brand, property, and local information was loaded into a customized CMS and added to our training documentations for agent orientation.

Implementation leveraged staff experience in understanding customer needs, building and training work-from-home teams, setting up a unique supervisory structure, and making use of the great tools our platform offers.

For example, our CMS goes well beyond what traditional call centers provide. We built out a robust knowledge base, that gives agents the information they need at their fingertips to best serve each guest.

Localized information includes:

- Annual event calendars
- 7-day weather forecast
- Promotion tabs/hotel
- Property fact sheets
- Hotel layouts
- City guides/maps



Not only do we take reservation calls, we assist with general questions, decreasing the number of calls going to the Front Desk.

In addition, our ACD phone system links to hotel booking systems, hotel websites, etc. based on which line the caller called in minimizing agent error.

The combination of technology, training, and management is the “secret sauce” that allows Tyme Global to lift customer experience to a new level.

Performance Improvements

-  **Increased conversion rate: 16% to 26%**
-  **Decreased abandon rate: 6.3% to 4.9%**
-  **Average speed of answer: 27 seconds**
-  **Answered within 30 seconds: 82%**

OUTCOMES

Through the implementation of Tyme Global’s customized CMS, agent training, monitoring, and reporting, Cendyn (then Pegasus) has seen great improvements in all Key Performance Indicators.

Conversions have increased, abandoned calls decreased, and they are able to examine agent performance to a degree and with precision never before available.

LESSONS LEARNED

Flexibility was key with this client. Due to changing demands in the market make preparations to staff up or down quickly. While it is our policy to train a few extra agents to ensure coverage, training too many can result in wasted effort if they are no longer available when up-staffing is needed.

We continue to cross-train additional agents; however, we now train in smaller, more select batches.

FUTURE PLANS

According to CIO Gautam Lulla, “Working with Tyme Global to transition away from our current CRO was the smoothest transition I have ever experienced.” Cendyn expects to continue growing their partnership Tyme Global.

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