



CASE STUDY

TRAVEL & LEISURE

## A LEADING GLOBAL HOTEL CHAIN **AUGMENTS REVENUE BY USD 6 MILLION** WITH WNS' SALES CENTER OF EXCELLENCE

One of the leading global hotel chains was experiencing a dip in its revenue due to falling occupancy rates. WNS identified that the client's efforts towards customer acquisition and revenue generation were focused largely on the online channel. WNS built a robust offline channel through its proprietary Sales Center of Excellence (CoE) framework, which generated additional revenue of more than USD 6 Million.

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## The Client

One of the leading global hotel chains with a host of properties, operating under different brands.

## The Challenge

Falling hotel occupancy rates were severely impacting the client's revenues. The client set a business goal to enhance its customer acquisition strategy and improve its revenue.

## The WNS Solution

WNS identified that the client's efforts towards customer acquisition were focused overtly on the online channel, which was leading to a dip in revenues. To ensure quick incremental revenue quarter-on-quarter, WNS deployed the following solution elements:

### Proprietary framework:

WNS built a robust offline channel through its proprietary Sales Center of Excellence (CoE) framework to counter the client's over-dependence on the online channel.

### Analytics:

WNS conducted a multi co-linearity study to assess the parameters

affecting revenue. The study revealed that Net Revenue (Net Rev), Customer Satisfaction (C-SAT) and Average Daily Rate (ADR) highly impacted conversion percentage, and thereby the revenue.

### Automation:

WNS deployed automation and real-time performance management measures to ensure effectiveness of the customer acquisition process.

### Customer service:

WNS provided efficient customer support to the client's guests across multiple geographic locations by leveraging its global delivery footprint. The team rolled out social media campaigns to enhance customer satisfaction and improve stickiness. WNS also reached out to the client's bottom quartile customers to drive market penetration and improve sales conversion.

The above solution elements, which were both scalable and tactical, enabled the client to balance its sales portfolio, sharpen its customer acquisition strategy and maximize revenue.

## Benefits Delivered

The various solution elements delivered the following benefits:

- Additional monthly revenue increased by more than USD 6 Million (on annualized basis)
- Sales conversion rate grew by around 18 percent
- Revenue jumped approximately 150 percent in the very next quarter after WNS' solution was implemented
- Customer Satisfaction (C-SAT) score grew 700 Basis Points (BP)

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