

LIVEPERSON ENTERPRISE FOR TRAVEL & HOSPITALITY

Background

The travel and hospitality sector is truly one of the great success stories of e-commerce. The category has topped the list of fastest-growing markets since the earliest days of the Web. Consumers and business travelers quickly grasped the profound convenience and cost advantages of researching travel options and booking online. And the proliferation of aggregated travel sites only enhances the individual's power by making it possible to compare the costs and bundle options of a wide variety of providers in a single search.

But success often has its costs, and for online travel and hospitality providers, those costs are proving to be steep. The ease with which travelers can find the lowest possible fare or rate puts tremendous price pressure on providers. Competing based on price has forced commoditization of the industry and has cut deeply into profits. As a result, providers have less capital to invest in improving customer care and enhancing services. And while cost-conscious travelers balk at paying a premium for such services, they're increasingly vocal about problems they encounter and are apt to voice them in consumer forums.

Readily available air travel and more affordable prices make it possible for people to go anywhere. As a result, destinations need to work harder to entice people to their regions and properties. This also means that providers can benefit from identifying who is on their site, and engaging high-potential visitors in real time. A single lead to a convention or tourism board can represent significant revenue, particularly if that lead is the director of an association or meeting planner of a major corporation. The ability to establish a real-time connection with a high-value visitor offers a significant competitive advantage.

Service bundles have been an effective strategy for increasing revenue. By offering attractive pricing for bundles of airfare, hotel and car rentals, providers have been able to boost the value of bookings, and market to the customers of their partners. In the high-value convention business, bundles often include the services of destination management companies, customs brokers and special event planners. But bundles can also increase the opportunity for error, making quality customer care even more important for this sector.

To meet the needs of today's airlines, travel agencies and hotels, LivePerson has introduced LivePerson Enterprise for Travel & Hospitality, a third-generation engagement solution that enables enterprise-class travel and hospitality providers to take control of their websites by applying to the online medium best practices long relied upon by their brick-and-mortar counterparts, specifically visitor segmentation and targeting.

LivePerson for Travel & Hospitality

Built on LivePerson's Engagement Marketing platform and methodology, LivePerson Enterprise for Travel & Hospitality enables online booking agents to target the right visitor with the right message at the right time in order to affect a desired outcome.

This comprehensive third-generation engagement solution blends a proven value-based methodology with an active rules-based engagement engine and deep domain expertise to advance online lead generation and sales initiatives and deliver incremental contribution to the bottom line.

Increase online booking rates. LivePerson Enterprise monitors specific events such as referring website URL, click-through path, time on a page, and previous visits, i.e., clues that indicate a visitor's propensity to purchase a flight or book a room, and applies business rules to trigger proactive invitations to these prequalified leads. Likewise, visitors who click on high-value pages, such as those featuring convention space, wedding halls or information on room blocks, can be automatically identified as hot leads and invited to chat or speak with a site representative.

LivePerson also provides a complete set of tools to manage the customer experience and increase the likelihood of net new conversions. Using LivePerson's page-push and co-browse technology, travel professionals can guide visitors through pertinent areas of the site and even assist in completing online booking forms.

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LivePerson Enterprise can be leveraged to expedite the booking process for companies and cruise lines requiring travelers to submit a request to book a vacation with the travel agent and wait for a confirmation. To eliminate this delay, travel companies can add a click-to-call button on their submission form, enabling the traveler to speak with an agent who can book and confirm the trip immediately.

The combination of these tools has enabled enterprise-class travel and hospitality companies to increase their online bookings. In fact, in optimal deployments LivePerson consistently delivers a 20 percent increase in orders and revenue from the Web channel.

Upsell and cross-sell visitors. A user-friendly rules engine enables travel professionals to identify and target visitors who represent significant cross-sell, upsell and loyalty-building opportunities. For instance, premium-status frequent flyer customers who login to their accounts can be targeted for special reward promotions. Likewise, visitors who've booked a flight online make excellent prospects for rental car offerings.

The screenshot shows a rule configuration window with the following fields:

- Name:** PHL-Chat-Vacations-Browsing multiple saved vacation
- Description:** The visitor has been on site for more than 5 minutes, has more than one saved vacation, with at least one vacation valued over \$2000.
- Rule Type:** While visitor is browsing site
- Segment:** All Visitors
- Status:** Enabled

If All of the following conditions are true:

Condition	Edit	Delete
the numeric value of the custom variable 'SavedPackages' >= '2'	Edit	Delete
time on the site >= '300' seconds	Edit	Delete
the numeric value of the custom variable 'CartTotal' >= '2000'	Edit	Delete

Then perform these actions:

Action	Edit	Delete
set Visitor as Hot Lead	Edit	Delete

Stop processing after this rule

Update All Cancel

With LivePerson's user friendly business rules engine, enterprises can establish criteria and conditions that trigger proactive chat and voice invitations. A combination of Web analytics, visitor history and configurable rules determine when and how invitations are presented to visitors.

By integrating the CRM system and the data gleaned by LivePerson Enterprise, high-value customers can be identified, e.g., a visitor who works for an incentive management company that regularly books employee reward and incentive trips for large corporations, and targeted with a customized air and hotel bundle.

Reduce service costs while increasing first contact resolution. Shifting service requests from telephone to highly cost-effective online channels increases the number of agent interactions per labor hour by more than 20 percent, significantly reducing the average cost per interaction. Savings stem from concurrency: chat agents can handle three to four concurrent chats using LivePerson, versus one per phone call, greatly boosting their efficiency rates. Further, the individualized attention of chat enables first contact resolution, unlike email, which delivers only a 40 percent first contact resolution rate, with the majority of issues requiring up to three separate correspondences.

Website optimization with real-time monitoring and reporting. Gain valuable insight into online customer acquisition initiatives with detailed reporting on conversion rates, abandonment points, entry pages, navigation paths, rules effectiveness and campaign performance. Using this intelligence, travel and hospitality providers can refine their marketing initiatives.

Foster long-term customer loyalty and satisfaction. LivePerson Enterprise for Travel & Hospitality promotes customer-centricity, a critical driver of acquisition, satisfaction and retention in today's competitive travel environment. LivePerson's ability to deliver online personalized assistance to the right visitor at the right time ensures customer satisfaction and cements loyalty. In fact, travel and hospitality providers that have implemented LivePerson Enterprise have realized customer satisfaction rates of greater than 80 percent.

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