



Artisoft's Software-Based Phone System Delivers the Competitive Edge for Online Travel Company

ValueVoyager.com Boosts Service, Sales and Productivity with Award-Winning Phone System

Riding the wave of the booming online leisure travel business, ValueVoyager.com successfully launched their Web site recently, offering online discount cruise packages. With widespread Internet access changing the way people buy vacations, ValueVoyager.com found a niche in cruise travel by offering personalized, comprehensive cruise details, including pricing, via its streamlined Web site.

Geri Brown, president of ValueVoyager.com, knew that in order for the launch of ValueVoyager.com to be successful, she needed to surround herself with established technology solutions. Travel companies like ValueVoyager.com are depending on the right technology tools to help boost their productivity and grow their businesses ahead of the competition.

Unmatched Features Made TeleVantage the Choice in a Technology-Driven Industry

In her search for the ultimate mix of technologies to run her business, Brown reviewed several traditional phone systems. At that time, Artisoft's TeleVantage, a software-based phone system, was strongly recommended to her by a colleague familiar with her technology-focused strategy. After a live product demonstration, she realized that TeleVantage had the powerful technology she needed to help her company gain market share in this productivity-driven field.

TeleVantage's ability to document conversations, file and retrieve information easily, and facilitate communication through the PC were key features that influenced Brown's decision to purchase the product. Furthermore, TeleVantage is based on open industry standards by Dialogic, an Intel company, and easily integrates with other business communications solutions.

Once Brown made the decision to purchase TeleVantage, NETiMAGE, a local value-added reseller, installed the software and trained ValueVoyager.com's staff in just two days. The first day was for installation and setup, with follow-up the next day for last-minute details and training. "The NETiMAGE representatives were very helpful and accommodated our needs during the setup without any major interruption to our business," said Brown. "Our employees were up and running quickly, and they continue to learn more about TeleVantage's power every day."



Easy Internet Integration Leads to Greater Efficiency and Productivity

"TeleVantage is a natural for the travel business," said Brown. "Its Internet capabilities let us maximize the power of the Web as a deal facilitator. TeleVantage is the only phone system that will increase our efficiency by shifting our main channels of communication away from the telephone and onto the PC. Time spent per call translates directly to bookings. Therefore, missing a call can mean missing a booking. TeleVantage's email and Internet integration ensures that our customers can always reach us."

According to Brown, "TeleVantage has the technology elements that traditional phone systems lacked. Its features are helping ValueVoyager.com to break new ground in the travel industry by creating seamless communications between customer and agent. This is especially important given the growing numbers of home-office-based agents."

"Productivity jumped with Internet communication between customers and agents. TeleVantage's ability to set up a live chat was crucial in order to virtually eliminate the rounds of phone tag that customers and agents used to play when we were only using telephones," says Brown. "A live chat with an online agent significantly reduces the steps involved in closing a deal."

TeleVantage is a natural for Internet-based business...

TeleVantage's Customization and Ability to Work with Other Business Applications Lead to Superior Customer Relations

Now, when a travel agent is on the phone or out of the office, any ValueVoyager.com agent is able to help any customer — without putting the customer on hold — because every conversation has been documented into files in the PC, including any price quotes, dates and travel preferences. To make it even easier to find the data, the agents have set up client categories, such as 'booked,' 'pending,' and 'inquiries.' A ValueVoyager.com agent can retrieve all of the customer history and find out exactly what has transpired between customer and agent, and what still needs to be accomplished. This account management capability is extremely important to their business success.



TeleVantage has exceeded Brown's expectations and enabled ValueVoyager.com to easily manage the significant call volume intensity that began directly after the launch.

TeleVantage's customizable 'hold' greetings, which can be easily and frequently modified, are just one way the company draws on TeleVantage's features to achieve its goal of taking virtually every phone call. Incoming call and 'live' message screening allows agents to monitor calls and answer the most important calls first. If customers are transferred to a voice mailbox, they can be assured of having reached the right person to handle their request; and with personalized call handling and follow-me call routing lists, the call is virtually guaranteed to be returned promptly.

Clear Communication Channels Provided by TeleVantage Promote Future Growth and Expansion

The company is using TeleVantage so effectively that Brown predicts the agents' PCs will eventually replace their telephones as the primary means of communication with their customers.

Brown sees TeleVantage helping the company appear more well-established when it begins to offer even more finely customized vacations to large groups like seniors, families and honeymooners. "These groups will be able to benefit from this feature-rich phone system, which lends efficiency and professionalism to ValueVoyager.com," said Brown. "TeleVantage provides the technology for nearly unlimited customization and expansion, and ValueVoyager.com backs it up with our friendly and efficient travel professionals. TeleVantage definitely fits our strategy, and is a natural for communication on the Internet."

Problem

- ValueVoyager.com needed powerful and customizable communications technology for their productivity-driven business.
- They needed seamless communication between caller and agent, and the ability to document customer inquiries, data and preferences.
- They needed to make sure that all calls were handled quickly, accurately and efficiently.

Solution

- TeleVantage gave ValueVoyager.com the versatility, customization and ease of use to manage their busy travel business.

Results

- Agents can easily retrieve customer histories, speeding up transactions and delighting customers with the level of service.
- Increases in efficiency have brought dramatic increases in business.
- ValueVoyager feels they are breaking new ground in the travel industry, easily outdistancing the competition.

"TeleVantage provides the technology for nearly unlimited customization and expansion."

— Geri Brown
President, ValueVoyager.com

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