

On the Beach

CASE STUDY



The Background

On the Beach was founded in 2004 and has grown to become one of the UK's leading online retailers of beach holidays.

With a wide range of holiday destinations, they send over 1.8 million customers on their perfect beach holiday every year.

On the Beach implement innovative technology to continue to progress their business, provide the best experience for their customers and disrupt the retail of beach holidays.



The Challenge

Operating within the travel industry means that On the Beach experience seasonal demand with two peak periods.

This leads to long wait times for customers and difficulty meeting SLAs. They approached our team outlining the issues they wanted to rectify. We provided a free, no obligation consultancy to explore the solutions they could implement to solve their current challenges.

Our customer's primary concern was the prolonged period of time customers had to wait per call during peak periods. In addition, On the Beach were looking to provide their customer with enhanced payment functionality, which wasn't possible with their legacy solution.

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Throughout the process, Elite have supported the creation of a true “strategic partnership”. On the Beach contacted Elite Group with a view of supporting the On the Beach customer services team during the seasonal peaks. Elite Group were and continue to be fully engaged, providing On the Beach with numerous options to extract value and provide the support required.

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CARL JONES | IT SERVICE MANAGER |
ON THE BEACH

The Solution

We worked with On the Beach to identify the interactions we could look to automate through AI technologies, to free up the time of human agents for more complex queries.

We identified that we could reduce the quantity of interactions being handled by agents by 10% through the use of AI. The aim of introducing this technology wasn't to displace human agents, but to instead distribute the flow of traffic into the contact centre more efficiently, providing the customer service team with more time and resource.

By working with our strategic partner, Content Guru and the On the Beach software development team, we were also able to configure the solution to handle part-payments within the IVR, as opposed to customers only being able to make payments in full.



The Results

Our solution streamlined On the Beach's customer interactions and enhanced payment abilities.

Our solution enabled more efficient call handling, through the automation of simple interactions and prioritising agent time for complex queries. On the Beach were now able to handle part-payments within the IVR.

With calls being handled more efficiently, they were able to handle seasonal peaks without the need to recruit temporary agents to deal with the increased demand, which provided significant cost savings.



The project management from Elite Group has been flawless and, additionally, engagement with all members of the team is prompt and informative.



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