



RELAIS &
CHATEAUX®

Founded in 1954 by a union of major hoteliers and chefs, Relais & Châteaux is today seen as a benchmark for excellence in the field of dining and hotel industry.

Key Figures

- 530 establishments
- 64 countries
- 10 customer service hubs in several continents

Channels



Objectives

- Automatic distribution of workflows by skill and geographic area
- Real-time piloting of activities
- Optimisation of resource management



A High-End Customer Experience from First Contact...

CASE STUDY



Context

Reliability and **ease of roll out**, were the requirements of Relais & Châteaux's Trade Division and Information Systems Division, when they were looking for a technological solution.

Choice and Roll Out

Thanks to its highly developed features (area code analysis, prioritisation of requests, etc.) and the perfect interconnectivity with the group's information system, it facilitated reservation tasks and allowed customers to quickly access the most appropriate advisor.

The **processing and response times** are therefore optimised and the **service quality** improved. Where an advisor is unavailable, for example, there is an automatic transfer to another advisor in the world that speaks the customer's language, which allows for extended opening hours.

The implementation of the project was carried out in two stages by the Diabolocom teams: firstly in Europe and Africa, then in the United States. By relying on this facility, the management of customer requests was able to be fully internalised.

Results

The Diabolocom multi-channel platform resulted in a number of benefits, such as:

- The **swift and appropriate management** of requests by local advisors
- The **automatic status management** of the advisors (open, automatic redirection to other employees)
- Access to real-time and lagged piloting statistics to **guarantee service quality** and **measure activity** in sales (number of calls, average processing time and reservations made according to geographic area, etc.)
- Optimise call centre running and improve the **management of teams and their schedules**