

Serenity Holidays Case Study

Serenity Holidays finds a smarter way to work and the ability to deliver a superior multichannel customer experience with Dixa



Industry: Travel

Users: 60

Switched from: Outlook(email)
Mitel(phone)
LiveChat(Chat)

+30%

FIRST CALL
RESOLUTION

+14%

SALES

+32%

CUSTOMER
SATISFACTION

Challenges

- Poor customer service due to disconnected systems
- Delivering personalized support at scale
- Scattered data stuck in silos
- No unified view of each customer

Favorite Features

- Unified customer view
- Automated callback
- Remote access
- Ease-of-use
- Channel-neutral experience

“ We had been looking for an all-in-one travel engagement platform for several years and quickly realized that Dixa was unique for a travel company like us. With all customer data across email, chat and phone going into one solution, our sales and service teams as well as our customers have a significantly better experience. This has resulted in an increase in bookings, customer satisfaction and efficiency across the board.



Tony Reilly
Customer Manager Serenity Holidays

About Serenity Holidays

Serenity Holidays is an independent, privately owned tour operator, which was established in 1987 by a husband and wife team: Stephen and Sandra Wilde. Still owned by the couple, the company maintains its original principles of providing specialist holidays with superior service, but at affordable prices. Serenity Holidays won first prize in the category “Best Holiday Company to Sub-Saharan Africa” at the 2016 British Travel Awards and a silver medal for “Gambia Experience and Corsican Places” at the 2017 British Travel Awards.

Challenges

With 6 different travel destinations and a strong presence in the UK, Serenity Holidays provides sales and booking assistance as well as customer service to hundreds of customers daily looking to book trips to Gambia, Cape Verde, Goa, Corsica, Sardinia and Sicily. Serenity Holidays prides themselves on their customer-focused approach and in-depth destination knowledge. Travel advisors even make regular trips to the destinations they offer to ensure that they can provide their customers with genuine advice, recommendations and guidance. Serenity Holidays’ goal is to deliver outstanding service at all stages of the travel process, from the initial research phase through the return home.

Poor customer service due to disconnected systems

Using several disconnected systems made it difficult for Serenity Holidays to get a unified view of each customer across all channels. Previously, Serenity Holidays’ sales and customer service teams would be unaware if customers had, for example, communicated with their team via online chat prior to calling.

This did not create the optimal customer experience for their customers and often led to an impersonal interaction where customers had to repeat themselves if they reached out on more than one channel. Serenity Holidays hoped to find a solution that provided advisors with a threaded conversation history, so they could quickly resolve customer inquiries and deliver consistent customer experiences on all communication channels.



Delivering personalized service at scale

As Serenity Holidays' customer base continued to grow, it became increasingly difficult to keep up with the numerous ways their customers were engaging with them (phone, email and messaging). Not wanting to lose the level of personal service they had always offered, Serenity Holidays wanted to find a solution that could provide their sales and support teams with the context they needed to deliver personalized experiences on all channels, every time. Being able to greet customers by name and always be up to date on the status of each customer was very important to Serenity Holidays.

Scattered data stuck in silos

At the time, Serenity Holidays was using four different systems in addition to spreadsheets and plug-in software to manage their sales and support. As a result, they found themselves spending an immense amount of time converting conversation data into a useful format they could use to make informed business decisions.

Additionally, with customer data scattered across different systems, it was difficult to get a holistic overview of each customer's previous interactions with Serenity Holidays. Finding a solution that could consolidate the number of systems Serenity Holidays was using and delivered better stats was also top of mind while they tested out alternative solutions.

Results

A better customer experience

With Dixa, Serenity Holidays can consolidate their sales and support software into one solution and have all relevant customer data in one place. This allows advisors to easily see their previous interactions with each customer and provide quick, helpful assistance from the start so customers don't have to repeat themselves.

Additionally, with automatic customer recognition, advisors always know who they're talking to the second they receive a call, email or chat. Being able to greet customers by first name coupled with the ability to solve inquiries quicker due to more context provides Serenity Holidays' customers with a better overall experience.

Happier employees

Because Dixa is accessible through a browser, Serenity Holidays' advisors now have the ability to work remotely, giving their sales and support teams more flexibility. Additionally, consolidating their sales and support systems into one intuitive solution makes it easier for Serenity Holidays' advisors to answer customer inquiries without having to do manual lookups in other systems.

Working in software that is easy to use and accessible from anywhere provides Serenity Holidays' team with an overall better working experience, which has increased employee satisfaction.

Increased efficiency across the board

By using one system to manage their customer inquiries across all channels, Serenity Holidays is now able to get a holistic view of their team's performance. With better performance stats and all customer conversation data in one place, Serenity Holidays is able to make quick, well informed decisions that enhance their customer experience and improve their overall operations. Additionally, being cloud-based software, Dixa requires no maintenance or equipment. This enables Serenity Holidays to make changes to their setup on the fly when needed, saving them time and effort.

Higher customer satisfaction

Providing travel advisors with a clear, threaded conversation history between themselves and the customer along with relevant customer data makes it easier for Serenity Holidays' sales and support teams to resolve inquiries in the first interaction. With Dixa, Serenity Holidays has increased their First Call Resolution by 30% and raised customer satisfaction by 32% among customers.

Want to know more about Dixa?

Schedule a time to chat with our team today

[Book a meeting](#)

Dixa is a global customer service tech company on a mission to build stronger bonds between companies and their customers - much like the connection between friends. This is achieved through conversational customer engagement, which supports ongoing conversations between brands and their customers across all channels.

Dixa has customers in 20+ countries and has rocketed from new entrant to the #1 ranked SaaS Contact Center platform.