



# Today's Passengers Want it All—So Give it To Them

Trusted Solutions for the **Travel Industry**



With travel demand soaring—passenger numbers are set to exceed 5.2 billion<sup>1</sup> this year—we know that your focus will be on differentiation, reputation, and customer retention. Rising competition and heightened traveler expectations are making sustained loyalty and revenue growth even more complex. But for those that get it right, and effectively harness digital advancements and data to better serve customers, the opportunities to reshape engagement, optimize operations, and improve earnings are greater than ever.

## RISE TO THE OCCASION WITH OMNICHANNEL SOLUTIONS

Passenger expectations have moved beyond simple voice support—they expect to engage with your brand on their platform of choice 24/7/365—leaving you with the challenge of rapidly deploying new technology, talent, and operational models, while simultaneously reducing risk and improving efficiency.

### Meet Your Customers Where They Are with Alorica

With a digital-first consultative approach, best-in-class technology, and managed care specialists—well-versed in complying with stringent international travel policies—our omnichannel CX solutions empower better experiences:

- **One Platform, All Channels:** Unify digital channels into one platform maintaining complete customer context and enabling easy elevations between channels.
- **Real-time Insights:** Configure feeds and alerts based on what travelers say about your brand. Never miss an opportunity to understand, engage, and leverage this information, to provide the best CX possible.

With a custom solution in place, one of our airline clients is now flying high with **82% less abandoned calls, faster email response times, and a reduction in operational costs by over 40%**.

## Omnichannel Matters



**52% of customers**  
are likely to switch brands if a company doesn't make an effort to personalize communication



**61% of customers**  
say they would switch to a competitor following just one poor customer service experience with a company



**65% of companies**  
who lack an omnichannel solution say it's a high priority goal for their organization

<sup>1</sup> IATA - Strengthened Profitability Expected in 2025 Even as Supply Chain Issues Persist

## DRIVE LOYALTY AND INCREASE PROFITS WITH PREDICTIVE ANALYTICS

For the travel industry, retaining loyal customers is just as important as attracting new ones. In fact, it's five times more cost-effective to keep an existing customer than to win a new one. The impact of a well-executed loyalty program cannot be overstated. That's why now is the time to optimize a smart program and ensure it's delivering real results.

We specialize in turning data into actionable insights that not only increase customer loyalty but also fuel revenue growth. We recently partnered with a renowned travel company looking to drive more members to their loyalty program and increase profitability.

The results of our optimal contact strategy speak for themselves:



**\$10 million+**  
in profit generated from the program



**37% win-back**  
rate improvement



**17% growth**  
in annual transactions



**20% increase**  
in loyalty activations

## Ready to Transform your Travel CX?

For over 25 years, we've been known for exceptional performance with our digitally-infused operating model—made up of the most experienced people, powerful technology, and proven processes to deliver unforgettable service for your customers.

**Let's map out the future together.**

