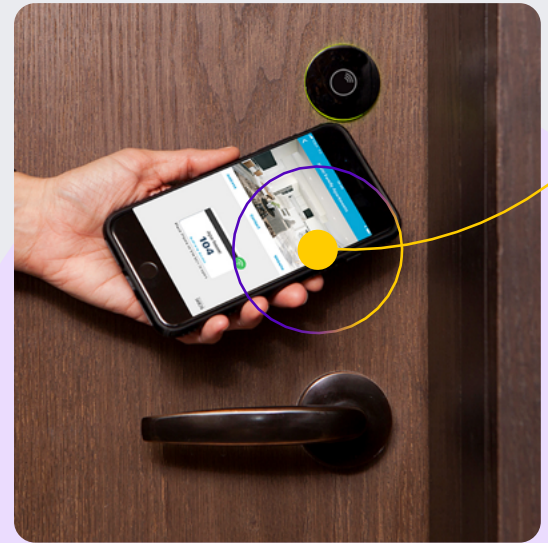


ASSA ABLOY Global Solutions Hospitality reimagines the world of hospitality

ServiceNow integration—along with support from Talkdesk Live & Explore for reporting, Callbar® and Talkdesk Studio™ — delivers immediate customer support impact for hospitality leader.



Use Case

Support, Service

Industry

Travel & Hospitality

Integrations

ServiceNow

Key Metric

Estimated 30-40% in time savings due to ServiceNow integration



Challenge

ASSA ABLOY Global Solutions Hospitality, the hospitality industry leader, had been working with a contact center provider that could not keep up with the growing number of inbound calls and simply lacked the technology capabilities for intelligent call routing—all of which interfered with their ability to provide the fastest and best customer support possible. As the company continued to grow—and so did customer demand — it became time to make a switch.



Solution

ASSA ABLOY Global Solutions Hospitality chose Talkdesk because of its strong integrations, advanced reporting options and best-in class technology capabilities that empowered agents with the right data at the right time to improve the customer experience through intelligent call routing.



Results

As a result of their partnership with Talkdesk, ASSA ABLOY Global Solutions Hospitality has experienced significant improvements in their ability to handle the growing number of incoming calls. Specifically, the ServiceNow integration has been the key to better call routing and real-time monitoring of wait times in the call queue—all of which have saved valuable time for agents.

ASSA ABLOY Global Solutions Hospitality has been at the forefront of driving key innovation within the hospitality industry by providing hotels with products that increase guest satisfaction, thereby increasing their overall value. They continue to use the most advanced technologies to offer security and peace of mind to both hospitality providers and their guests. Their ongoing commitment to driving innovation also ensures that hotels can meet new standards in safe distancing and reducing surface contact, with contactless room entry options able to maintain guest feelings of safety while regaining their sense of trust.

As a global leader, ASSA ABLOY Global Solutions Hospitality not only sets the standard for the world's most innovative and well-designed access solutions, but also sets the standard for best-in-class customer support. To uphold this commitment, they needed to reevaluate their current contact center solution in order to keep up with growing customer demands.

Global solutions for every access need.

With no time to waste, ASSA ABLOY Global Solutions Hospitality evaluated potential replacements for their current contact center system. Marius Lauritzen, Global Service Manager at ASSA ABLOY Global Solutions Hospitality, was part of that search and instrumental in identifying the solution best suited for their current needs.

“With our previous provider, we didn’t have a full overview of incoming demands or a proper system in place to route calls to the correct agent with the correct knowledge of different products available,” said Lauritzen.

While researching other providers, Lauritzen focused on finding a contact center solution that best handles the growing number of incoming calls. Their global support team grew from five to 20 people in a very short time, handling between 1200 and 1500 calls per month. The overall criteria for identifying a new system was focused on easy integration with ServiceNow, along with intelligent reporting capabilities.

ASSA ABLOY Global Solutions Hospitality’s customer support team needed to be able to see the incoming demand and live status of people waiting in queue in order to react, modify and change the phone system themselves. The key was not needing to rely on a different department if a change to call routing flows was required.

In the end, ASSA ABLOY Global Solutions Hospitality reviewed a number of system options, but it was Talkdesk’s ease of configuration and functionality that set them apart from the rest.



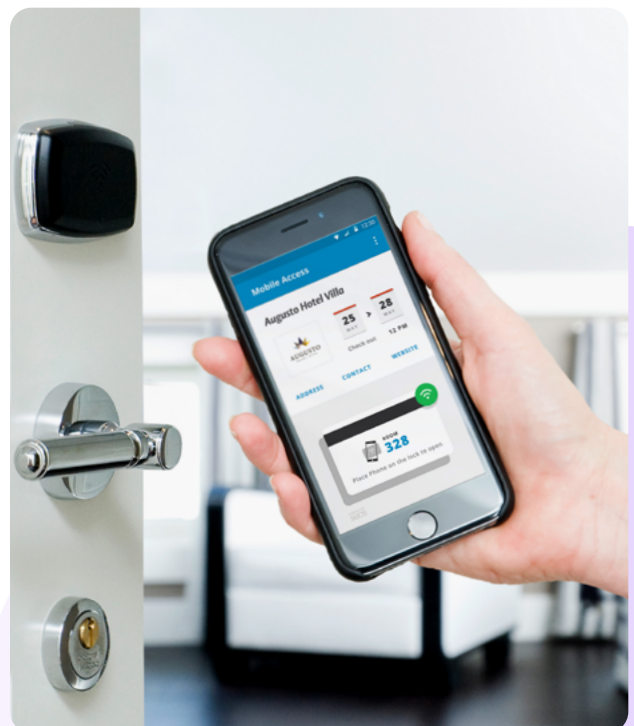
“With our previous provider, we didn’t have a full overview of incoming demands or a proper system in place to route calls to the correct agent with the correct knowledge of different products available”.

— [MARIUS LAURITZEN, GLOBAL SERVICE MANAGER, ASSA ABLOY GLOBAL SOLUTIONS HOSPITALITY](#)

Getting access to better tools.

Since working with Talkdesk, the results the ASSA ABLOY Global Solutions Hospitality customer support team has seen go well beyond satisfactory service. Currently, ASSA ABLOY Global Solutions Hospitality is using Talkdesk’s Talkdesk Studio™, Talkdesk Live & Explore for reporting, Callbar® for the agents, and using Talkdesk Connector for ServiceNow, which provides a critical benefit for their agents. This function now allows their agents to pick up the phone already knowing who the customer is and what support they are requesting, saving valuable time—estimated at least 30-40% in time savings. Before Talkdesk, there was no understanding of the demands coming in, the answering rate or the wait time. Now, ASSA ABLOY Global Solutions Hospitality has a complete 360-degree view of the entire customer journey.

Previously, individual countries where ASSA ABLOY Global Solutions Hospitality operated supported their own customers by region—there was no cloud-based system in place. By implementing Talkdesk, a contact center solution unified globally, ASSA ABLOY Global Solutions Hospitality’s customers will always be able to reach someone who can support them 24/7, 365 days a year.



The future of support.

As ASSA ABLOY Global Solutions Hospitality expands across the globe, the team continues to explore the full array of Talkdesk's products and the opportunities each provides to help ASSA ABLOY Global Solutions Hospitality grow the business. As a visionary leader and one of the world's most innovative companies, ASSA ABLOY Global Solutions Hospitality has big plans for the future of customer service and ways in which they can further enhance the customer experience. ASSA ABLOY Global Solutions Hospitality is most excited about the potential of artificial intelligence and its role in customer service.

Moving forward, ASSA ABLOY Global Solutions Hospitality will rely heavily on Talkdesk's capabilities to continue handling the growing number of customer calls and meet the ever-evolving market demands in order to maintain operational excellence.



"By implementing Talkdesk, a phone system unified globally, Assa Abloy's customers will always be able to reach someone who can support them 24/7, 365 days a year."

— **MARIUS LAURITZEN**, GLOBAL SERVICE MANAGER,
[ASSA ABLOY GLOBAL SOLUTIONS HOSPITALITY](#)

About Talkdesk

Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings and profitability.

talkdesk®

Experience. A better way.

[Customer stories: Assa Abloy
Global Solutions Hospitality](#)

