

GetYourGuide transforms ordinary trips into incredible experiences

Successful integrations with Talkdesk products including Talkdesk Studio™ and Talkdesk Guardian™ enable the booking platform to provide seamless customer experiences.



Use Case

Service, Support

Industry

Travel & Hospitality

Integration

Slack, Freshdesk

Key Metric

42% decrease in after call work, €130k annual cost savings



Challenge

GetYourGuide needed a contact center platform to serve as the foundation and backbone of the company's mission — to deliver seamless customer experiences. The challenge was finding the right integration tools that worked together and would be able to quickly support GetYourGuide customers with any questions, concerns or when experiences are not up to expectation.



Solution

Talkdesk heard what GetYourGuide needed when it came to setting up agents with the ability to provide seamless customer experiences and was able to deliver the strong integrations needed to do so.



Results

By integrating Talkdesk and Freshdesk, GetYourGuide has been able to simplify the daily lives of its agents by automating manual processes and eliminating the need for them to replicate data entry across multiple systems. After call work has decreased by 42%, equating to a 36 second reduction in average handle time. That 36 seconds represents a saving of operational costs of about €130k yearly.

GetYourGuide is the booking platform for incredible travel experiences. The booking platform's responsibility to the customer at the point of travel is to put aside any fears and provide an incredible positive experience, leaving them to have amazing, and in some cases positively life-altering, life experiences. Since its founding in 2009, travelers from over 170 countries have booked more than 45 million tours, activities, and attraction tickets through GetYourGuide.

The global market for tours and activities is an inherently dynamic landscape and companies must navigate a broad

range of variables to successfully deliver valuable customer impact. With customer demands growing each day and the competitive market becoming increasingly crowded, providing best-in-class experiences is a necessity.

To capture this market opportunity, GetYourGuide made it clear that the customer is the priority and finding new ways to deliver exceptional, seamless experiences is mission critical. To do so, the team at GetYourGuide was tasked to identify a contact center partner that was aligned with these priorities.

Finding the right guide

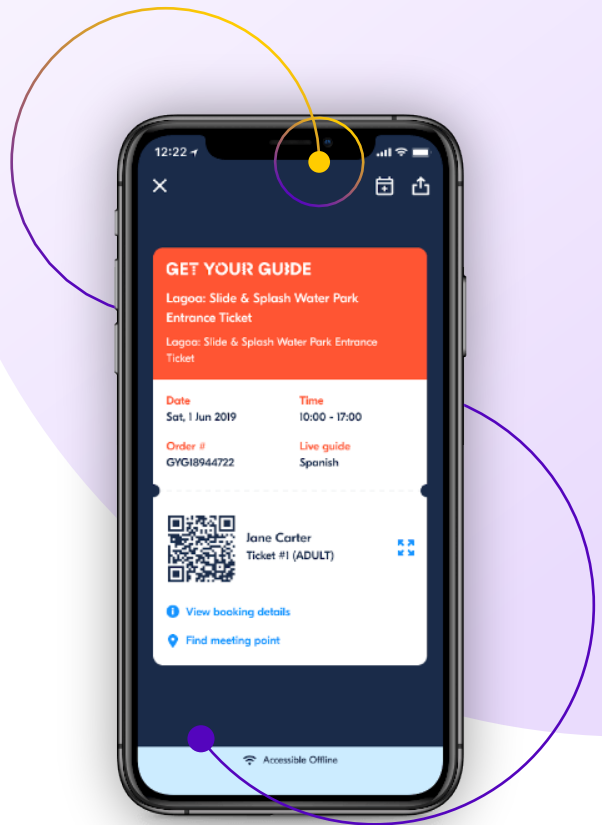
GetYourGuide's customer experience vision can be best described in one word— seamless. The booking guide's fundamental goal is to provide customers with a seamless experience. In order to do so, they must also create seamless experiences for their agents by providing them with streamlined tools that intelligently work together.

Without an existing contact center system in place, GetYourGuide began the search for the perfect partner. It was up to Roman Siepelmeyer (Head of operational excellence), Aparna Rajeevan (Platforms & applications senior specialist) and Rafael Bediaga (Platforms & applications senior specialist) to identify potential suitors. For Rajeevan, she sought out to find a contact center system that would help deliver on the promise of providing exceptional customer experiences and one that was designed to provide a frictionless platform for the contact center agents.



"We want to provide incredible experiences with customers and our customer service. Talkdesk is the most stable tool we use."

— APARNA RAJEEVAN, PLATFORMS & APPLICATIONS SENIOR SPECIALIST, [GETYOURGUIDE](#)



Mission accomplished.

Today, GetYourGuide has a couple of integrations in place. The company is currently using Talkdesk Guardian™ and Talkdesk Guardian Guardrails™ to monitor when agents log in and out and to ensure customer calls are not being ignored.

Using features such as the Live Sessions Log, GetYourGuide now has a window into what's happening with their remote contact center workforce. GetYourGuide uses the Live Sessions Log filters to find the exact subset of data needed to easily visualize trends, such as the last time every agent in a group has logged into the system.

With better awareness into which agents are following policy and procedure, GetYourGuide can route calls in a way that ensures customers calls are being handled promptly and efficiently.

Additionally, GetYourGuide has Talkdesk integrated with Freshdesk to help make agents' lives easier. The goal here is to automate as much as possible so that agents can focus on where they can make an impact. For example, if a ring group is set in English, GetYourGuide can automate the ticket created in this language. Ultimately, the integration provides agents with clarity of mind. They're able to concentrate on one window rather than having to replicate data entry across multiple systems.

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More adventures to come.

As an integral partner for GetYourGuide, Talkdesk has successfully accomplished the goals for the booking platform and will continue supporting the company's rapid growth.

GetYourGuide has no plans to slow down and hopes to continue to explore new opportunities to utilize Talkdesk and its tech capabilities. For example, speech-to-text is one service GetYourGuide is looking into in order to better analyze customer interactions and continue delivering the seamless experiences.



"This product is celebrated as the best solution out there and it definitely is. Talkdesk always comes out on top."

— **ROMAN SIEPELMEYER, HEAD OF OPERATIONAL EXCELLENCE, GETYOURGUIDE**

As a result, after call work has decreased by 42%, equating to a 36 second reduction in our average handle time. That 36 seconds represents a saving of operational costs of about €130k yearly.

Another great benefit the booking platform experienced as a result of its successful integration efforts is that agent attrition is extremely low at about zero to 3% month-on-month on an annual scale. In addition, GetYourGuide is also utilizing about 20% to 30% of Talkdesk Studio™, which at that usage is still a lot stronger than what they had before. The intelligent IVR functionality it provides has enabled its customers to get support faster, resulting in GetYourGuide quickly obtaining service levels.



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.

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Experience. A better way.

Customer Stories:
GetYourGuide

