



Club Med

Club Med are the original package tour operator, offering luxury all-inclusive holidays to resorts in over 200 countries.



The Challenge

Club Med offer high-end all-inclusive package tours through a flexible customer journey on their website. Due to the high value of bookings, many customers still prefer to speak to someone to clarify their bookings and find out more about what they will receive.

The Solution

Club Med needed a way of connecting with customers to guide them through the online journey. This is an integral part of providing high level customer service.

Now when a customer hesitates on a page or leaves part way through a booking, they are connected to a member of the Club Med team either by phone or through a live web chat pop in. This lets members of staff assist the customer with all aspects of their holiday.

Optilead's system automates support calls by securely collecting data from the website and displaying it on screen for the phone operator. When they are ready to take the call, they simply hit a button on their keypad and the call is connected. This easy-to-use system means they have information about the customer and their visit so they can provide them with the advice they need.

The Results

Since implementing Optilead in early 2014, Club Med has been feeding calls into their contact centres.

One month, 107 calls were connected with customers that had been browsing pages on the Club Med website. Around 31% of those calls lasted over 5 minutes, giving phone agents a great chance to discuss services and complete the booking.

As well as helping customers while they are on the website, feedback on how the website works is relayed to the IT department so they can make further improvements to the user experience.

"Using Optilead enables us to increase our omnichannel service for customers that find us online," explains Karolina Ratynska, Senior eCommerce Manager at Club Med.

"It's a simple system that makes it easier for customers to book with us," she added. "We all find the interface really straightforward too. It gives us all the information we need about the customer so our staff can give them the best advice."

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Karolina Ratynska,
Senior eCommerce
Manager

Club Med

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