

CUSTOMER STORY

talkdesk® | onefinestay

**Use Case**  
Customer Service

**Industry**  
Hospitality

**Integration**  
Salesforce, Slack

**Key Metric**  
↑ Pick Up Rates



**Challenge**

onefinestay receives and makes a significant amount of outbound calls on a daily basis, but lacked visibility into live reporting and the ability to explore key insights into call volume and team coverage. Additionally, the organization realized its reliance on an internal server-based system was not optimal for achieving the highest levels of reliability and resiliency.



**Solution**

Talkdesk listened to onefinestay's challenges and needs when it came to price, scale, control and reporting, and was able to implement a solution that delivered the stability of 24/7 uptime.



**Results**

Talkdesk met all deadlines while implementing the solution without a single dropped call across 100+ phone lines, spanning three continents. Talkdesk Enterprise Cloud Contact Center provided helpful feedback to develop new training programs with greater success and delivered improved answer times, coverage and accountability of team members.

## Delivering 24/7 Support To Guests and Homeowners Worldwide

onefinestay is a leading hospitality brand that opens doors to the finest homes and villas in the most desirable destinations, delivering a one-of-a-kind service to discerning guests and homeowners. Started in 2010, and now part of Accor, onefinestay's global portfolio features both City and Villa Collections, with beachside estates in the Caribbean, townhouses in New York City, apartments in Europe's cultural capitals, and more. With each memorable stay, the brand delivers a level of personal service and professional hospitality unmatched in the private rental industry.

Headquartered in London, onefinestay has six office locations around the world. Of its 300 staff, 110 use Talkdesk daily to interact with guests and homeowners. The company faced a high volume of inbound and outbound calls and needed a new solution to gain visibility into live reporting and data insights within both operations and service teams. onefinestay also needed to move away from its reliance on an internal server and in-house IT support, which did not meet the efficiency or reliability goals of the business.

## The Need for Seamless Integration and Best-in-Industry Capabilities

With these needs in mind, onefinestay began a selection process for a new solution that could provide 24/7 reliability, a compelling return on investment (ROI), and scalability to onboard new team members quickly and seamlessly. Additionally, onefinestay sought granular reporting capabilities for visibility into the performance of its main numbers along with the control to change call routing, as needed. Talkdesk's easy customizations helped onefinestay improve its customer experience through a streamlined interactive voice response (IVR) system and

integrated new services such as voicemail. For onefinestay, Talkdesk made the selection process for a new call solution easy. "Before the trial, we had extensive training on using the system and the flexibility offered by Talkdesk was brilliant. They were willing to go above and beyond to ensure our day-to-day business was not impacted throughout the training period," said David Whiteside, GM for London at onefinestay.

**"Since using Talkdesk, our answer times have also improved. Talkdesk shows who is available and online, and evenly distributes the calls, which ensures the coverage never drops and team members feel accountable."**

- DAVID WHITESIDE, GM FOR LONDON



"During the trial, Talkdesk gathered feedback and helped us better understand some of the challenges we were experiencing. It highlighted unforeseen gaps and, being that we were moving to a cloud-based system, we had to change the way we managed internally and how this would impact the team culture. Talkdesk was able to walk us through the change process in a way that all our team members found very helpful."

## Valuable Insights Result in Greater Success

onefinestay initiated its trial of Talkdesk in February 2017. Four months later, Talkdesk implemented its Enterprise Cloud Contact Center across onefinestay's 100+ phone lines, spanning three continents. The brand now has the reporting features needed to anticipate busy periods and plan the right coverage in order to consistently deliver great service to its homeowners and guests.

"Talkdesk took the time to understand our business needs. We do not operate traditional call centers, but we required multiple teams to have the ability to support our numbers. Talkdesk helped us build a unique infrastructure to meet these needs. Moreover, they were able to share new insights with us and invited our team to be a part of new early access innovations, such as the iOS Mobile App. In turn, we provided them feedback and they were able to iterate new products to better suit our business," - David Whiteside, GM for London at onefinestay.

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Another benefit was Talkdesk's ability to integrate seamlessly with Salesforce, allowing onefinestay to further personalize its customer experience by automatically routing incoming calls to the specific Travel Advisor who confirmed the original booking. Talkdesk's integration with Slack, an online messaging tool, was also beneficial as it prompted teams to follow up on calls and voicemails in a timely manner.

As a global business, onefinestay emphasizes its local teams working together across time zones and locations to ensure 24/7 guest and homeowner support. "The ability to route calls to different ring groups and route them through a support chain, with added features like the callback function, is key to delivering a consistent and high-quality hospitality experience. Talkdesk has these capabilities and this adds value for us," said Whiteside.

## Feedback and Features Deliver Future Path

onefinestay is now able to gather unique feedback and new insights from this information which has helped to develop new training programs and deliver a higher level of support to its guests, homeowners and partners. "Since using Talkdesk, our answer times have also improved. Talkdesk shows who is available and online, and evenly distributes the calls, which ensures the coverage never drops and team members feel accountable," Whiteside said.

onefinestay leverages the Talkdesk Mobile App, Studio, and Admin portal, to interact seamlessly across locations, while maintaining control and the ability to make changes.

"The Mobile App is perfect for team members who work between different locations, such as our London office and off-site warehouse. It enables them to take calls and effectively go about their day, whilst still capturing the call data. With Studio and the Admin portal, we have the capacity to control our phone system, change the infrastructure when needed and add additional features that better support our business." - David Whiteside, GM for London at onefinestay.

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Talkdesk continues to innovate and improve its offerings for onefinestay as the company grows. The innovation, growth, and communication between both organizations have forged a successful relationship that is enabling onefinestay to deliver exceptional service to its customers. "Being a part of the early access program at Talkdesk has given us a great amount of insight to improve the way we deliver a one-of-a-kind, high-quality experience to homeowners, travel partners and our guests," Whiteside said.

Talkdesk is an innovative cloud contact center platform that empowers companies to continuously improve customer satisfaction. Talkdesk is easy to set up, use and adapt. A "visionary" in Gartner's Contact Center as a Service Magic Quadrant, Talkdesk offers ongoing innovation, superior call quality and instant integration to the most popular business applications. Over 1,800 innovative enterprises around the world, including 2U, Canon, IBM and Trivago rely on Talkdesk to power their customer interactions.

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