

SUPPORT

One of the UK's leading Independent Travel Companies, offering Bespoke Travel arrangements

THE CUSTOMER

DialAFlight offers Bespoke Travel arrangements to holidaymakers and corporate clients. Formed 40 years ago, the company is unique in its approach – operating solely via its call centres in London, Croydon, East Malling and Manchester – with customers benefiting from its “One call. All the answers” philosophy.

Its dedicated team of Travel Managers guarantee to answer every call within five seconds, providing customers with an unrivalled customer experience that is reflected in its results – with more than 500,000 customers served each year, a 98% review rating on Trust Pilot and a £350 million annual turnover.

HOW IPI SUPPORTS DIALAFLIGHT

- SIP-based IP Office 500 solution across all four UK sites
- Proactive managed service and support delivered
- Intelligent voice recorder
- Non-geographic numbering
- Dedicated MPLS network



Challenge

DialAFlight's success depends on its continued delivery of exceptional Customer Service. As a considerable proportion of its business comes from repeat customers, it is essential that their journey with the brand is as smooth as possible with limited friction experienced.

As a purely phone-based provider, DialAFlight's telephony systems are central to operations. As such, the company needed a partner that could help serve its demanding customer service requirements, as well as to help its 295+ Travel Managers work as efficiently and effectively across its four sites.

After assessing the market for a suitable provider, DialAFlight selected IPI as its partner of choice.

Solution

IPI recommended an upgrade to Avaya's IP Office solution across all four DialAFlight sites in Croydon, Manchester and Maidstone as well as at the company's headquarters in Queen Elizabeth Street, London.

The four systems have been networked together, and an intelligent voice recording solution deployed to ensure that the quality of calls is kept to the high standard demanded of DialAFlight.

Overall, the biggest demand has been to ensure that DialAFlight's phone system, as its core and only route to market, doesn't fail. As such, DialAFlight has implemented a 24 x 7 x 365 support contract with IPI.

Underlying this, IPI has implemented a dedicated MPLS network for the back office and Contact Centre, integrated into a feature rich inbound platform with non-geographic numbering to provide a full Disaster Recovery capability.

24x7x365

Support contract



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IN OUR CUSTOMER'S WORDS:

“Customer experience is at the heart of everything that we do here at DialAFlight. Our Travel Managers work hand-in-hand with customers to create bespoke travel experiences. From first picking up the phone, to sending through their final travel itinerary, we want to make sure that every stage of that customer journey is seamless. Ensuring that our back-end infrastructure is geared up to support our customer base is absolutely critical to the continued success of our company. IPI provided us with confidence that our systems would be effectively supported and would continue to deliver the service our customers expect from our brand.”

Rashpal Degun, Communications Manager

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Benefits

Through working in partnership with IPI, DialAFlight has invested in its telephony infrastructure to ensure that both its customers and its dedicated Travel Managers have an integrated system that provides a seamless and reliable communication experience.

Over time, the relationship with IPI has evolved as DialAFlight's operations have expanded and the needs of the company changed. IPI has continually delivered, providing the support needed to service this client's expanding customer base.

“Operating in the travel sector – which has suffered a number of casualties of late – it is essential to differentiate and provide the highest level of customer service. DialAFlight does this, aided by the exceptional service that IPI continues to provide us with. The longevity of the partnership between our two companies is testament to this - providing us with an uninterrupted and resilient service, that continues to meet, and exceed, the requirements of our customers and our travel managers alike,” concluded Rashpal Degun, Communications Manager at DialAFlight.