



**INDUSTRY:** HOSPITALITY **SERVICE:** BPO SERVICES AND QUALITY ASSURANCE



HOW ETECH HELPED  
**ONE LUXURY  
5-STAR RATED  
HOTEL AND SPA**

IMPROVE THEIR CONVERSIONS, OPERATIONS,  
INCREASE REVENUE, AND REDUCE LABOR COSTS



VOICE



CHAT



EMAIL



ADMINISTRATIVE  
SUPPORT

EXPERIENCED **PEOPLE**  
INNOVATIVE **TECHNOLOGY**  
REMARKABLE **RESULTS**

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## The Etech Client

A LEADING LUXURY 5-STAR RATED HOTEL AND SPA

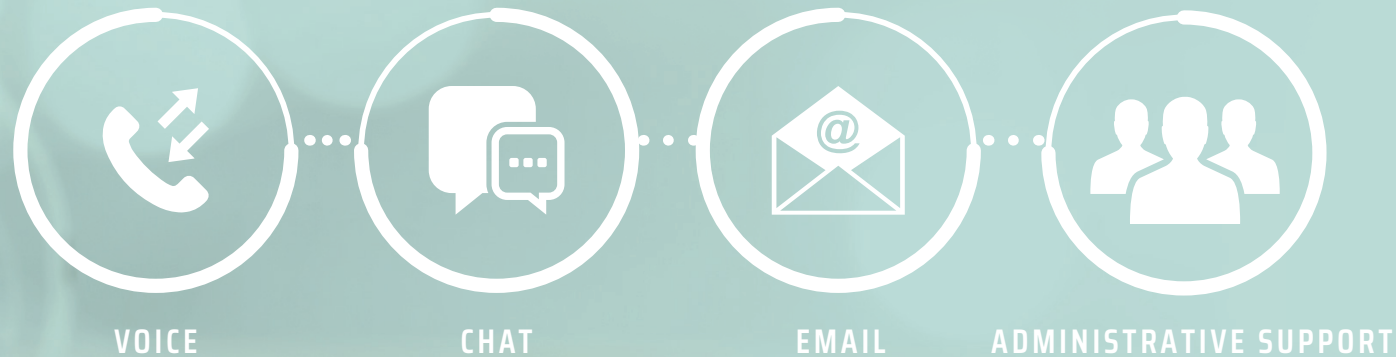
The client is a leading U.S. luxury hotel and spa that offers its customers with signature treatments and amenities for overall wellness. One of their essential objectives is to attain maximum guest satisfaction while attending them efficiently and offering them premium services. Etech Global Services helped the client improve their conversions, operations, and revenue while cutting down the labor costs.

## The Business Challenge

IN TODAY'S HIGHLY COMPETITIVE MARKET OF LUXURY BUSINESS, ETECH'S CLIENT WAS FACING TWO SIGNIFICANT CHALLENGES:

CLIENT LACKED THE RESOURCES TO EFFICIENTLY ANSWER CUSTOMER INQUIRIES WHICH CONSISTED OF OVER 15,000 INTERACTIONS A MONTH VIA PHONE AND EMAIL.

THE COMPETITIVE WAGE MARKET LED TO HIGH TURNOVER FOR IN DEMAND POSITIONS SUCH AS RECEPTIONISTS.



## Overview of the Challenge:

OVER 12,000 INBOUND PHONE AND EMAIL INQUIRIES A MONTH  
OUTBOUND GUEST CONFIRMATIONS – DONE VIA PHONE AND EMAIL – OVER 3,000 A MONTH  
EMPLOYED STAFF OF 15 FULL-TIME SPA RECEPTIONISTS

## Etech Solution Analysis

CUSTOMER INTERACTION ANALYSIS

By collecting data from thousands of the spa's customer interactions, the highly skilled Etech Insights (EI) team analyzed and identified the factors that were contributing to the poor customer experience and low conversion rates. Etech pulled data from their voice and chat interactions, web reviews, and phone surveys to ensure all the client mediums were being monitored.

## Etech Optimization

ETECH FOUND OUT THAT THE CLIENT WAS NOT ABLE TO ATTRACT CUSTOMERS AS COMPARED TO THE COMPETITORS, AND ALMOST 91% OF CALLS MADE BY THE SPA TO ITS CUSTOMERS WERE UNANSWERED.

Etech went a step further to understand why the customers were not showing enough interest in the spa and also canceling their calls. Etech Insights team discovered that why customers were not interested in the client's spa is because of the poor agent interactions that happened in the past, and the hospitality that was delivered was not up to par. Taking this to the client, they were able to immediately understand the problem, and Etech ensured to coach the agents who were working for the client on how they can communicate better with the customers and immediately offer solutions to their problems. Sure enough, this change instantly had an impact by reducing cancellations and improving the rate of customers answering the calls, leading to an increase in retail sales by 85%. Also, the Etech team helped the client to have remarkable labor savings by increasing the working hours of the overseas team and adding up the number of hours a day reservations could be made.

## The Etech Outcome

THE CLIENT INITIALLY PARTNERED WITH ETECH TO OUTSOURCE INBOUND/OUTBOUND RESERVATIONS, CONFIRMATIONS, AND CANCELLATIONS.

After a massive success in this, they increased to outsourcing administrative duties of the reception team too. Ultimately, the hotel and spa improved the overall efficiencies and effectiveness of both teams, thus increasing the revenue, and the labor costs were reduced remarkably. Ninety days post launch, attrition of turnover of receptionists was not replaced. It went from having 15 full-time receptionists onsite, to having six full-time receptionists onsite and five receptionists overseas. At the 1st anniversary mark, the call center team had 0% attrition. The Guest satisfaction scores increased to 95%, retail sales increased by 85%, and the \$450,000 reduction in labor expenses increased the division's profit margin from 17% to 33%. Out of 18 spas in the hotel brand, the spa that partnered with Etech had the highest KPIs for:

AVERAGE TICKET OF \$260  
AVERAGE TREATMENT LENGTH OF 90-MINUTES  
HIGHEST THERAPIST AND TREATMENT ROOM UTILIZATION 72%

## Case Study Snippet

The hotel and spa offer their customers with signature treatments and amenities for overall wellness. The client was struggling with two major problems, the guest problem in which no one was answering the phone and the operations problem of huge staff turnover in a high wage market of receptionists. They lacked the knowledge needed to fix the challenges they faced and hence, outsourced their inbound/outbound reservations, confirmations, cancellations, and administrative duties of the reception team to Etech.

## Case Outcome Snippet

The Etech team helped them achieve 0% attrition, guest satisfaction scores were increased to 95%, retail sales increased to 85%, and there was a reduction of \$450,000 in labor expenses that boosted the division's profit margin from 17% to 33%. Out of all the 18 spas in the hotel brand, the spa that partnered with Etech had the highest KPIs for the average ticket of \$260, an average treatment length of 90-minutes, and the highest therapist and treatment room utilization of 72%.

# Serving your customers is not just YOUR priority, it's OUR priority.

There are many types of leaders, but when it comes to describing servant leadership there are really only two - those who serve themselves and those who serve others. Servant leaders will put the needs of team members, customers, and communities first. They strive to create a safe environment promoting courage, humility, trust, integrity, adaptability and learning. The focus is not on the numbers but on growing each other. When this happens, the numbers come!

- Matt Rocco, CEO Etech Global Services



## Our Awards and Certifications

