



Industry:
Hospitality

Location:
Denmark

Company Profile:

Radisson SAS Hotels & Resorts (a member of Rezidor Hotel Group, with more than 270 hotels worldwide), is one of the fastest growing hotel chains in the world. They also have the accolade of receiving a perfect (100%) customer satisfaction rating.

Benefits:

- Improved professional image
- Marked improvements in turnover times
- Complete overview of processes and group performance
- Faster average response to customer queries
- FocalScope is built on familiar Microsoft technology

www.radissonblu.com

Radisson Blu Case Study

Radisson Blu supercharges its customer service, by speeding up email query response and resolution times using FocalScope

The Scenario

An important competitive factor in the hotel industry is to have fast and secure communications with customers. It helps create a sense of security and exclusivity that drives customer satisfaction.

The Challenge

Radisson Blu wanted an easy and secure process, ensuring that all customers get quick answers to all enquiries. Moreover, their IT infrastructure and the Microsoft technologies they were using all had to be supported by FocalScope. Secure and fast deployment was an absolute necessity to ensure they could rapidly rollout FocalScope to their selected Hotels.

How FocalScope helped:

After testing FocalScope, Radisson Blu decided the system was the ideal solution to aid them in attaining higher customer satisfaction ratings. After working with FocalScope's consultants, regarding the implementation requirements, Radisson Blu IT staff felt confident that they had made the right decision in selecting FocalScope as their help desk solution.

Radisson Blu's reasons for choosing FocalScope were:

- Deploying FocalScope at their hotels proved to be easy and completely secure since FocalScope ran on their intranet website, safe from unauthorized outside access.

- Super-fast implementation and professional assistance from the FocalScope team were key factors in making the transition to the new system as painless as possible. Installation and configuration of the system concluded on day one, followed by training for end uses on the morning of day two. The system was ready to go live by the afternoon of day two.

- Radisson Blu's IT team had no problems integrating FocalScope into their operations because FocalScope runs on Microsoft Technologies already familiar to them. FocalScope was installed on a virtual server and connected to their existing POP3/SMTP mail server, without any configuration changes to Radisson Blu's existing IT infrastructure.

- Radisson Blu dramatically improved response times by using FocalScope's detailed reports (for benchmarking staff performance) and efficient email handling to improve workload coverage; optimally using each member of their team. With a dedicated team and the right support tool, they markedly improved their customer satisfaction rating!

- Training staff to use FocalScope was a breeze, and Radisson Blu staff could easily manage it internally. The intuitive interface and natural workflows helped Radisson Blu staff to master the system, without extensive and time-consuming training sessions.