

# America’s largest indoor family waterpark resort leverages Insite’s time and motion evaluation and call center expertise to achieve \$123K+ in cost savings.

The nation’s leading indoor family waterpark resort and lodging company partnered with Insite to identify inefficiencies impacting the customer experience, labor costs, and revenue growth. They leveraged Insite’s expertise to strategize for greater productivity, profitability, and customer satisfaction.



\$123K+

Total Annual Labor Cost Savings

5.2K+

Hours Saved With IVR Optimization

\$8.2K+

Labor Hours Saved by Streamlining Call Flow



## Challenges

As North America’s favorite indoor waterpark resort, our client sets the standard for family fun. Our client prioritizes regular assessment of their operational and training processes and performance to enable continuous improvement and ensure guests always receive the highest value experience possible.

They partnered with Insite to evaluate their customer service and sales operations and identify opportunities to improve the customer experience while increasing workforce efficiency and profitability.

## Solutions



Our contact center consulting experts performed a Time and Motion study (TAM) to evaluate workflow efficiency and performance of our client’s live call customer interactions. We analyzed 255 calls across the customer service and sales lines and uncovered a pattern of inefficiencies, including:

- Low sales conversion, upsell and cross-sell rates
- Unproductive call flow activities created time and labor cost waste
- Poor customer service and sales training utilization and insufficient product knowledge
- Suboptimal IVR structure required duplication of customer effort
- Inadequate approach and effort to build customer rapport and understand guest needs to personalize sales recommendations

Along with our comprehensive TAM study, we provided an Opportunity Index that identified and quantified the metric impact of these inefficiencies. This tool supplied the client with recommendations to resolve these inefficiencies and realize rapid, measurable, and sustainable results to help our client achieve their goal of continuously improving operations for an unparalleled customer experience.



## Results

The TAM study identified vital opportunities to significantly improve the customer service experience, eliminate unproductive activities, and optimize service and sales training skills to increase labor cost savings and sales conversions for greater revenue.

Our experts saw an opportunity to provide refresher training on effective Sales Call Flow methodology and the client’s full menu of products and current promotions. Increasing product and offer knowledge empowered agents to replace 8.33 daily hours of silent “dead air” with productive conversation to build customer rapport and establish greater customer loyalty and NPS. Upskilling agents with best practices for sales interactions helped them assume more sales, overcome objections, and successfully upsell and cross-sell additional products and services to drive more significant revenue.

We recommended optimizing IVR functionality to turn hold time into productive time for a faster and effortless live call experience. By capturing critical account details, readying payment information, and more accurately routing customers to the appropriate support line, our client significantly reduced agent workload while providing customers with a more seamless and productive service experience.

Implementation of our recommendations for optimization guaranteed significant ROI for our client, with substantial metric improvements including:

- **\$123K+ Total** annual labor cost savings
- **5.2K+ Hours Optimized** IVR functionality to save 5,200 hours and \$78.2K in labor costs
- **4FTEs Saved** 8,200+ agent labor hours by streamlining call flow for greater efficiency

If you would like to learn more, contact us at [connect@callinsite.com](mailto:connect@callinsite.com)

