



Accurate Reporting Increases Lead Conversions for Carnival



Industry: Travel & Tourism
Headquarters: Miami, Florida
Number of Agents: 700

“This enhancement has been a critical component to understanding and increasing lead conversion. Additionally, sales managers have more real-time and accurate call data, offering opportunities to impact today’s performance. It has been an effective tool to optimize agent and lead performance.”

**- Colleen Oliverio
 Director of Strategic Initiatives**

Depending on call center agents to create accurate logs of their activities is an unreliable method of reporting. Like many businesses, Carnival Cruise Lines struggled with inconsistencies in reporting. Agent call logging was error prone and irregular. According to Colleen Oliverio, Director of Strategic Initiatives, “We struggled to capture critical attempt, contact and conversion data making it difficult to maximize sales opportunities.”

Like many other companies, Carnival’s management wanted to understand who agents were calling and how effective they were in their outreach in order to determine improvement strategies; however, sales agents were inconsistent with recording their call activities in Siebel, which gave the Strategic Initiatives Department no true insight into call data. Oliverio stated, “This challenge made it impossible to test strategies for improvement. We had no real time call statistics that were actionable and reports were purely directional.”

“This challenge made it impossible to test strategies for improvement. We had no real time call statistics that were actionable and reports were purely directional.”

After finding out about the power of AMC Technology’s Contact Canvas in connecting Siebel and Avaya and the reporting this allows for, they purchased the product for almost 700 agents in their call center in Miramar, Florida.

Solution

Implementing AMC Technology’s Contact Canvas™, Connector for Avaya Application Enablement Services and the Application Adapter for Siebel made the agents in their Miramar, Florida call center more accountable for their daily activities. Activities are automatically generated, removing the dependency on agents for accurate call activity reporting.

Agents also benefited from the ability to place outbound calls through the Siebel Media bar with ease.

Benefits

“This enhancement has been a critical component to understanding and increasing lead conversion. Additionally, sales managers have more real-time and accurate call data, offering opportunities to impact today’s performance. It has been an effective tool to optimize agent and lead performance,” stated Oliverio.

Carnival Corporation has been so impressed with the product, they are planning to standardize AMC Technology’s Contact Canvas™ across all of their other nine cruise lines to provide further insight into the effectiveness of their agents and provide better planning in their initiatives in other departments.

AMC TECHNOLOGY

www.amctechnology.com
 sales@amctechnology.com
 804.419.8600