

SynXis Global Reach Expands with the Launch of Asia Pacific Call Center

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Customers See Conversion Rates Increase More Than 10 Percent with SynXis Call Center Services

SynXis, the Sabre Holdings business that provides leading hotel distribution and Internet marketing services globally, announced today the recent launch of its Asia Pacific Call Center located in Singapore. SynXis offers call center services in several locations and at varying price points including (in addition to Singapore) the United States and Canada. SynXis Call Center customers work closely with distribution experts at SynXis to optimize hotel content (including room descriptions, property information and rates) to ensure each property is receiving maximum exposure through the call center channel. As a result of this proactive consultation, many SynXis call center customers see a significant increase in their call conversion rates.

SynXis customers experience the 'SynXis Difference' when using its call centers because agents sell the hotel's story, not just a bed type, essentially becoming an extension of the property's sales force. This is accomplished with comprehensive training sessions and a rigorous screening and hiring process that guarantees an experienced workforce. The different locations offer such languages as: Spanish, Portuguese, German, French, Italian, Mandarin, Cantonese, Japanese and English.

Janelle Cornett, Corporate Director of Revenue Management for Coastal Hotel Group, a longtime SynXis customer, commented: 'We have been impressed by the way SynXis continues to innovate based on marketplace needs. Having an integrated call center solution with SynXis is extremely valuable. We have seen our conversion rates improve over 10 percentage points since moving to the call center. They truly partner with us to improve our revenue per booking and increase sales overall.'

SynXis call center customers gain immediate benefits because hotel managers can make updates directly in the RedX Voice Agent product, used in all SynXis call centers, and the reservations agents will see real-time rates, availability, images and property descriptions ensuring a seamless experience for the guests.

SynXis President and General Manager, Scott Alvis added, 'We have invested a lot of resources into providing a world-class call center solution that would dovetail with our distribution offering. The combination of SynXis and our strategic partners ensures the success of our customers not only today but well into the future.'

SynXis is a key part of Sabre Holdings' portfolio of services in the hotel space. Together, SynXis and Sabre enable hoteliers to provide better customer service, increase revenues, and sell more rooms than any other electronic distribution provider.

About SynXis(R)

SynXis, a Sabre Holdings company, provides distribution and Internet marketing services and technology for hotels around the world. SynXis connects hotels with their guests through increased exposure via all channels including GDS, third party travel sites and the hotel's own website. SynXis operates full-service global call centers offering private label reservation services. SynXis is the creator of the industry unique Technology Partner Program, which ensures customers that it will work closely with partners such as Micros Fidelio in jointly supporting customer needs. SynXis is the technology source for thousands of hotels, resorts, and destinations, including: Harrah's, Interstate Hotels & Resorts, The Peninsula Hotels & Resorts, Millennium Copthorne, Destination Hotels & Resorts, Shangri-la Hotels & Resorts and Jumeirah Hotels.

SynXis' corporate headquarters is in Southlake, Texas, with offices in Denver, Boston, Amsterdam, Singapore and Montevideo. For more information on SynXis and its products, please call +1-682-606-4000, e-mail info@synxis.com, or visit their Web site at www.synxis.com.

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information is available at <http://www.sabre-holdings.com>.

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