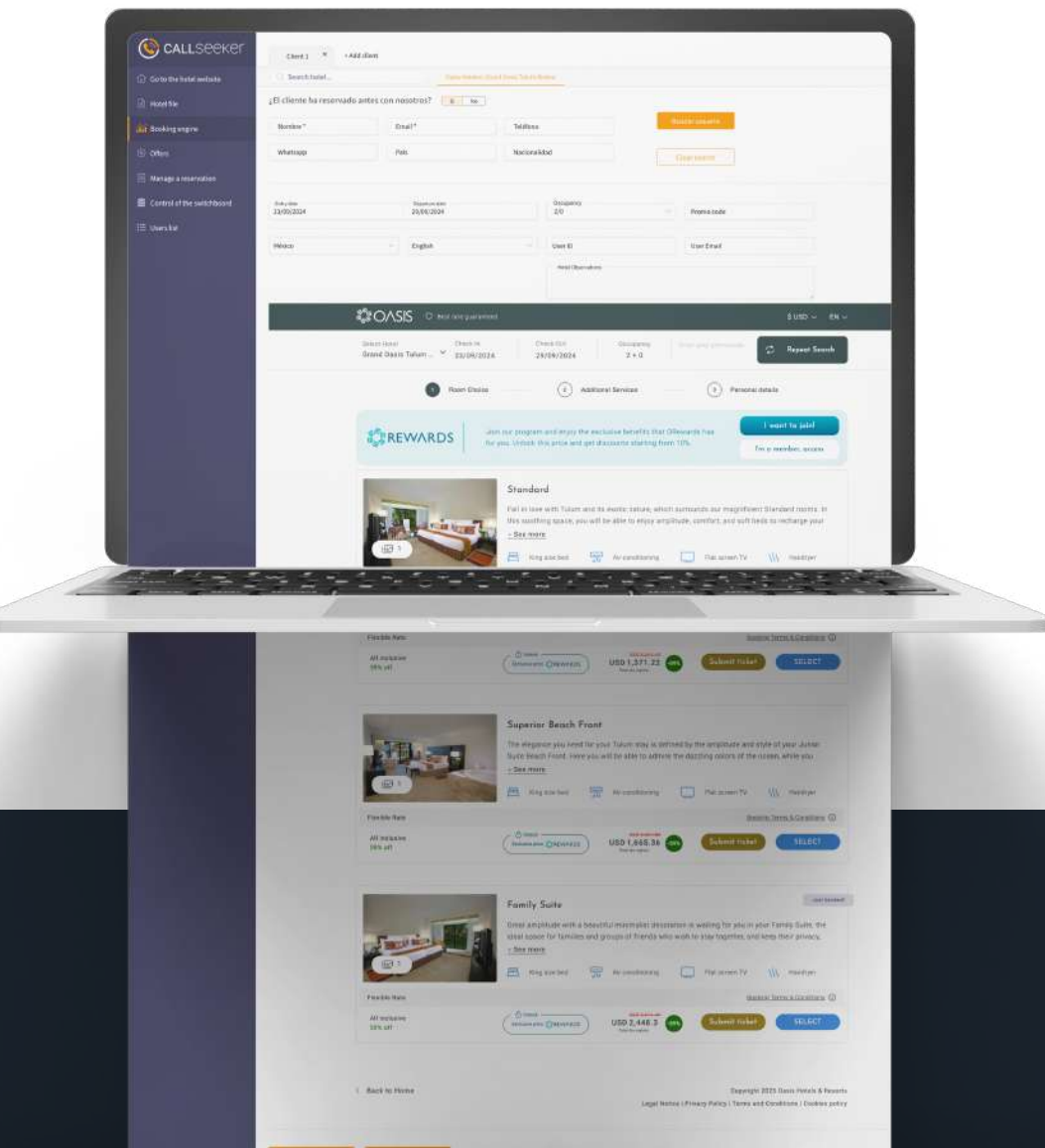


BUSINESS CASE

Up to 65% of quotes generated
with Call Seeker go onto book

Telephone customer service offers higher conversion rates than any other digital channel



The voice channel is currently experiencing a period of growth and success. However, despite the importance of telephone communication for hoteliers in direct sales, many continue to overlook this valuable tool. Data shows that travelers highly value telephone contact, yet many hoteliers still neglect this aspect of their sales strategy.

It often seems that hotel technology and direct sales are essentially limited to the online environment. However, telephone customer service is a rich source of real-time big data and offers much higher conversion rates than any other digital channel.

In fact, the mere presence of a clear and visible contact number improves the conversion rates of the booking engine itself, because the voice is ultimately synonymous with trust, veracity and accessibility.

BUSINESS CASE

THE EFFICIENCY OF THE TOOLS WILL BE VERIFIED BY DATA

The data led us a long time ago to make a firm commitment to the voice channel. First, with the launch of our own call center, **Ring2Travel**, a natural evolution of our web assistance telephone service. The main objective is to ensure hotels don't neglect the extraordinary potential and high demand this channel represents.

With the recent launch of our **Call Seeker** tool, which connects to the CRM, Loyalty Program, Payment Gateways, Paraty E-Payments, Third-Party Apps and our Billing System. The tool was designed with the idea of making the tedious task of quoting reservations easier for the sales teams, as well as facilitating the thorough follow-up of these reservations.

In short, it allows hotels to equip themselves with everything they need to internally manage the calls they receive in a more organized, efficient and professional manner. Offering them the ability to generate secure payment links with a variety of configuration parameters. Such as setting the validity period of the offer, manually modify the price, block the price and quota, manage multiple quotes, ignore stay restrictions, bypass the payment gateway, etc.

We have always emphasized that **Call Seeker** is one of our most successful developments. Now that it has completed its introductory, the data shows **conversion rates of up to 65%**. Here are some real examples, irrefutable proof of its effectiveness.

1

Hotel Chain / 4 Properties

Location: Canary Islands

Segment: Vacation

Call Center in-house: Yes

Ring2Travel: No

Quotes: 685

Bookings: 445

64,96%

CONVERSION RATE



FIRST QUARTER 2024

BUSINESS CASE

2

Hotel Chain / 48 Properties

Location: Multiple domestic destinations and Tetouan (Morocco)

Segment: Vacation

Call Center in-house: Yes

Ring2Travel: Yes (full service)

Quotes: 801

Bookings: 336

41,95%

CONVERSION RATE



FIRST QUARTER 2024

BUSINESS CASE

3

Hotel Chain / 2 Properties

Location: Canary Islands

Segment: Vacation

Call Center in-house: Yes

Ring2Travel: Yes (overflow / out of hours)

Quotes: 1.521

Bookings: 329



21,63%

CONVERSION RATE

FIRST QUARTER 2024

BUSINESS CASE

4

Hotel Chain / 4 Properties

Location: Costa del Sol

Segment: Vacation

Call Center in-house: Yes

Ring2Travel: Yes (overflow / out of hours)

Quotes: 649

Bookings: 138



21,26%

CONVERSION RATE

FIRST QUARTER 2024

BUSINESS CASE

WORKFLOW AND QUOTE ORIGINATION

For a better understanding of how Call Seeker works, we wanted to illustrate the most common workflows in which the tool comes into action with the help of the following infographic.

The **reasons that lead a potential guest to request a quote are many and varied**. Once the booking link has been sent (this point is fundamental because the user can confirm the booking with this link, as long as it is within the deadline, without the need for the agent to intervene again), it is equally important to carry out the correct follow-up of the booking.

We have identified the following as most common reasons to for requesting quote:

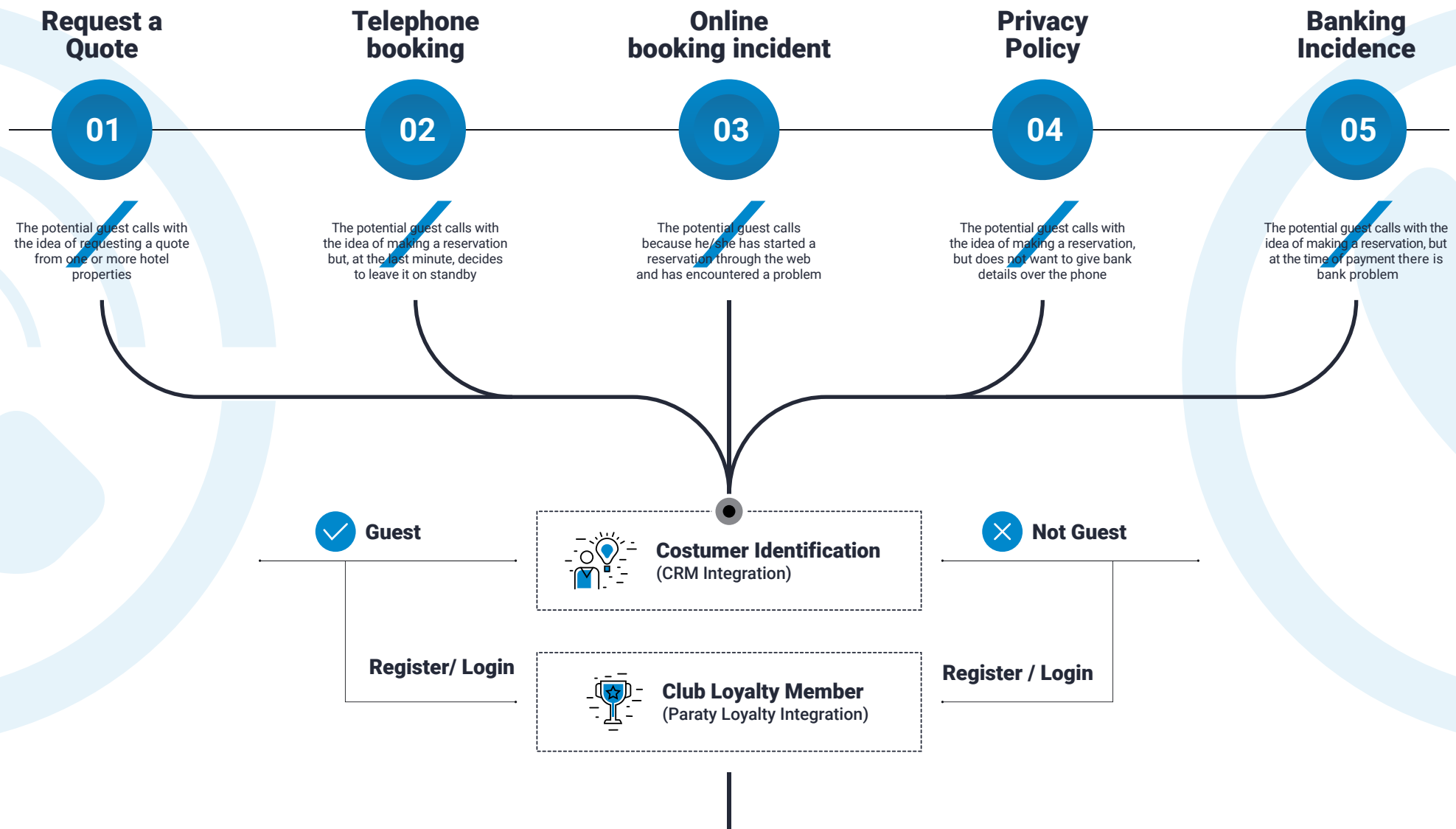
- Customers who call with the clear idea of requesting a quote.
- Customers who do not decide to confirm the reservation at the time of the call.
- Customers who started the reservation online and need help to complete.
- Customers who do not want to give their credit card number over the phone.
- Customers whose bank requires a code to validate / authorize the purchas.
- Customers who are experiencing a banking issue.

Call Seeker: Quotes and Bookings

Motives and Workflows

[DOWNLOAD INFOGRAPHICS](#)





Geolocation

Language



Configuration Search
(Standard Booking Engine)

Currency

Dates

Occupation

Rooms



Advanced Search
(Call Seeker Exclusive)

Ignore restrictions

Change Price

Block price

Block quota

Skip gateway

Effective Period

PARATY
- T E C H -



CALLseeker

INFOGRAPHICS

Complete your booking

Regardless of the reason for the call, in many cases the agent will be able to complete the booking during the call and send the booking confirmation email directly to the customer

Send Quote

Sent by email for the user to complete within the validity period. If prepayment is required, it will be accompanied by a secure payment link and/or bank transfer instructions

Multi-Quotes

If the customer is interested in more than one hotel, Call Seeker's tabbed system allows you to repeat the process for other properties and send all offers to the customer in a single email

Quote Tracking



All activities developed in the Call Seeker environment are registered in our back office, Paraty Hotel Manager, for proper follow-up and conversion control: status and recovery of offers, payment status, reservation registration, automations through the CRM, etc

Payments

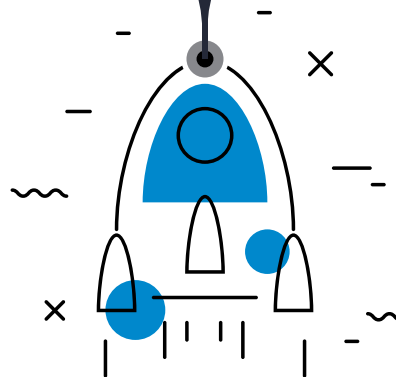
Call Seeker is integrated with Paraty E-Payments, our payment collection system, from where you can track payments, send secure links for collection, and much more

Automations

Hotels with a CRM can integrate it with Call Seeker to identify repeat guests and automate the follow-up of quotes

Recovery

It is possible to perform outbound actions to increase unanswered quotes, as well as view past quotes when the customer calls back with the intention of reopening the quote





With Call Seeker,
up to 65% of quotes
result in a booking

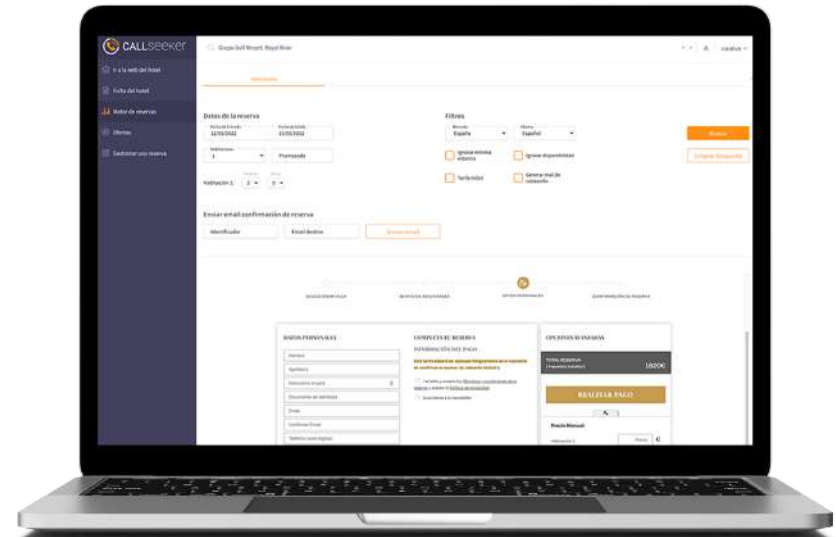
WITH CALL SEEKER, AVOID LOOSING A LARGE NUMBER OF BOOKINGS



CONCLUSIONS

Relying on Call Seeker allows hotels to maintain confidence they're making the most of their sales opportunities. Avoiding lost revenue opportunities by not having a tool such as this.

We remind you that you can utilize **Call Seeker** whether you manage the voice channel internally with your own reservation center or if you decide to outsource the service. Do not hesitate to contact your **account manager** for more information.



SPAIN

Silvia Muñoz

(+34) 952 230 887

infocomercial@paratytech.com

MEXICO

Milena Castrillejo

(+52) 998 341 4897

milena@paratytech.com

PORTUGAL

Diana Costa

(+351) 300 506 271

info.portugal@paratytech.com

USA

Rafe Marshall

(+1) 407 455 0160

rmarshall@paratytech.com

COLOMBIA

Alejandra Hernández

(+57) 321 296 2015

ahernandez@paratytech.com