

Comprehensive Call Scoring, Analysis & Coaching Actions For Your Reservation Agents



AGENT CALL ANALYSIS

- Increase your agents' conversions and drive new revenue
- Track key performance metrics for each of your reservation agents
- Review call scoring, analysis and detailed action items
- Save the time and trouble of doing it yourself
- Receive more comprehensive, more objective data
- Access monthly online summary reports
- Listen to the actual calls scored
- View detailed graphs showing trends for individuals and team

Key Performance Metrics That Drive New Revenue

Resort lodging companies now have access to a professionally managed, comprehensive Agent Call Analysis (ACA) - one of the suite of Analytics available from NAVIS. The ACA is designed to provide you with detailed metrics that gauge the performance of your reservation agents as well as proven coaching actions for you to take that will lead to higher conversion rates for your agents and increased revenue for your business.

Managed by highly trained NAVIS quality assurance specialists and using the sophisticated tools available in NAVIS Narrowcast, the NAVIS Analytics Agent Call Analysis provides the qualitative and quantitative information you need to know about your reservation agents. With their extensive experience in scoring calls, and absolute objectivity, the NAVIS ACA professionals can provide better, more comprehensive results than most in-house efforts, at the same time eliminating the cost and trouble of hiring and scheduling specialized call analysis staff.

Monthly Online Summary Report - With Two Program Options

Depending on your choice of Gold or Silver programs, our experienced QA specialists will listen to either 8 or 4 pre-recorded inbound calls for each of your reservation agents. Using the 7 standard NAVIS scoring criteria, each call is scored. If the average across all calls for any criteria is less than 80%, it will result in a suggested course of action for agent improvement.

Action Items (Example)

Personalize the Conversation – Sally needs to get into the habit of calling the guest by their name during the call and asking the guest the reason for their stay. This assists Sally, as their vacation planner, to find out a bit more about the guest and provides useful data for direct marketing.

Call Closing – Sally needs to end all calls by recapping the (potential) reservation, terms, guidelines, details. Should also ask the customer if they require any additional assistance. Most importantly, need to thank the customer for choosing (property name). All of these truly make the customer feel genuinely appreciated and confident things were done correctly.

You will be provided with a link to each call so that you can listen to the same calls scored by the NAVIS ACA professional. In addition, the monthly ACA Summary includes detailed graphs that will show:

- Monthly trend for each agent
- Comparison of each agent's score with your team average
- Each agent score relative to the overall goal
- Each agent's score by type of call (booked, hot lead, price lead)
- 3-month trend for each agent for each scoring criteria
- 3-month team average score
- 3-month team trend for each scoring criteria
- 3-month team member comparison

Sally Davis

