

CLIENT CHRONICLES

A SNIPPET FROM A RECENT CLIENT INTERACTION WITH VIVA DIGITALLY



CLIENT

A leading travel company based in the UK market for over 30 years.

REQUIREMENT

They specialise in leisure and corporate travel with offices across the UK and India, employing over 400 agents. The company wanted to improve customer assistance through a common messaging system so that customers could get real-time flight information, book tickets, request refunds, and receive seat assignments.

CHALLENGE

They encountered challenges in integration via APIs, CRMs, and travel management software that they were using.

SOLUTION *WhatsApp for Business*

Viva worked on the workflow provided by the customer and designed a system with the help of "Viva's WhatsApp for Business". The advantages include the following:

- A dedicated WhatsApp number provided by the company.
- Viva's specialised API integration solution allows customers to get real-time information on bookings, cancellations, flight information, etc.
- Out-of-hours calling feature provided to the customer.



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