



A brand of Predusk Technology Pvt. Ltd.

## Case Study

# ProcessVenue Optimizing **Cruise Booking Support** for a Seamless Customer Experience

[www.processvenue.com](http://www.processvenue.com)



# Client Overview

U.S.-based travel company focusing exclusively on cruise vacations across ocean and river itineraries.

Serves families, couples, and groups with end-to-end planning-cabin selection, shore excursions, insurance, and loyalty perks. Combines curated packages with real-time pricing and availability to simplify complex cruise choices.

Priorities include personalised service, seamless booking experiences, high satisfaction, and strong repeat business.

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# Objective

A U.S.-based travel company specializing in cruise vacations faced challenges managing a growing volume of customer inquiries for cruise bookings.

They needed a dedicated support team for bidding for cruise reservations while ensuring a smooth customer experience. To meet this demand, they required 24/7 multichannel support with standardized SOPs.

They also needed robust QA and KPI reporting (AHT, FCR, CSAT).

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# Solution

- **Dedicated Support Team:** Trained agents managed bidding on cruise requests
- **24/7 Availability:** Ensured round-the-clock assistance for reservations and changes.
- **Efficient Bidding System:** Streamlined processes to reduce errors and speed up confirmations.



# Value and Impact

Our services delivered the following benefits to our client:



## **30% Faster Booking Process**

Reduced reservation handling time, ensuring quick confirmations.



## **95% Customer Satisfaction Rate**

Improved CX through accurate and efficient support.



## **<3% Booking Errors**

Minimized mistakes in reservations, enhancing trust and reliability



## **Increased Sales Conversions**

Upselling and cross-selling cruise packages led to higher revenue.

97%

Team  
Accuracy

20K

Monthly Quotes  
Handling Capability

150 sec.

Average Quote  
Handling Time

100%

Peak Hour  
Coverage

85-90%

Agent Utilization  
Rate

# About ProcessVenue

At ProcessVenue, we believe outsourcing is more than just delegation—it is a powerful strategic alliance. It's about building partnerships that are deeply integrated with cutting-edge automation and AI. This synergy unlocks new levels of growth, efficiency, and innovation.

With over 15 years of experience, we have helped startups, enterprises, and global brands streamline operations, reduce costs, and enhance productivity through a process-driven approach.

Our AI-powered business process outsourcing solutions, combined with human expertise, ensure seamless execution, data security, and 24/7 global support—empowering your business to focus on what matters most.

# Why ProcessVenue



## Reach out to us

Email us: [info@processvenue.com](mailto:info@processvenue.com)

Know more: [www.processvenue.com](http://www.processvenue.com)

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