

CASE STUDY

HOLDING A PREMIUM PROMISE AT VOLUME

How iContact BPO became the CX engine for a global vacation ownership brand



At a Glance

- 25,000 to 30,000 member interactions handled in a typical month, with peak periods past 40,000
- CSAT held above 92% across key contact types
- QA scores held in the high 80s across the year
- Schedule adherence at 90% or better, month after month
- A launch team of 20 agents grown to 150
- Average handle time kept inside client targets even as volumes climbed

The Challenge

Premium leisure travel demand was climbing, and with it the brand's base of vacation ownership members. That growth brought a problem most hospitality businesses will recognise. The internal support team was under real strain, particularly through peak travel periods. Response times stretched, backlogs built up, and service quality came under pressure at exactly the moments members were most likely to be making plans.

Vacation ownership is not a single-stay business. It runs on a long relationship with the member, renewed every time they book, change a reservation, or call with a question. In that model a small service gap is not a small problem. It chips at member satisfaction and retention, and at the trust the brand has spent years building.

There was a second layer of difficulty. This was one of the brand's first serious moves into outsourcing. It did not just need a vendor to absorb call volume. It needed a partner who could help it build an outsourced operating model from close to a standing start, and do it without the member ever sensing a handover had taken place. The brief was wider than a single queue, too. The brand ran three distinct lines of business, each with its own customer profile, and it wanted brand affinity built into every interaction across all three.

iContact BPO was brought in to act as a direct extension of the brand's customer experience team, not a separate contact centre sitting outside it. The mandate covered inbound member support delivered by phone: new reservations, changes and cancellations, membership bookings, availability checks, points usage for ownership members, and resort guidance for guests still deciding where to go.

The standard was explicit. Every interaction had to carry the brand's tone and service values, the kind of attentive, knowledgeable support the client describes as a white glove experience.

Performance was tracked against a clear set of measures: reservations per call, average handle time, quality assurance scoring for tone, accuracy and compliance, first call resolution with minimal escalation, and direct member sentiment feedback.



How We Built It

iContact BPO built a specialised onboarding programme in partnership with the client's own trainers, so agents were grounded in the brand's service values, tone, resort knowledge and the mechanics of vacation ownership before they took a single call.

That investment went beyond training content. iContact BPO put a dedicated structure around the account, spanning agents, team leadership and functional support, with the deliberate aim of building a team that could learn, adjust and stay coachable on its own rather than leaning on the client for every decision.

The account is run on a tight improvement loop. iContact BPO and the client hold weekly calibrations and monthly performance reviews, and QA findings are turned into targeted coaching and process changes that the two teams roll out together. The account opened with 20 agents and 3 support roles. It now runs at 150 agents.

The Results

iContact BPO now handles 25,000 to 30,000 member interactions in a typical month, with peak periods pushing past 40,000. Average handle time has stayed inside client targets across that growth, which matters, because rising volume usually drags handle time and quality in the wrong direction at the same time.

On quality, QA scores have held around the 80% mark, and CSAT has stayed above 92% on key contact types. Schedule adherence has run at 90% or better month-on-month - the kind of operational consistency that keeps a queue from breaking during a seasonal spike.

Two results are worth sitting with. On several measures the iContact BPO team has matched, and in places outperformed, the brand's own in-house customer relationship agents. And the leadership team that launched the programme is still on it. The institutional knowledge built in those early months has stayed in the building, which is what turns a strong launch into a relationship the client can rely on for the long term.

What Matters to Hospitality Brands Considering CX Outsourcing?

Hospitality contact centres, and vacation ownership especially, are a hard place to perform.

The queries are complex and the expectations are emotional, built on a relationship rather than a transaction. On top of that, volume swings hard with the seasons. Holding QA around the 80% mark, CSAT above 92% and 90% adherence in that setting is not a baseline result. It is a signal of a team that can protect a premium brand at scale.

That is the case iContact BPO would make to any hospitality brand weighing up an outourced CX partner.

Not simply that we can carry the volume, but that we can carry the brand.

