

# Case Study

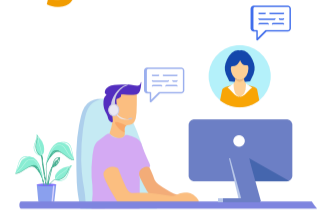


Founded under **MNG Group of Companies** in 1999, **MNG Tourism** is a tour operator which provides services, such as a Category-A Travel agent. Together with its sales offices and authorized representatives all across Turkey, MNG Tourism offers services for domestic itineraries, international package tours, plane tickets and reservations for entertainment organizations via the **444 2000** Call

## Challenge



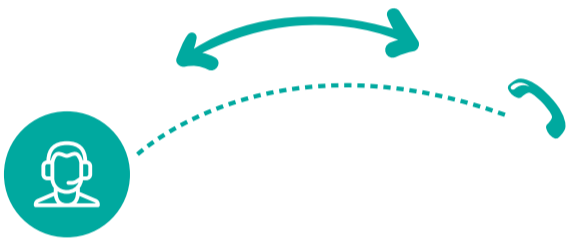
To call their customers to inform them of new special offers available



Calling back customers who couldn't reach the company

Our customers want to call their customers to inform them of new special offers available. Aiming for the possible highest customer satisfaction level, objectives of our customers include: calling back customers who couldn't reach the company, never missing a call, and recording caller numbers.

## Solution



**Blended Plan** was offered and they used a voice call module in Campaign Management, so they could inform their previous customers of new special offers.

For their special offer calls to discuss their product, the customer defined the time period of calls and were able to make outbound calls of

up to  
**500**  
people per day

up to  
**10.000**  
people during the campaign

## How Our Solution Works

With the integration of Tegsoft on their website, the call demands that customers made on their visit to the website were answered with no waiting.



When the Call Center was busy, the system began recording the inbound calls that ended due to waiting so that the system could call back the customer immediately.

With this feature, our customers began by greeting their second-time calling guests with their names. They made a positive impression on their guests with this familiar greetings.

