



The Company

Cooptravel.co.uk is one of the UK's largest Independent Travel Agents taking thousands of bookings every month across its websites. Since using Leadcall's 'abandoned booking recovery system' it has seen a significant boost in online conversions of otherwise lost bookings. Before using Leadcall, the company used a system which only advised them of booking failures at the final stage via email. Now Leadcall identifies all abandoned bookings from their websites and connects these hot leads to the Cooptravel.co.uk call centre in seconds, where a helpful agent can discuss the booking over the phone.

Following a successful trial period, where an outstanding conversion rate was achieved and significant revenue generated, Leadcall was implemented permanently. Leadcall generates at least 30% conversion rate from customer drop-offs. So the system is consistently delivering an impressive ROI. Cooptravel.co.uk like the fact that Leadcall is a pay-as-you-go model, where they only pay for customers they speak to. There is no setup fee, no upfront costs or ongoing software license fees.

Proof of Concept

Cooptravel.co.uk chose to go ahead with the solution as Leadcall showed commitment to making the project work, and delivering proof of concept. In addition, the ease of implementation was key - it seamlessly slotted into their existing processes by delivering inbound calls into the contact centre. Leadcall carried out all the work upfront to make it happen. Website coding, providing the interface with the Cooptravel.co.uk call agents, and profiling of the data before it generated a call - so agents only speak to the best customers (high value orders, multiple passengers etc).

Cooptravel.co.uk can change the profile of customers they want to call to identify the optimum customer. Once the software was implemented into the website - requiring only a couple of hours work for the customer's web development team.

Leadcall then scripted the information to be read to the Cooptravel.co.uk agents in order for them to have an informed call with customers, for example passenger name and destination.

Delivering Hot Leads

Before the system was turned on, each agent was trained by Leadcall to show how it works. Cooptravel.co.uk chooses when to turn the system on and off, depending on staffing levels. Valuable customers now receive a quick call when they drop off the site and welcome this helpful multi-channel, personal approach.

We are impressed with the Leadcall system, its ease of operation, and the visibility it offers by providing top line stats online whenever we need them. The results speak for themselves, the high conversion rate is excellent and Leadcall's commercial model fits perfectly with our current ecommerce operations.

**Annette Manning,
Sales & Team
Development Manager**

Management Information

Key statistics are available 24/7, browser-based and password protected. This allows access for all authorised levels within Cooptravel.co.uk from the MD, down to managers and team leaders. Leadcall provides a rolling one-page overview of statistics on abandoned bookings, inbound leads, rescued/converted bookings and customers who were spoken to. Cooptravel.co.uk realised the value of communicating with abandoned bookings, however they had to have the data quickly to make it worthwhile. Leadcall now provides the tools to enable them to do this in real-time.

