



## Cooptravel.co.uk

Cooptravel.co.uk is one of the UK's largest independent travel agents, taking thousands of bookings every month through its website.



## The Challenge

Before using Optilead systems, Cooptravel.co.uk used a system which was only able to notify them of booking failures at the final stage via email.

They needed a way to rapidly identify all abandoned bookings from their websites, so that agents could contact prospects at the best possible time.

By processing abandonment quicker, managers knew they could discuss bookings at a time that would be convenient for the customer.

## The Solution

It was important that implementing a multi-channel approach was easy and seamless. Optilead slots into Cooptravel.co.uk's existing processes by delivering inbound calls into their contact centre. Orders of a high value, or with multiple passengers, now receive a quick call when they drop off the site, providing a helpful and personal approach.

Optilead carried out all the work upfront including: website coding, an interface for cooptravel.co.uk call agents and data profiling. This now means that agents only speak to customers with bookings worth over a specific value.

We give ultimate control to call centre management so that they can decide which calls they want to prioritise. If customer service calls are low on a Monday for example, we can connect free call agents to online shoppers that have abandoned their holiday plans online.

## The Results

Optilead convert at least 30% of abandoned bookings. Our analytics provide a 24/7 rolling overview of statistics on abandoned bookings, inbound leads, converted bookings and connected calls.

"We are impressed with the Optilead 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 Optilead's commercial model fits perfectly with our current ecommerce operations." – Annette Manning, Sales & Team Development Manager

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

[Cooptravel.co.uk](http://Cooptravel.co.uk)

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maximising revenue 

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