



Nyhavn Rejser

Dixa provides Nyhavn Rejser with a unique and unified solution for handling leads, customer service and sales

Dixa Feature: Dixa Platform

26%

increase in booking conversion rate

Travel advisors have all the conversational context they need to deliver a personalized experience and grow bookings

87%

customer recognition across channels

Conversation history is now available at a glance so travel advisors are now able to instantly recognize return customers

Lower operational costs while increasing travel advisor efficiency

Consolidated their sales and support systems which reduced costs and increased productivity by not having to switch between systems and manually do lookups

At a glance

Bio

Nyhavn Rejser is a travel agency group that offers tailor-made trips, personal travel advice and custom-designed tours and cruises

HQ

Copenhagen, Denmark

Industry

Travel

Team

60 agents



The Situation

Nyhavn Rejser was established in 1991 and consists of 5 travel agencies in Denmark and Norway with a yearly turnover of \$25M. The company offers tailor-made trips, personal travel advice and custom-designed tours and cruises.

Nyhavn Rejser was doing well as a business. In fact, they were achieving a higher than average conversion rate against the travel industry's average. However, they knew that the sales and service teams could do even better with the right data, tools, and insights.

The Challenge

One of the primary challenges they were facing was the fact that the travel advisors were not able to access relevant customer information, such as who was calling, emailing, or messaging, their past conversations across channels, or their previous holiday bookings. They wanted a solution that could recognize return customers and provide advisors with more context. They also had no way of connecting customers directly to the advisor who had previously assisted them and they wanted the ability to route customers to a dedicated "personal advisor" every time.

Nyhavn Rejser's customer service and sales teams used four systems that were disconnected and functioned completely separately, which kept system costs high and resulted in inefficient manual processes and repetitive work. Because they were using different systems to manage their sales and support, their data – just like their systems (Outlook and TDC IP Scale) – lived in silos and they found themselves spending an immense amount of time converting conversation data into a useful format where they could use it to make informed business decisions. Finding a solution that collected better stats and analytics across all channels (phone, email, and chat) was top of mind.

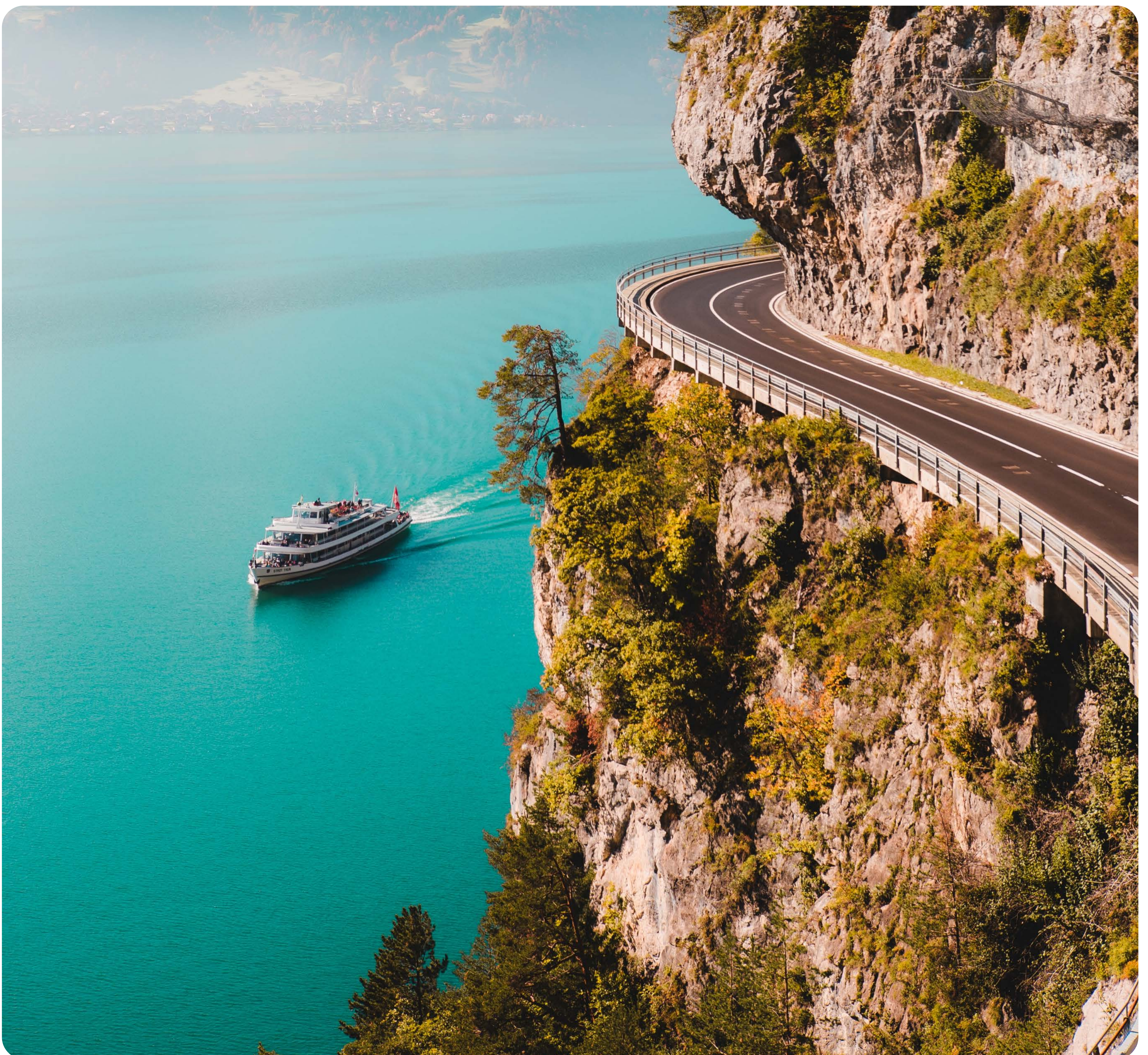
Finally, their system for assigning leads was a very manual process, which resulted in a slow response time (not ideal for their sales team).





“Being able to bring together all our customer interactions and data across email, chat, and phone in one solution means that both our customers and employees have a significantly better experience. Using Dixia has resulted in an increase in sales, customer satisfaction, and efficiency across the board.”

Rie Ulrich, COO, Nyhavn Rejser





The Solution

With Dixa's contact recognition feature, Nyhavn Rejser saw a 26% increase in bookings conversion rate. Travel advisors are now able to instantly recognize return customers and see their previous bookings, providing advisors with a clear threaded conversation history between themselves and the customer across all channels. This makes it easier for advisors to get caught up on the status of a deal and respond faster and with more accuracy. Additionally, with Dixa's queue structure, Nyhavn Rejser is now able to route all customers directly back to the advisor that was originally assisting. This saves customers from having to repeat themselves and enables advisors to cultivate a more personal relationship with customers, helping them convert more leads into sales. By giving travel advisors more context when assisting customers, Nyhavn Rejser is able to deliver a personalized experience and achieve more bookings.

Lower costs & increased efficiency

By consolidating their sales and support systems with Dixa, Nyhavn Rejser was able to keep internal and external costs related to processes, licenses, vendors etc. low and enabled employees to spend their time in a more productive manner by not having to switch between systems and manually do lookups.





Better insights across all channels

Nyhavn Rejser is now able to get a unified view of their team's performance in real time and historically. With better analytics and more unified data, Nyhavn Rejser also has the ability to make quick, well-informed business decisions that helps them continually improve their customer experience and their overall operations as well as their team's performance.

Shorter lead response time

One of the biggest benefits of using Dixa for Nyhavn Rejser is Dixa's intelligent routing, which makes it possible to automatically distribute the most important leads first and have them answered by the most qualified travel advisors. This includes the ability to route leads based on the customer's desired travel destination as well. With leads being automatically pushed to advisors, Nyhavn Rejser's advisors are able to save a tremendous amount of time compared to their previous processes and respond to customers more than twice as fast. Nyhavn Rejser's new workflow can also scale seamlessly without customers falling through the cracks and has increased their team's productivity in addition to providing them with an efficient lead handling process.

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