



GLOW TOUCH

PUTTING PEOPLE FIRST

Book it, book it now

COVID-19 derailed a ten-year run of growth. The travel and hospitality ecosystem is changing as current events shape the consumer's perception of the experience. The push is for personalization, so anticipate significant analytics investments to merge information about travel route optimization with data on competitive trends to better predict and fulfill demand.

Mapping end-to-end customer journeys: from research and price comparisons to bookings and itineraries, organizations have access to the most minute details

Facial recognition for touchless operations: software can scan guests to shorten queues and ensure adherence to social-distancing practices

AI and chatbots in rooms: voice control technology and personalized service delivery when integrated with IoT

Robots in multiple settings: from cleaning rooms to managing luggage, from handling bookings to answering guest questions

Customers are likely to be overly careful, with exacting standards. Old brand loyalties and affiliations may take a back seat to companies that show themselves equipped to tackle the new environment.



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INDUSTRY CHALLENGES

More than half of American workers do not use all of their allotted vacation time, and many take none at all, a massive difference from nations where 30 days of annual leave are the norm. This potential market is an enormous vein of untapped demand that will be met with a ready supply of options.

Capital investment for technology and infrastructure

- Capacity and modernization in transportation and destinations
- Data analytics to benefit the end-user experience and agent performance

Competing to add value through experiences

- Developing profiles for high-value targets
- Plugging into real-time local activities

Below the surface:

- Potential emergence of new 'disruptive' business models – think Uber and Airbnb
- Your guests are talking about you
- Merging legacy systems with newer technology
- Engaging with customers who can manage the travel lifecycle independently

There is one other point – customer service. The public's tolerance for bad service is not very high; consumers have certain service expectations for their spending. That is where we come in.



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OUR EXPERIENCE

Traveltainment: we built an Internet portal and are now engaged in a web development project that integrates a front-end app to back-end data.

Travel Club of Upminster: we handled package deals for a client who reinvented the concept of 'going on holiday' for the British middle class.

Fazenda Caravela: we managed the website and the booking system for this firm, which specialized in trips to a collection of villas on golf courses.

Nitro Ventures: this firm is a data aggregator, and our role was in web design and software development services.

That experience has created a working knowledge of the service-related issues that companies worry about: scalability to handle growth, flexibility for managing peak periods, consistent quality, and providing "wow" experiences.

Data analytics for real-time insight that enhances the customer experience and supports client business outcomes

We have been a leader through the digital transformation

Omnichannel proficiency – chat, voice, email, and social media

Retention expertise and a track record of generating new sales

Scalable support in onshore, offshore, and nearshore locations

An industry-standard training program for all new hires

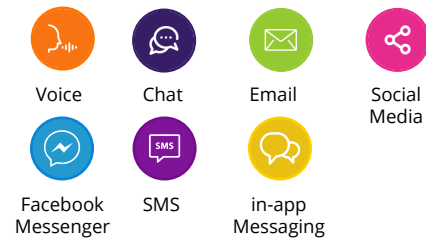
Have you ever been upset with a product or service but received a high level of service that resolved the issue and changed your view of the brand? We do that.



CLIENT BRIEF



Channels



Services

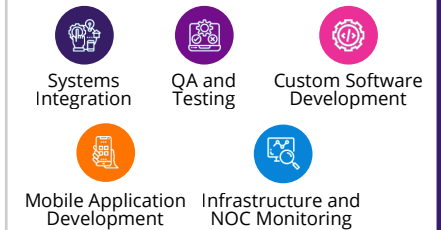
Customer Contact Outsourcing



Business Process Outsourcing



Technology Outsourcing



GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic.

To learn more about GlowTouch, visit: www.GlowTouch.com.

Certifications



Awards

