



CASE STUDY

# Virgin Voyages

**Practices:** Salesforce

**Technology:** Salesforce Sales Cloud, Service Cloud

**Services:** Build Implementation

**Buzz Words:** Luxury, Travel & Hospitality, Vacation, Customer Service

# Virgin Voyages

## Unlocking Cruise Industry

Virgin Voyages, established in 2024, redefines luxury cruises with its adults-only ships, offering exclusive voyages to destinations like the Caribbean, Mediterranean and Europe. Focused on delivering exceptional customer service, Virgin Voyages combines modern luxury with digital innovation to create a seamless and personalized travel experience.



### Challenges

- SLAs not being met as a result of slow case resolution and poorly defined Service Agreement.
- High rate of escalations
- Cherry picking (users choosing easier cases)
- Segregation of service channels leading to increased downtime
- Highly customized environment and poor documentation, making it difficult to address root causes



### Solution

- Segmented customer base and defined SLA for each segment
- Introduced Omni Channel queue-based routing utilizing existing case assignment logic
- Integrated Live Agent with non-real time cases so that chat users can work on cases when not actively on chats



### Results

- Case abandonment rate improved by 78% improving with a reduction from 9% to 2% of case inquiries.
- Weekly case backlog of unassigned cases improved by 90%. In prior weeks untouched cases could top 300-500. In recent week it ended with 50 open cases.





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### CHALLENGES

- Virgin Voyages needed an approach to balance addressing stabilizing the platform while identifying process automations then reviewing product backlog, in order to create a roadmap that enables better utilization and efficiencies of the platform to deliver business value.
- The Virgin Voyages team took on the challenge to think different. Being creative and empathetic to drive our Vision Workshop leading to a few key pillars for the entire session: Seamless Sailor Journey experience.



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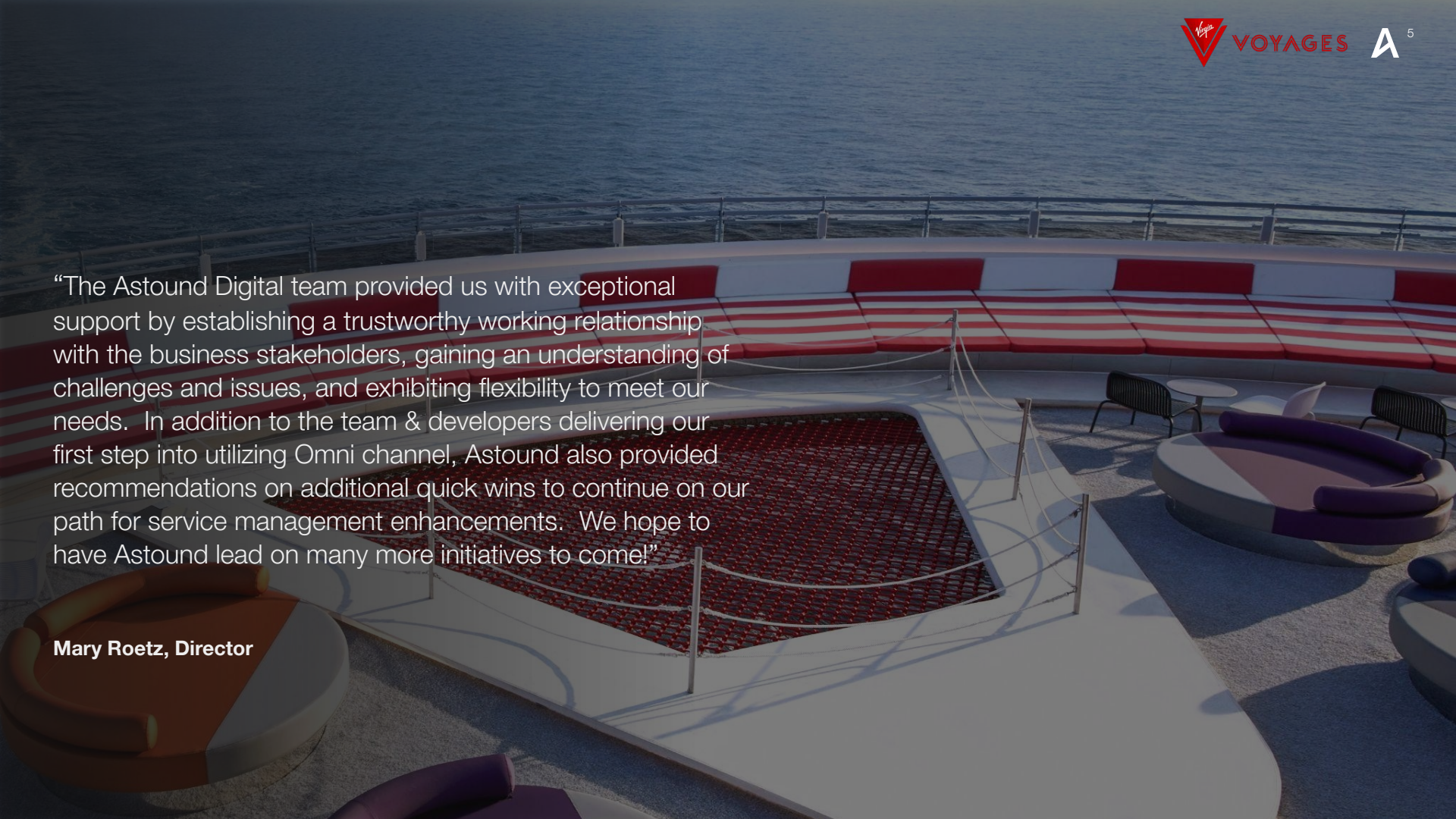
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### PARTNER VALUE

- Astound's proposed approach is to balance addressing stabilizing the platform while identifying process automations then reviewing product backlog, in order to create a roadmap that enables better utilization and efficiencies of the platform to deliver business value.
- We completed a Prioritization analysis to rank new capabilities. A high-level vision of what the Virgin Voyages team can be with a focus on short-run wins that doesn't forgo the long-run goal. Comparing and aligning them to leading industry trends revealed real possibilities for innovation & growth.
- We focused on improving the customer experience to enhance the delivery commitments for quick resolutions for sailors, increased agent productivity to reduce case handling and boost agent efficiency, utilized a BOT to enhance customer satisfaction for faster issue resolution and enhanced analytics and reporting to improve data accuracy and KPI's with better rules.





A wide-angle photograph of a ship's deck. In the foreground, there is a large, curved seating area with red and white striped cushions. To the right, there are several round, purple and white lounge sofas. In the center, there is a rectangular pool area with a red mesh cover. The deck is surrounded by a metal railing, and the ocean is visible in the background under a clear sky.

“The Astound Digital team provided us with exceptional support by establishing a trustworthy working relationship with the business stakeholders, gaining an understanding of challenges and issues, and exhibiting flexibility to meet our needs. In addition to the team & developers delivering our first step into utilizing Omni channel, Astound also provided recommendations on additional quick wins to continue on our path for service management enhancements. We hope to have Astound lead on many more initiatives to come!”

**Mary Roetz, Director**