

# Holiday Taxis Case Study for 8x8 UCaaS & CCaaS

HolidayTaxis.com was established in 2002 to fulfil the founders' passion for helping holidaymakers find a quick, easy, and reliable way to reach their accommodation.

Holiday Taxi's are now the market leaders in delivering great quality airport transfers in over 150 countries around the world. The business has transported millions of passengers and they pride themselves on the outstanding service and pricing of their products.



## Summary of requirements

- West Pier had worked with Holiday Taxis in 2018 whilst implementing a high availability Avaya IP Office cloud solution with a contact centre.
- The solution was nearing the end of its contract and West Pier worked with Holiday Taxis to scope a replacement solution that would meet their own and their clients' requirements in the future.
- West Pier proposed our 8x8 solution as this would provide 99.999% server uptime reliability, with the addition to voice of WhatsApp, Web chat, Email with customer satisfaction surveys for contact centre agents. In 2023 we added client AI to the Contact centre agents by adding the 8x8 ICA chat bot. initially the chat bit was integrated with the Holiday taxis.
- Holiday Taxis wished to offer embedded 8x8 contact centre web chat directly into their key clients' websites so they could deal with outsourced queries.
- A cross technology unified communications app was required to enable members of the team to be more effective when offsite using hardware that utilised MS, MAC IOS and Android operating systems.
- Voice, video, and screen sharing conference capabilities were of the utmost importance to enable on site conferences with external support organisations.
- A simple cost model to add new users to the solution.
  - Holiday Taxis faced issues with recruitment of multilingual staff and a desire to improve its chat services whilst reducing the repetitive chats transferred to an agent.
  - Holiday Taxis an existing user of 8x8 UCaaS and CCaaS added client AI to the 8x8 Contact centre agents by adding the 8x8 ICA 8x8 chat bot. initially, the chatbot was integrated with the Holiday taxi booking system in 7 European languages, allowing users to check their booking and pick-up time without speaking to a human agent.
- In 2023 we added client AI to the Contact centre agents by adding the 8x8 ICA chat bot. initially the chat bot was integrated with the Holiday taxis booking system and allowed users to check their booking and pick up time without speaking to an agent.

## Solutions and services provided

- West Pier Technologies' 8x8 unified communications solution.
- 8x8 ICA Chat bot
- X7 CCaaS call centre user licences

West Pier Technologies

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- X2 UCaaS back-office user licences
- 8x8 mobile applications

### Business Benefits

- Annual cost savings have been achieved through more cost-effective rentals, less hardware and inclusive call costs to 48 international destinations.  
The bot processed over 308,000 chats in the 1st year, equating to savings of more than £120,000 per annum. The chatbot also provides customer service 24x7, 365 days a year, and deals in 7 European languages. At any point in the chat a caller can be asked to be put through to an agent. The bot is already being developed to manage other high volume requests avoiding monotonous work for the agents and improving service to clients.
- The system benefitted from the inclusive support contract which provides investment protection including major software releases and DOT release bug fixes.
- Improved collaboration has cut down travelling costs as meetings can be held over the 8x8 collaboration solution.
- The customers contact centre agents and unified communications users now work on the same platform, making management and analytics between the front and back office simpler.
- The unified communications app allows staff members to be contacted on a single number whether they are in the office using their desk phone or on the road with only their mobile phones.
- The customer has removed the 3<sup>rd</sup> party application they were using for web site integration for contact centre agents. 8x8 now allows contact centre agents to manage digital channels on the Holiday Taxis web sites and that of many clients that outsource to holiday taxis through the X7 contact centre agent licence.
- All staff now have their own direct dial number which will ring any phone they log into; alternatively, inbound calls will be routed to their voicemail which will then copy the voice mail into an email and deliver it to their inbox.
- Call centre and end users benefit from the 8x8 solution providing a 99.999% server uptime guarantee. All users can work remotely from anywhere they can access the internet.

### Testimonial

“Holiday Taxis went through a tender exercise in 2018 to select a new communications partner and system for the business. West Pier and Avaya were selected for the cost and functionality offered at the time. When our contract was coming up for renewal, we saw no reason to look for a new partner as West Pier Technologies had provided unrivalled knowledge, billing, and support services. West Pier proposed solutions from both Avaya and 8x8. We chose to go with 8x8 as it provided everything we need now and in the future from one solution and more importantly we retained our valued relationship with West Pier Technologies.”

IT Director

**West Pier Technologies is an 8x8 solutions Business Partner.**

**If you would like impartial advice on your telecoms and networking infrastructure, give West Pier a call on 0844 264 5522 or email Mathew van Til ([matthew.vt@westpiertele.com](mailto:matthew.vt@westpiertele.com))**