

FUTURE VOICE MAKES COMMS MIGRATION A BREEZE FOR LUXURY TRAVEL CONSULTANTS

The Customer

With a strong emphasis on customer service and operational efficiency, Thinking Traveller is a global travel company specialising in creating bespoke holiday experiences, renting premium houses, villas and estates with soul across the UK, Greece, Italy, and the USA.



THE CHALLENGE

Thinking Traveller was curious about whether a new phone system could enhance the productivity of the team through the consolidation of multiple communication applications into a single, integrated platform that would include voice services, sales analytics, and meetings.

Future Voice quickly went to task in finding the best possible platform for their needs, spending months to gain a detailed understanding of exactly how they interacted with the existing RingCentral platform and what features were essential, before searching the market for the innovations that would best suit their ways of working.

After drawing insights from multiple teams and identifying that one of the key areas of improvement Thinking Traveller required was more actionable insights that would increase sales performance, Zoom Phone was chosen as the best solution, supported by Microsoft Teams to Zoom for online meetings.

Once Thinking Traveller was informed about its deep integration capabilities with their current infrastructure, ensuring data access for rich reporting, the team was fully on board with the proposition. However, the next consideration became how Future Voice could guarantee a smooth and efficient migration.

The transition needed to be seamless, with minimal disruption to business operations for 100+ international users managing 250+ phone numbers, because the project was being delivered during Thinking Traveller's peak season. And, if Future Voice couldn't deploy the new Zoom solution within 3 months, the whole project would have to be delayed for a further 9 months!

Additionally, the deployment of Zoom Revenue Accelerator for its Sales Team added another layer of complexity. All of which meant that maintaining business continuity was vital.

THE SOLUTION

Leveraging their expertise, FV engineers developed detailed build documents and replicated the previous RingCentral functionalities into Zoom, while simplifying the user experience on the new platform.

This approach ensured agents had a more intuitive user experience, enhancing efficiency while also providing new functionalities such as Agent Coaching, Supervisor Reporting, and AI call analytics.

To ensure alignment and clear communication, Future Voice conducted weekly cadence calls with key stakeholders, actively engaging senior management regular to keep them updated and address any potential delays ahead of the transition.

For example, a risk assessment workshop was conducted to proactively identify and mitigate potential delays, surfacing potential issues like managing additional demand during peak/critical sales periods, before they became problems ahead of the go-live day.

Future Voice's also went the extra mile to produce high-quality onboarding and training documentation for the team, as well as implement a 'restricted user profile' that prevented access to Thinking Traveller's legacy RingCentral system, further encouraging full adoption of the new system.



futurevoice



THE THINKING
TRAVELLER

THE RESULTS

The migration to Zoom Phone was executed successfully, within Thinking Traveller's strict 12-week timeline, ultimately providing the team's staff with a streamlined communication process that improved overall operational efficiency.

Employees now enjoy a much improved and simplified user experience, leading to increased productivity. In fact, the deployment, as well as resulting uptake and feedback from staff, was so successful that Thinking Traveller accelerated their Zoom Meetings rollout by six months, confident in the new platform's capabilities.

"Throughout the process they really were present, not only listening to our leaders but all our teams which proved how passionate they are about delivering a solution that works for everyone.

It is a testament to how the project was delivered that there are no issues, and the application has been rolled out and is being used by all the users successfully. I was actually a bit worried because of the lack of noise among the IT department, and issues from the team. But it is literally because the Future Voice team sweated all the details that our deployment went so smoothly. We can't thank them enough."

DARRYL MAYLE, IT MANAGER, THINKING TRAVELLER

