

Room to Grow

Meeting client expansions with industry-leading, flexible, scalable CX



Challenges

When a 10+ year North American airline client was acquired by a larger airline, they needed us to scale up support across existing nearshore geographies without sacrificing CX. Our relationship with the client was flying high, including multiple industry awards, and top rankings for meeting client KPIs month-over-month, so we were ready to reach new horizons.

The merger required seamless integration of operations, systems, and customer service standards across two distinct brands, including consistent, high-quality service to maintain customer satisfaction and loyalty.

We also had to ensure performance consistency, meeting and exceeding dual client KPIs across reservations, sales, and customer service in a highly competitive travel industry while standing up new nearshore operations across our existing delivery sites in Jamaica and the Dominican Republic quickly and effectively.

Challenge accepted—backed by over a decade of exemplary, award-winning existing client support.

The Solution

Pre-merger, we were the airline's sole external partner, providing scalable, high-quality support with 65% of their total agent population. With the acquisition, our team had to pivot to support both airlines, seeding, training, and ramping agents quickly and efficiently.

To meet training needs, we implemented specialized training materials, achieving a 90%+ passing rate consistently across two delivery sites in Jamaica and the Dominican Republic. We leveraged internal staffing tools for real-time headcount and trend analysis to ensure that we met complex client KPIs while maintaining optimal operational efficiency.

For multilingual support needs, we were ready to go, delivering exceptional bilingual (English and French) support in the Dominican Republic and English-only support in Jamaica.

And that new nearshore delivery site the client needed us to stand up fast? Alorica launched services in Jamaica within three weeks, ensuring a smooth transition and high performance right out of the gate.

Ready for Take-off?

Want your CX to soar, with the scalability to reach new heights? Connect with Alorica to find your perfect CX solution.

Let's Talk



Ranked **first in all KPIs** and as **Highest Gross Generator** month-over-month; also recognized as the top closing ratios among bilingual sites for three consecutive months



Achieved a **quality goal of 85%+** and **highest sales per hour**, and **first-place ranking** for Direct Customer and overall closing ratio



Consistently maintained a **90%+ passing rate** in specialized training



Awarded with **Best Reservations Department of the Year** for the **fourth year in a row** for our exemplary service for both airline brands

The Results