

20-50% Of Leads Turned Into a Sale Using Engage

THE OPPORTUNITY

The leading travel network consisting of 400 travel agencies with 11,000 elite advisors, Virtuoso generates more than \$15 billion in annual travel sales. Virtuoso knew that the competitive differentiation for agent-based travel companies is to better use the knowledge, experience and personal selling skills of their live travel agents to help customers, but in the digital world it has been hard connecting named agents with customers in real-time. Moreover, Virtuoso found that existing lead methods, such as phone and contact form fields, required the customer to basically express intent to buy while knowing that their sense of immediacy would not be satisfied quickly.



“Anecdotally and statistically our lead conversion has increased because Engage technology addresses a segment of our visitors that weren’t being addressed before with just a web form registration model.”

Matt Elliott, Director at Virtuoso

About Virtuoso

Virtuoso is the travel industry’s leading luxury network. It consists of both travel advisors and travel partners (hotels, cruise lines, tour operators, etc.)

www.virtuoso.com

THE SOLUTION

Virtuoso implemented Engage in a pilot program, which proved successful within the first days of the program. With Engage, travel advisors could respond to online customers in seconds and sales were material and significant, from \$1,200 to \$35,000 depending on the destination. Moreover, Virtuoso reported the quality of the lead information was substantially more accurate and precise than traditional asynchronous lead gen forms. Of travel advisors who were highly active in the program, all would recommend the program to other advisors. Virtuoso fast-tracked the invitation for Engage to become a Preferred Vendor accessible to member agencies and travel advisors.

About Engage

Engage helps you sell immediately anywhere online. It enables sales professionals to be available for live omni-channel customer interactions and sales. Engage represents a new way to sell across digital channels. It is polite, friendly, human.

www.engage.co

THE RESULTS



Between **20 and 50% of all leads turned into a sale** for Virtuoso’s advisors



Led to **one of the largest sales of the quarter**, valued at \$80,000