



## LES CONCIERGES: THE WORLD'S PREMIER PROVIDER OF GLOBAL CONCIERGE SERVICES AND SOLUTIONS, CREATES A WORLD-CLASS GLOBAL VIRTUAL CUSTOMER SERVICE CENTER WITH SERENOVA™

### THE COMPANY

LesConcierges provides global, concierge-supported loyalty services and solutions. From program creation to engaging and serving your best customers or employees, they help clients develop relationships in ways that create value and build brand affinity. Most important, LesConcierges agents are trained to employ a contextual approach to fulfill customer requests ranging from booking highly sought restaurant reservations to securing hard-to-get event tickets or planning once-in-a-lifetime milestone events.

### THE CHALLENGE

With operations in five continents and distributed in 89 cities, LesConcierges had apprehension about whether their existing on-premise contact center solution could meet global requirements and provide the necessary features to accommodate

the unique needs of their customers—all while being cost efficient and supporting their rapid growth.

Each customer has a unique set of preferences when it comes to customer service channels: some still like the phone, others prefer web chat, and more and more are opting to social media such as Facebook and Twitter. With an outdated voice system in place, many customers could not be effectively serviced on other channels, resulting in more complex integrations and increased operational costs.

In addition, the technology operations team was challenged to keep up with the necessary requirements for quick turn up, and a reliable and flexible platform. And with the desire to add multichannel capabilities, deploy new offices quickly, adhere to steep security

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**CUSTOMER:**  
LesConcierges

**INDUSTRY:**  
Retail

**SERENOVA™ SOLUTION:**  
Serenova™

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### HIGHLIGHTS

- » *Hassle-free integrated multichannel customer interactions*
- » *Reduction in cost and time to scale of contact center solution*
- » *Cloud contact center solution with high availability and stringent security*

“ For LesConcierges, having a multichannel cloud contact center solution that is truly global is essential to providing seamless service to our VIP clients. Serenova™ provides a solution that decreases our cost and time to scale, and increases our geographic resiliency, with outstanding support.”

— Matt Clemenson, Chief Technology Officer

requirements, and the high price tag of systems required for each physical location, LesConcierges was faced with the challenge to come up with a better way.

To address these operational challenges, and unique requirements for their specific business environment, LesConcierges needed a global contact center solution where:

- The contact center is vertically integrated across all channels from voice to email, web chat, and social media
- The telephony infrastructure is flexible to add and turn up agents quickly
- The platform provides high reliability with stringent redundancy and security compliance

To solve these challenges, and meet their business needs, LesConcierges required a cloud contact center that offers the efficiencies of out-of-the-box integrated multichannel capabilities, and the flexibility and sophistication for IT to implement and manage resources around the globe.

## THE SOLUTION

LesConcierges selected Serenova™ to take advantage of the perfect blend of proven platform reliability and scalability, and advanced capabilities. Two of the key criteria that won over LesConcierges were the PCI level 1 certification of Serenova™, as well as LiveOps Engage, the industry's first integrated multichannel agent desktop with channel pivoting. Whether it's a phone call, email, chat session, SMS, Facebook post or Tweet, the message and phone panels in Serenova™ are integrated within a single window,

making it easy-to-use and faster to respond without having to switch applications. "This is huge because our concierges now have instant visibility of the customer, automatic case recognition and full activity history regardless of what channel they are interacting," says Matt Clemenson, Chief Technology Officer at LesConcierges.

The stress-free setup and integration enabled LesConcierges to quickly realize value from the solution at the outset. Now, IT can simply add and configure new agents in a matter of minutes. "We have achieved a 'just add internet' solution, whereas opening an office in the past required a different model for ROI that constrained our business due to major capitalized expense investments, such as costly redundant telephony and network gear, and MPLS to support that. We now feel empowered to open an office with one to five agents if it makes sense—and it doesn't take half a year. Any company that has distributed agents would benefit from Serenova™ because of the global architecture and availability," said Clemenson.

In addition, LesConcierges has been able to gauge the effectiveness of its customer service programs using Serenova™ built-in business insights. At a glance, from dashboards and automated email alerts, IT and the management team monitor interaction volume, response times, and a host of other statistics. While these capabilities from Serenova™ have enabled the team to provide better interactions with customers, the accessibility to the solution at all times has been equally critical—not always a given with LesConcierges previous legacy system. LesConcierges notes that wallboards are as simple as a Wi-Fi enabled TV.

## THE RESULTS

LesConcierges successfully achieved amazing speed to market without compromise on quality for new client contracts— deploying over one hundred toll-free applications in the United States within the first month, and on-boarding more than 100 new agents and 227 international toll-free numbers across two offices in 15 days. This agility reduced their sales cycle, and ultimately their time to revenue.

The implementation of Serenova™ has enabled LesConcierges to significantly reduce their customer service costs and increase operational quality metrics. LesConcierges estimates that the cost savings compared to an on-premise solution is around \$1.2 million in the first year.

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“ The Serenova™ solution saved us millions of dollars and months of project runway.”

— Matt Clemenson, Chief Technology Officer

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Moreover, supporting solutions were done faster, and more cost effectively, such as workforce management and data warehousing. LesConcierges' contact center operation was significantly enhanced with the elimination of systems integration and maintenance, and the dramatic reduction in implementation time. Customer satisfaction is also increasing due to the advanced multichannel cloud contact center solution deployed from Serenova™. Ultimately, LesConcierges is able to better serve their clients, than any competitor in the marketplace today.

