



Club Med Ψ
freespee

How Club Med's omnichannel strategy is driven by voice ?

3 pillars to achieve Club Med ambition



UPSCALE

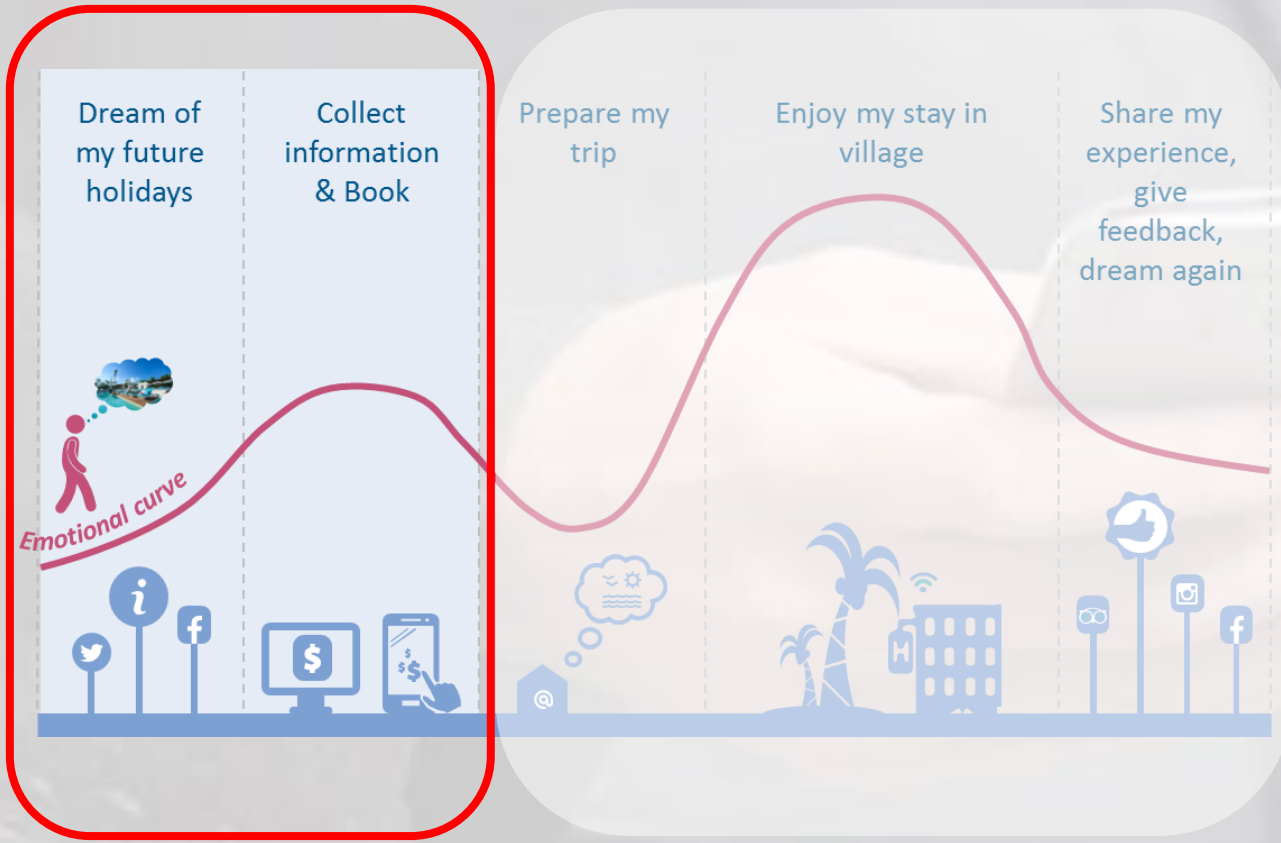


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GLOBAL

A long & deep customer journey with a key contact human role



11 touchpoints
From inspiration to booking

87%
Winning paths activate human contact

96 days
Average length of customer journey

74%
Winning paths activate a call

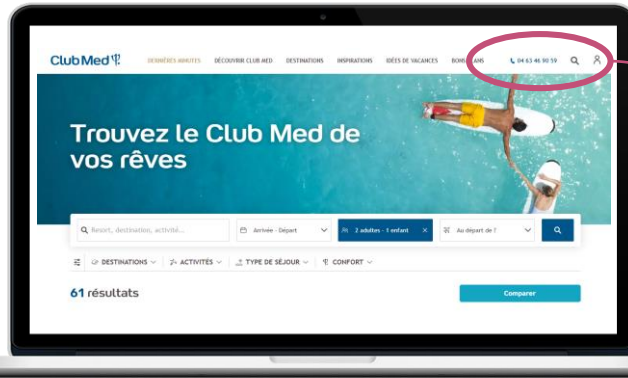
Why Freespee ?

MEDIA : Measure media attribution to optimize media budget allocation

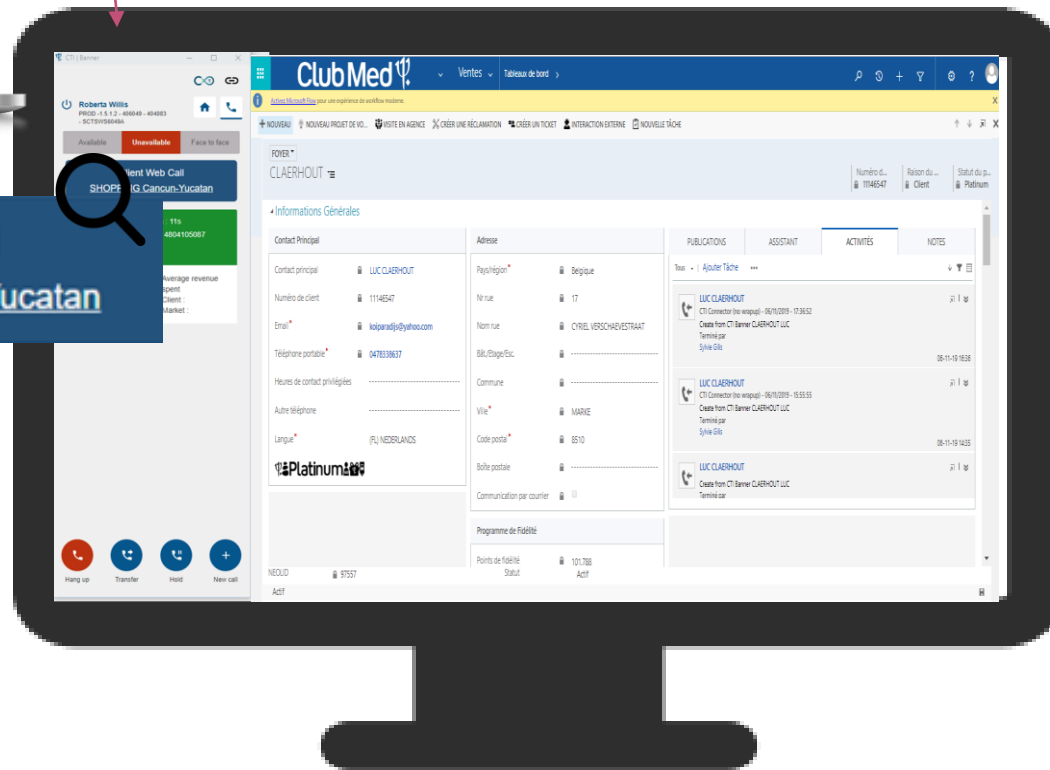
OMNICHANNEL : Reconcile on & off paths to better understand the customer journey and implement omnichannel KPI

EFFICIENCY : optimize agent journey & decrease volume of missed calls

Club Med has leveraged Dynamic call feature to empower our call centers with omnichannel capabilities



Client Web Call
SHOPPING Cancun-Yucatan



In real time display of **website** page from which the **prospect is calling** in the **agent screen**

- Deployed in 8 countries within 6 months
- 10% of incoming calls



Main Benefit

Allow the sales agent to quickly identify customer/prospect needs and project stage