

# Cloud5 Contact Center



## THIS CLOUD MEANS CONVERSION

How do you trust that your incoming reservation calls will get the same care and attention as if you were handling them yourself? At Cloud5, we focus on hospitality and we know what works. So much so that we beat the average industry conversion rate by up to 6 percentage points or more! And that means more direct revenue for our hotel clients.

## Expertise = Higher Conversion and More Revenue

- **Obsession with the Guest** - our comprehensive, guest-centric strategy immerses our world-class hospitality agents into the client brand and culture. This proven, personalized approach generates an improved caller experience with higher conversion rates, greater guest loyalty, and ultimately, higher direct revenue growth.
- **The Industry's Best Agents** - Cloud5 agents experience robust technical and property level training with performance KPIs that ensure top level achievement to our client goals.
- **Low Attrition Means Focus** - with an average tenure of 5-7 years, Cloud5 agents are among the most experienced in the industry. Because attrition is extremely low (about half the industry average), we're able to focus on optimizing conversion strategies, not staffing the phones.
- **Agent Pairing to "A Caller Like You"** - enhanced caller engagement using the latest algorithm-based call routing technology can match your caller with the agent that best fits their demographic/psychographic profile.
- **Passion for Travel** - love for travel and the stay experience is in our blood. You hear enthusiasm in our every conversation. It's why callers enjoy talking with us, refer our hotel clients to their friends, and keep calling back.
- **Beyond the Traditional CRO** - extend your revenue team with support on OTA rate loading and management, loyalty services, social media monitoring and posting, and more.

## Cloud5 Advantage

- Industry's Most Experienced and Tenured Agents
- Proven Comprehensive Training and Brand Immersion Process
- Advanced "Caller-to-Agent" Matching Technology
- 100% On Shore & Multilingual
- Serving Travel and Hospitality for More than 20 Years

## More than a typical call center

- CRO Sales Optimization
- After Hours and Call Overflow
- Social Media Engagement
- Loyalty Services
- OTA Rate Management
- Conversion Outreach
- Email /Media Support /Chat
- 24X7 World-Class Support and Multilingual Coverage
- 24X7 Customer Care
- English, Spanish, & French Available

Powered by expert agents with a passion for your brand, Cloud5 delivers higher call conversions and greater revenue for hotels, travel businesses, and their owners.

