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Online travel agency Opodo introduced Veritape’s call recording system to its UK Sales Centre in 2004. The Sales Centre Managers use Veritape CallCentre to assess the training needs of staff, and also to deal with customer service issues.

The company records all calls, which is important. Team leaders can easily find and focus on individual calls for quality assessment. This forms the basis for discussion during coaching sessions. “Veritape CallCentre assists us in setting objectives and performance improvement goals,” says European Support Manager Thelma Perkins.

Affordability is a key benefit of the Veritape system, says Ms Perkins.

“The rental agreement with Veritape was within our budget and the terms of the contract were beneficial to Opodo.”

In addition to staff training improvements, the Veritape system helps to resolve customer complaints. When a customer disputes that they made a booking through an Opodo agent, the Team Leader can check what was agreed to in the conversation.

“If we can prove that the customer was given the correct information, this can result in a reduction in loss of revenue to Opodo. If an agent provided the customer with incorrect information, it may highlight a conduct or training need.”

And recording calls can help enhance other areas of the business too.

“The ability to listen to calls can also highlight technical issues with our processes and systems.”

Personal attention is fundamental to the service and support Veritape provides, says Ms Perkins. Recently, Opodo changed their entire data network infrastructure, which required the involvement of Opodo’s telephony provider and Veritape support staff.

“The Veritape support team has excellent knowledge of the set-up and is particularly good at managing and co-ordinating any changes such as those.”

Quick Facts

- > Opodo was set up in 2001 as a joint venture between nine major airlines
- > The first Opodo site was launched in Germany in 2001, followed by the UK site in 2002. France, Spain and Italy also have sites
- > The company uses Veritape CallCentre as a staff coaching tool and to resolve customer issues
- > Opodo records all calls using Veritape CallCentre

“Veritape provides us with personal attention.”

Thelma Perkins
European Support Manager
Opodo