

Success story

**The travel &
entertainment
services sector
company**

**Streamline and
optimization of
our customer
service
procedures**

booköhotel

**Salesforce
Services Cloud
integration with
custom
configuration.**

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"Fulfill customer needs across
all touchpoints."



Corporate Challenge

Booköhotel serves several countries, including North America, Europe, the Middle East, South America, India, China, and Australia, as a worldwide travel agency.

We provide our clients with state-of-the-art strategies and technology solutions that might improve the online experience, cut down on administrative work, and increase income.

Book hotel supports a variety of service procedures for clients and partners while continually searching out improvement and digital innovation throughout five work groups spread over five different countries. The whole process is conducted via the phone and email, and it is done in three distinct languages: Spanish, Portuguese, and English.

Our objective is to improve the quality of our services and encourage customer referrals.

What SMX Services & Consulting Inc. Did

We create and deploy customized Salesforce Service Cloud setups with various service procedures, automation, and email templates.

We also set up extensive auto-response and escalation protocols for different processes and teams.

Our team uses Email-to-Case, which allows cases to be automatically created by managing communications with customers from inside the issues. Additionally, we handle case assignments using Omni-Channel and build several reports and dashboards to track and evaluate team management.



The rapid decrease in case resolution times brought on by process improvement, automation, and monitoring technologies, together with eliminating lost cases, is crucial to the cooperation of work teams inside the organization.

Reimbursement procedures may be strictly controlled and optimized, leading to significant cost savings and faster customer service.

Our project can now assess how well each team member works and performs, which empowers them to make wise decisions.

We prioritize the importance of the client's experience.

“The adaptability of the system for future development.”



salesforce