Collab.

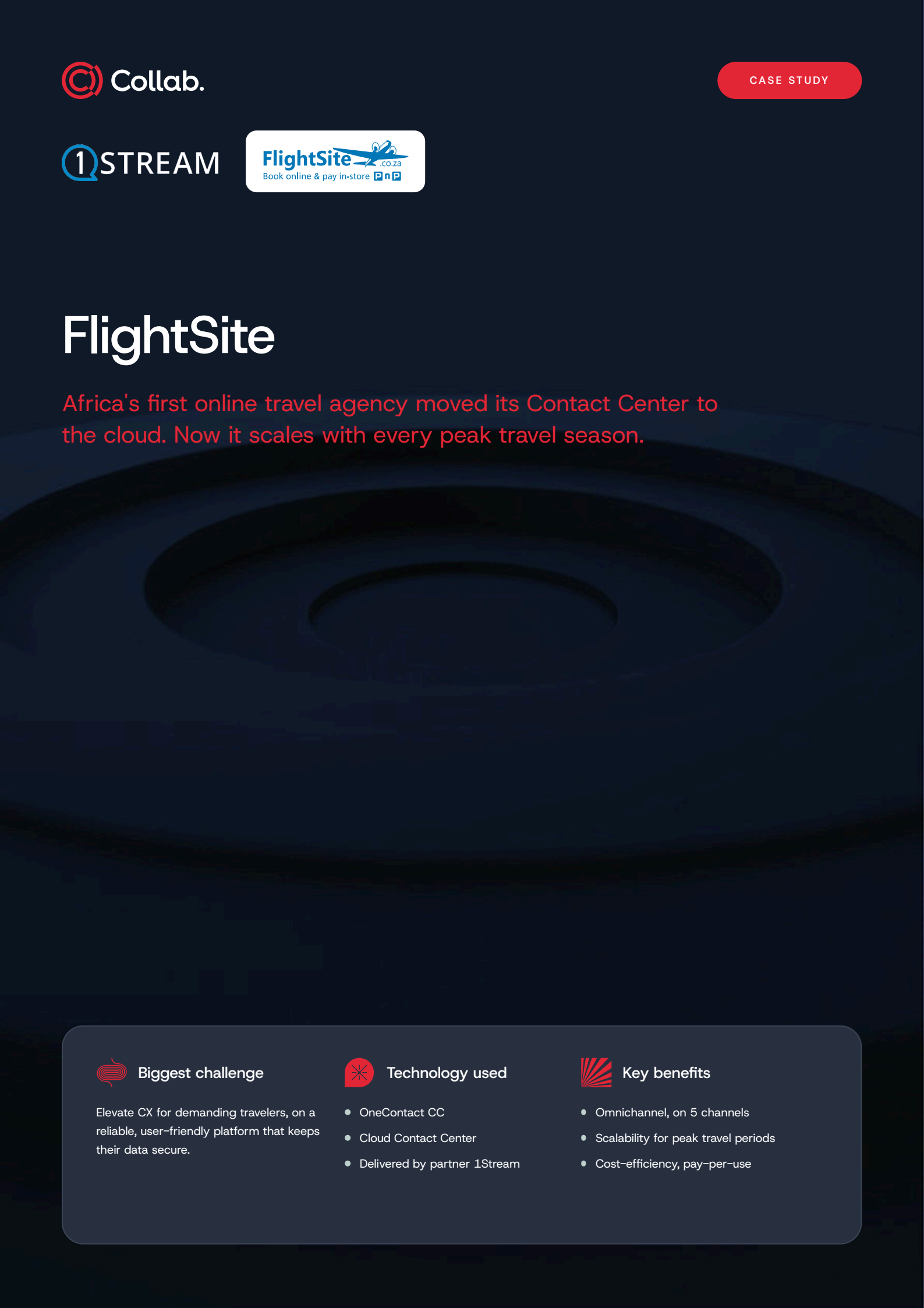
CASE STUDY

1STREAM

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FlightSite

Africa's first online travel agency moved its Contact Center to the cloud. Now it scales with every peak travel season.



Biggest challenge

Elevate CX for demanding travelers, on a reliable, user-friendly platform that keeps their data secure.

Technology used

- OneContact CC
- Cloud Contact Center
- Delivered by partner 1Stream

Key benefits

- Omnichannel, on 5 channels
- Scalability for peak travel periods
- Cost-efficiency, pay-per-use

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CASE STUDY · CLOUD CONTACT CENTER FOR TRAVEL

Peak season no longer strains the Contact Center. FlightSite scales on demand.

FlightSite runs its customer service on the Collab cloud Contact Center, delivered by partner 1Stream. Agents, phone lines and channels follow demand.

About the project

BACKGROUND

FlightSite is Africa's first online travel agency. Based in Cape Town, South Africa, it serves thousands of travelers each month as they book holidays worldwide.

It needed a new Contact Center solution to improve the scalability, flexibility and cost-efficiency of customer service during peak travel periods. FlightSite also serves mobile, retail and banking companies, so service and compliance matter.

CHALLENGES

Three challenges shaped the project:

- **Customer expectations.** Travelers expect convenience, transparency, personalized recommendations and excellent service.
- **Technological complexity.** An online travel agency needs a robust, scalable platform for high query volumes, bookings and payments across channels. It must stay reliable and easy to use.
- **Data security and privacy.** Travel agencies handle personal and financial data, and must comply with regulations such as the GDPR.

5

channels

voice, email, web chat, social media and WhatsApp

Pay-per-use

cost model

with no upfront investment in hardware or infrastructure

Anywhere

agents

working from any location with an internet connection

FlightSite helps thousands of travelers each month book holidays worldwide. Demand peaks with the travel seasons. The Collab cloud Contact Center lets FlightSite add or remove agents, phone lines and channels as demand changes.

PROJECT

Move FlightSite customer service to the Collab cloud Contact Center, OneContact CC, delivered by partner 1Stream.

WHAT WAS DONE

Omnichannel support on five channels, intelligent routing and queuing, and reporting and analytics, on a pay-per-use model.

CLIENT

FlightSite, Cape Town, South Africa. Africa's first online travel agency. Contact: Rian Bornman, Founding Director.

The solution

Cloud, pay-per-use. OneContact CC runs in the cloud. FlightSite pays per use and makes no large upfront investment in hardware or infrastructure.

Omnichannel. Customers reach FlightSite on their preferred channel: voice, email, web chat, social media or WhatsApp.

Intelligent routing. Each inquiry goes to the most appropriate agent or department, based on language, skill set, customer history or priority.

Collab runs the communications. FlightSite runs the travel portal.

With Collab handling all communication needs, FlightSite can focus on its innovative travel portal.

Outcome

Moving to the Collab cloud solution brought benefits to operations and customer service.

Scale	Add or remove agents, phone lines or channels for peak periods
Cost	No large upfront investment in hardware or infrastructure
Anywhere	Agents work from any location with an internet connection
Routing	Each inquiry reaches the right agent or department

- **Shorter waits.** Efficient routing reduces customer wait times and improves first contact resolution.
- **Seamless experience.** Customers move across touchpoints on their preferred channel.
- **Data-driven decisions.** Detailed reporting and analytics help FlightSite keep improving the experience.

5 channels

voice, email, web chat, social media and WhatsApp

Pay-per-use

no large upfront investment in hardware or infrastructure

Peak-ready

resources adjusted to demand during peak travel periods

PARTNER

FlightSite works with 1Stream, the Collab partner that provides the solution. FlightSite serves mobile, retail and banking companies. The Collab solution meets all its clients' requirements, from a service and a compliance perspective.

In travel, demand is never flat. The FlightSite Contact Center now follows the season.

"FlightSite provides services to mobile, retail, and banking companies, and, from a service and compliance perspective, we have enjoyed a strong working relationship with 1Stream, who provides us with the Collab solution that meets all our clients' requirements. With this new platform, FlightSite has access to a cutting-edge CX solution and gains scalability and flexibility, easily adjusting resources to match demand during peak travel periods."

Rian Bornman, Founding Director, FlightSite

Key facts

Company and sector

FlightSite, Cape Town, South Africa. Africa's first online travel agency.

Biggest challenge

Elevate CX on a reliable, user-friendly platform, with data security and privacy.

Technology

OneContact CC, cloud Contact Center, delivered by partner 1Stream.

Deployment model

Cloud, pay-per-use. No large upfront investment in hardware.

Channels

Voice, email, web chat, social media and WhatsApp.

Key results

Scalability and flexibility for peak periods. Cost-efficiency. Intelligent routing. Analytics and insights.

See a cloud Contact Center scale with demand.
Book a 30-minute demo.

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