



# Fattal – International Hotels and Resorts hospitality chain implemented Lighthouse as the knowledge management platform



## BACKGROUND

The Fattal Hotel chain is an international hospitality organization with 167 hotels in 17 countries under its management. These hotels are distributed across major touristic areas In Europe - Germany, UK (including England, Scotland, Wales and Northern Ireland), Spain, Belgium, Ireland, Italy, Cyprus, Czech Republic, Netherlands, Switzerland, Poland, Hungary & Austria and in Israel.

Fattal Service channel is divided into 2 main departments. The first division – A direct sales channel, responsible for direct sales for the private sector, offline support in travel agents call center, Enterprise call center, and VIP call center for Fattal club members. The second – Hotel agents, responsible for reception, and groups account agents.

## CHALLENGE

Fattal made a strategic decision to improve its customer experience and opted to provide knowledge management capabilities to its call center agents. Fattal requested a Knowledge Management (KM) platform that will provide fast access to accurate information during agent-customer interactions, by enabling to locate the right information about a vacation according the target audience, managing information in a way that will afford fast retrieval of the most relevant information, and create step-by-step directions to new agents. In a company like Fattal, sharing knowledge of prices, rates, regulations, processes, and other related information is a great challenge. Providing this data constantly and accurately to customers makes the challenge greater.

## GOALS

- 1 Providing in real-time, fast and accurate information to its customers
- 2 The ability to provide agents to share knowledge across the organization in a unified way

## SOLUTION

Fattal chose to implement Lighthouse software that provides streamline data management and retrieval. In addition, KMS Lighthouse cuts agent training by 50%, reduces call duration, and average holding times. Through Lighthouse software, Fattal's call center agents can provide high quality service personalized for every customer. After implementing Lighthouse, the followings were achieved:

- Rise in customer satisfaction and overall better customer experience
- Faster and more accurate information retrieval processes
- Improved "First Call Resolutions"
- Reduced total call duration and average holding times
- Reduced training curve for new agents on procedures, regulations, rates, products, etc.
- Reduced interactions in which inaccurate information had been provided to consumers.

## THE RESULTS

Achievements:



# 50%

Reduction in average training time



# 60%

Increase in average first call resolution

## TESTIMONIAL



By implementing the Lighthouse application at Fattal, we have increased our competitive ability by significantly reducing our time to market and our ability to provide high-value vacation packages to a large variety of our potential customers. During the process, I was deeply impressed from the KMS lighthouse team's ability to quickly learn our business needs and provide us a tailor-made solution for our needs

**Hadar Fichman,**  
Director of Direct Sales Chanel, Fattal

## MAKE YOUR CUSTOMERS SMILE

Less than 1 second to knowledge

