AvantStay

Personalizing Customer Experiences at Scale

The Challenge

AvantStay made a name for itself by delivering the experiential travel accommodations modern consumers want. Often, that means combining hotels and short-term rentals to provide guests with luxury amenities, a variety of services on demand, and high-tech features. That's why a complete view of every customer and the ability to connect with them anywhere, at any time, is so vital to the team at AvantStay.

In 2020, the global impact of the Covid pandemic tested AvantStay's ability to deliver the personalized, on-demand customer service their discerning customers expect. Their legacy helpdesk software was creating more work by replicating tasks for each channel and conversation. It simply couldn't give agents the visibility and automation to keep up with the volume of requests. This led the AvantStay team to move to a new CX platform designed for the task at hand — to orchestrate high-touch, omnichannel customer service at scale. They chose Kustomer to help their agents be more productive and effective in delivering personalized experiences for their growing network of customers and partners.

Company Profile

📅 **Customer Since:** 2020

👥 **Number of Users:** 65

⇄ **Switched From:** Front

★ **Favorite Features:**
Unified Customer View, Intelligent Routing

Success

2X Improvement in Agent Productivity

30% Reduction in Average Handle Time

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> **We want to help travelers who stay at AvantStay properties create memorable experiences — without worrying about the details. That's why a complete view of every customer and the ability to connect with them anywhere at any time is so vital. Kustomer gives our entire team the ability to understand and connect effortlessly with customers across chat, email, phone, messenger, or social media."**
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> **Ariel Vincent**, Customer Experience Manager, AvantStay

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The Results

- All applications and data are now unified in a single platform, powering insights and personalization that drive consistently amazing AvantStay customer experiences.

- With a complete customer history at their fingertips and no duplicated tasks, agents resolve issues faster and more accurately, doubling productivity.

- Analytics-driven CX and intelligent routing enables AvantStay to triage and prioritize guest requests.

- Customers are happier because they receive effortless and extraordinary experiences based on their unique preferences.

The Story

Founded in 2017, AvantStay is redefining modern travel, offering short-term experiential rentals tailored for groups. The team strives to take care of all their guests' needs, ensuring a worry-free travel experience.

Scaling to Support Travelers During the COVID Crisis

In 2020, AvantStay was hit with an enormous spike in requests triggered by the global response to the COVID pandemic. Their booking and customer service teams were drowning in inquiries about everything from travel restrictions to safety protocols to rescheduling policies. The drastic increase magnified issues with their helpdesk software and siloed data, threatening the team's ability to deliver the high-touch service that helped make the company a success. Something had to change.

After looking at options and speaking with customers who had migrated, the decision was made to move AvantStay's customer service team to Kustomer. While moving to a new CX platform may have been a daunting decision, the process was quite simple and painless. It was also worth the effort as the advantages have paid off big.

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> **Kustomer allows us to funnel interactions from the moment a customer contacts us to the end of their stay, through a single workflow. Automated responses power fast and highly personalized experiences that travelers expect."**
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> **Ariel Vincent**
> Customer Experience Manager, AvantStay

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According to Vincent, "In the past, each time a customer reached out, it created a new task to resolve. Since partnering with Kustomer, AvantStay has eliminated the multiple tasks created by other ticketing systems and can more effectively route requests, enabling agents to meet the full spectrum of customer needs."

Creating the Omnichannel Experience Modern Travelers Need

Working with Kustomer, AvantStay has been able to merge all omnichannel communications into a unified customer view, reducing the extra workstreams triggered by multiple systems. They've been able to more than double productivity and offer a much higher level of service to customers by leveraging analytics and automation to personalize customer responses and prioritize requests.

"With Kustomer, AvantStay agents have the relevant customer information and context to enable more informed and rapid decisions. Kustomer allows us to funnel interactions from the moment a customer contacts them to the end of their stay through a single workflow and automate responses for the fast and highly personalized experiences travelers expect," Vincent continued.

What's Next

As the world emerges from the dark days of COVID lockdowns, analysts are predicting a travel boom. This time, however, travelers will have more questions and higher expectations than ever before. And that's welcome news for the AvantStay team. They are confident the Kustomer CRM platform provides their agents with the tools to cater to modern travelers and handle whatever surprises come their way.

Let's Chat

For more information about the Kustomer platform, schedule a demo at **Kustomer.com** or call **(212) 497-1188**.

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