

How Eurostar Improved Support Efficiency without Increasing Personnel Costs



Industry

Transportation

Integrations

Salesforce, Chrome

Channels

Email, Chat, Social

Eurostar offers the largest international high-speed network in Western Europe, serving 28 destinations in Germany, Belgium, France, the Netherlands and the United Kingdom. In 2022, Eurostar carried 14.8 million passengers.

“Language I/O is a very convenient tool for any multinational company receiving contacts in different languages. Its contribution is significant in helping to tackle an overflow of contact when suffering from a shortage of language speakers.”

James Blackwood
Head of Eurostar Contact Centre, UK






CHALLENGE

A shortage of language speakers to support contacts in French and Dutch resulted in longer wait times for customers, added pressure on staff, and task allocation challenges. Eurostar resolved a limited number of queries with the several templates at their disposal. They needed additional support. Eurostar's key objective was to address customer queries in a timely manner while maintaining clarity, reflecting the multicultural identity and level of service the brand embodies.

SOLUTION

The opportunity to pilot as well as seamless integration with Salesforce initially drew Eurostar to Language I/O. Eurostar used Language I/O during a three-month pilot on email contacts and Live Chat. After the pilot, Language I/O was fully implemented, with a focus on email. Translations were reviewed by trained language speakers the first couple of months, resulting in necessary refinement. Eurostar is currently trialing the Chrome extension within some of their social media channels.

OUTCOMES

-  Decreased incoming calls
-  Fine-tuned glossary
-  Improved response time for French and Dutch email cases
-  Achieved a level of service that reflects the brand
-  Refined training documents as well as tips for end-users

