

Morgans Hotel Group Upgrades With Made To Order Operation

MORGANS HOTEL GROUP

Known for its hip bars and restaurants and award winning interior design, Morgans Hotel Group offers its guests a unique alternative to the every day hotel experience. Handling their reservation calls at the property level, Morgans recognized a need to standardize their operation providing for better overall management and consistency amongst the hotels.

Morgans Hotel Group wanted to ensure they maintained their reputation for high quality customer care and continued to provide guests with the ultimate experience from start to finish. With that, they chose contact center provider Virtual-Agent Services (VAS) to take over their central reservations office. VAS worked with Morgans Hotel Group and established not only a dedicated agent group, but a dedicated location that was customized to Morgans Hotel Group's specifications.

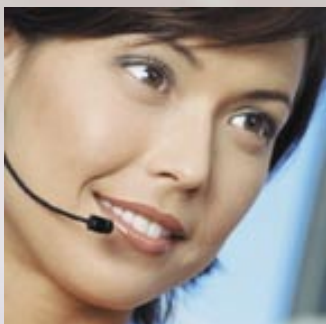


This provided that, although not direct employees of Morgans Hotel Group, the VAS agents would be recognized as part of the team and would still absorb the company culture. VAS began answering calls in April 2003 and provides inbound hotel reservations and special services. The special service desk handles escalated calls, and offers a more experienced call handling group. This group not only handles telephone inquiries, but also emails and fax requests. Special Service agents work directly with Morgans Hotel Group's internal sales department for group requests as well guests that request to set up a corporate account. This close relationship with the reservation manager in house allows Morgans Hotel Group to maintain a level of control that they are comfortable with and provides them with peace of mind over the outsourced operation.

Through outsourcing to VAS, Morgans Hotel Group has achieved a number of positive results:

- Standardization of training (Policy & Procedures, Product Knowledge, and Technical Proficiency)
- Customization of reporting
- Timely and consistent quality monitoring
- Increased conversions and revenue enhancement
- Increased level of customer service
- Availability of cross selling throughout the company's 8 worldwide properties
- Consistently friendly and respectful agent workforce

VAS currently handles over 410,000 calls annually for Morgans Hotel Group and consistently maintains a service level of over 85% along with an abandonment rate of less than 3%. VAS has also exceeded Morgans Hotel Group's expectations on call handling time with an average of 3 minutes as opposed to the goal of 3.5 minutes.



"VAS has continually proven to be a supportive and flexible partner to Morgans Hotel Group. As Corporate Director of Reservations, my relationship with VAS management and personnel in general is almost completely seamless. VAS has shown they can very successfully share our creative and independent vision while maintaining a level of the utmost professionalism and customer service."

Dawn Skowron
Corporate Director of Reservations
Morgans Hotel Group

For More Information

Virtual-Agent Services

1920 N. Thoreau Dr., Suite 116 • Schaumburg, IL 60173
888.827.7253 • sales@vagent.com • www.vagent.com