



## Hilton & MicroAutomation Improve and Expand Existing Call Center

### The Challenges

Hilton Hotels Corporation, based in Beverly Hills, California, and Hilton International, a subsidiary of London-based Hilton Group PLC, have a worldwide alliance to market Hilton, one of the world's best-known hotel brand. Collectively offering nearly 2,400 hotels in more than 65 countries worldwide, both companies are recognized as leaders in the hospitality industry. Carrollton, Texas-based Hilton® Reservations Worldwide (HRW) is jointly owned by Hilton Hotels Corporation and Hilton International Corporation to provide reservation services for the two entities.

Through its network of call centers, HRW books reservations for all Hilton brands worldwide including Hilton, Conrad™, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Harrison Conference Centers®, Hilton Garden Inn®, Hilton Grand Vacations Company®, and Homewood Suites® by Hilton. HRW handles in excess of 31 million calls annually, resulting in more than 9 million reservations.

As the number of hotel brands being supported through the call center increased, so did the amount of 800 numbers and other direct-dial numbers that customers could call to make reservations. The reservations group needed a way to improve agent productivity such that agents could handle the rising call volume without draining resources or budgets. HRW needed an efficient method for identifying the calls coming in for specific brands and transferring that information to agents along with the call.

There were also technical inconsistencies between the Promus and HRW call centers. The components comprising Promus' call center infrastructure - telephone switches, Automatic Call Distributors (ACD), etc. - were different and incompatible with the existing HRW call center framework. Providing interoperability required the identification of a standard interface that allowed product and process consistency across all call centers.



### The Solution

At the time of the acquisition, Promus had a call center infrastructure that had been designed and implemented by MicroAutomation. The infrastructure included Computer Telephony Integration (CTI) and Interactive Voice Response (IVR) technologies that proved to be cost-effective, efficient and scalable. HRW selected MicroAutomation to upgrade the HRW infrastructure and to build a coordinated voice/data synchronization (screen pop) application that would increase call center efficiency to enable agents to handle the higher call volumes.

MicroAutomation designed a solution based on Intel® NetMerge Call Processing System™ (CPS) - formerly CT Connect™ - software and its own CallCenter Millennium™ CTI middleware product line. NetMerge CPS provides the standard interface required for CallCenter Millennium to communicate and share data with the various telephone switches in the HRW and Promus call centers.

### The Benefits

The new Enhanced 9-1-1 Public Safety Answering Point solution built and integrated by MicroAutomation:

- Uses open standards technology, saving the county significant money in initial implementation and throughout the maintenance and enhancement lifecycle, over proprietary systems, which are less flexible.
- Implemented in less time than the scheduled timetable.
- Measurably improved response times, saving lives.
- Integrated the disparate technologies into a more user-friendly single solution including computer aided dispatch.
- Automatically generates location addresses and maps for public safety personnel from both land line and wireless callers.



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### Technical Implementation

When a call arrives at a call center, the telephone switch uses Dialed Number Identification Services (DNIS) to identify which Hilton brand the customer is calling. The switch then uses the NetMerge CPS software standard interface to pass the DNIS information to the CallCenter Millennium.

Using the DNIS data, CallCenter Millennium enables Hilton's reservation front-end client to locate the proper hotel brand reservation and room availability information and display it on the agent's desktop as the call is routed to the agent. If accommodations are not available for the caller's choice of hotel, the agent can click an onscreen button to start a search of other reservation databases. Within seconds, the agent can cross-sell an alternate Hilton property.

HRW wanted to automate specific portions of the reservation system, further enabling agents to handle additional transactions and reducing the time and agent expense associated with each call. MicroAutomation implemented an IVR solution that provides automated reservation confirmation.

Once an agent books a reservation, the caller is transferred to the IVR system. CallCenter Millennium coordinated the simultaneous delivery of voice and data from the agent to an available port on the IVR servers. The IVR reads back and confirms the caller's reservation information, freeing the agent for the next customer. The caller can request to be transferred back to an agent from the IVR or opt to be transferred to Hilton partners for car rentals or airline reservations.

MicroAutomation's technical depth, business process expertise and extensive network of partners expedited the implementation of the new contact center system. MicroAutomation implemented best-of-breed products and provided customization and integration services centered on the healthcare providers' needs, culminating in a world-class contact center solution.

### Additional Results

By utilizing MicroAutomation's CallCenter Millennium to implement CTI and IVR solutions into their call center operations, HRW estimates that they have added about 24 hours per day of additional customer contact at each of its call centers. In addition, MicroAutomation's implementation of the cost-effective solution in less than six weeks earned Intel's "Best Known Call Center Practices" award.

### About MicroAutomation

Commercial, government and 911 customers worldwide have benefited from MicroAutomation's expert design, development, deployment and support of their contact centers for over 20 years. Outstanding creativity, the ingenuity and forethought of our engineers and partnerships with a wide-range of leaders in our industry allow us to continually provide our clients solutions that surpass expectations. [www.microautomation.com](http://www.microautomation.com)

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