

# CWT Symphonie enables total business continuity during 9.11 crisis

## CRISIS MANAGEMENT NORTH AMERICA

### THE CHALLENGE

Following the terrorist attacks of September 11, 2001, the plans of thousands of business travelers were altered suddenly and without warning. Travelers who typically booked online turned en masse to the telephone—only to discover their self-booked reservations were inaccessible to travel counselors. Many suppliers, overloaded with calls, could not be reached. Confusion, frustration and dissatisfaction were typical responses.

### THE SOLUTION

Carlson Wagonlit Travel's open architecture service platform was designed from the ground-up for total service reliability, and *CWT Symphonie*® clients could rely with confidence on *Symphonie's* five fundamental components:

- Total integration and service continuity across both online and traditional (counselor-assisted) channels
- Single data vault providing total access to information from one confidential, accountable source
- Automated workflow engine—every counselor in CWT's network is fully empowered—and technologically equipped—to provide effective, personalized service to each caller regardless of location, based on their company's specific travel policy, negotiated agreements and their personal preferences
- Networked, scalable operations engineered to provide service reliability despite an unprecedented spike in calls
- Global profile management—with a single, global profile database, the need to synchronize profiles is eliminated, permitting travelers to receive personalized service based on up-to-date travel preferences

### CONTACT

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### THE RESULT

*CWT Symphonie's* integrated technologies permitted travelers who ordinarily booked online to receive seamless service when calling for counselor assistance.

For the weeks of September 9 and 16, 2001, CWT Symphonie not only maintained service levels above goal, but increased service levels by .5 percent and 4.8 percent respectively—despite a nearly 50 percent increase in call volume.

Quality remained high, and customer service issues dropped by more than 15 percent per transaction, compared to previous weeks.

### FAST FACTS

#### Situation:

- Unprecedented travel industry crisis
- Call volume more than 50% above normal

#### Results at a glance:

- Continuity for business travelers
- Increased service levels
- High service quality