



DURING-CONTACT



**Saving Money on
Concession Expenses
for the Top Vacation
Rental Marketplace**

CASE STUDY

A leading vacation rental marketplace protects hosts, guests, and itself with complex appeasement policies. However, this presents a challenge for agents tasked with “make good” concessions and reimbursements. Inefficient real-time vetting and slow escalation time hinder policy adherence and decrease customer satisfaction scores. This results in a high volume of invalid or inaccurate expenses.



The Challenge

An analysis of our partner’s workflow revealed that agents were impeded by the volume and complexity of situational appeasement policies and the slow nature of concession approvals and escalations. Without enforcement safeguards, agents were more likely to miss entry errors or invalid expenses and submit without approval. This resulted in poor accuracy and higher-than-necessary expenses.

We collaborated with our partner, a top vacation rental marketplace, empowering agents and a newly created Expense Approval Team to approve “make goods” with speed, accuracy, and confidence while saving money and preserving customer satisfaction scores.

Our Solution

We implemented Laivly's Sidd Pro module using natural language processing (NLP), digital automation, and machine learning (ML) to streamline the appeasement and escalation process. Sidd Pro gathers and compiles relevant data for the Expense Approval Team to review at a glance, moving seamlessly between the company's entire tech stack (CRM, OMS, third-party sites, applications) to increase efficiency.

Sidd Pro also guides agents to the appropriate action through added controls and graphic overlays in the brand's CRM. Because Laivly does not use back-end APIs, implementation was simple and did not require any heavy lifting from the brand's IT team.



Our Results

Sidd Pro had a significant positive impact on efficiency and accuracy, and proved to be particularly beneficial for reducing inaccurate data entry and fraudulent claims. We reviewed the brand's approved expense tickets to determine a baseline, and then we measured the results after implementing Laivly with 201 participating agents. We saw the following improvements over a three-month pilot period:

93% ▶ Accuracy of Approved Expenses

\$33.62 ▶ Saved per Sidd Pro-Solved Expense Ticket

\$17.6M ▶ Projected Network-Wide Annual Savings

\$68,162 ▶ Total Savings During Pilot

41% ▶ Improvement in Expense Accuracy

2,052 ▶ Sidd Pro-Created Expense Tickets During Pilot



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