

# CUSTOMER ACQUISITION AND RETENTION

## THE CLIENT

An online vacation rental marketplace operating in 23 languages. With over 2 million bookable vacation rentals, the client connects homeowners with customers looking for alternatives to hotel accommodation for their vacation or travel needs.

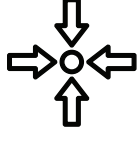
## SECTOR

Enterprise Property Management

## COOPERATION LAUNCH

April 2015

## THE PROBLEM



The client needed to centralise segments of their customer acquisition and retention activity in order to: reduce their fixed costs, boost sales performance, and improve customer service levels.



A partner was required to manage growth and customers in the UK, France, Portugal, Spain, Netherlands, Scandinavia, Germany, Italy, the US and Brazil.



It was important that the Texas-based client had access to a workforce of native-level speakers covering all requisite languages within their footprint.

## WHY ICON?

01

Central European location for access to native-level multilingual resource

02

19 years' experience in sales and CX

03

Demonstrable continuous improvement processes

04

Development of bespoke in-house training and upskilling team

05

Real-time performance monitoring

06

Proven KPI delivery

## SCOPE OF WORK

ICON is responsible for the complete customer life cycle, including:

- ✓ Customer Acquisition (sales)
- ✓ Account Optimisation
- ✓ Customer Onboarding
- ✓ Customer Retention

## TECHNICAL INFRASTRUCTURE

8x8



## RESULTS

5.2%

improvement on the property listing target (2021)

22,000+

customers consulted (2021)

50,500

properties optimised (2021)

The client has increased market share in every market under ICON's responsibility.



ICON consistently outperforms the client's other outsourced service locations.



The client consistently scores ICON 9/10 on Net Promoter Score surveys.

