



## CASE STUDY

# Revolutionizing Quality Assurance Program in the Hospitality Industry with Cogito



## Background

In the highly competitive hospitality industry, reputation is everything. A leading hotel franchising company, with a significant global presence, has embarked on a mission to redefine its quality assurance program. Representing a large network of hotels across numerous countries and continents, this organization is committed to delivering exceptional customer service to its franchise owners and guests. To achieve this, the company has invested in cutting-edge technology solutions, including a transformative partnership with Cogito Corp, a real-time coaching and guidance platform for customer service interactions.

## The Solution: Partnering with Cogito

With a customer-centric approach at its core, this hotel franchising company prioritizes the satisfaction of its franchise owners. Through parallel initiatives, the organization has strived to enhance support for hotel franchisees and improve the overall experience for their guests.

### Real-Time Guidance for Consistent Customer Experience

By leveraging Cogito's real-time human-aware platform, the company's technical support professionals can now access instant coaching and guidance during customer interactions. Using Emotion AI cues, derived from tone and dialogue, agents can forge deeper connections with guests, nurturing stronger relationships. The platform also provides real-time Conversation AI cues, enabling franchisee support teams to identify opportunities to resolve fraud alerts, and payment queries, or potentially save a sale.

### Rich-Redacted Transcripts to Identify Training Gaps

Every call is now followed by premium, redacted transcripts from the Cogito platform. These detailed summaries help agents follow up effectively on customer issues and identify areas where additional training may be required.

### Personalized Coaching for AI-Enhanced Training

Through data-driven assessments and collaboration with supervisors, Cogito's personalized coaching facilitates continuous growth and development for agents. The system incorporates positive feedback and goal recognition to boost agent motivation. Skills are monitored, and progress reports are shared with supervisors on a daily basis.

## Continuous CX Monitoring on 100% of Calls

Departing from traditional survey tools, this hotel franchising company has embraced a more accurate and robust approach to assessing the customer experience. The Cogito platform activates the CX model on every call, ensuring it becomes the cornerstone of the organization's Quality Assurance programs..

## Proactive Call Recovery with Real-Time Alerts for Supervisors

Supervisors receive real-time alerts whenever CX scores fluctuate to maintain service excellence, indicating challenging calls that require immediate attention. This approach empowers supervisors to intervene promptly and provide the necessary support to agents.

## Agent Well-Being Monitoring

Monitoring agent well-being is crucial to maintaining a happy and productive workforce. The company tracks an EX Score to achieve this, allowing for early interventions and targeted operational decisions to improve agent well-being and reduce attrition risk.

**"We never had tools in the contact center that can drive quality and consistency until Cogito and these tools came out. Because now, no matter which site, which location globally, we can now influence quality and consistency across a journey that goes into the contact center."**

– Vice President, Customer

## Results & Impact

The systematic implementation of Cogito has played a pivotal role in enhancing the monitoring, analysis, and refinement of over-the-phone franchisee service interactions. This transformational technology has delivered tangible benefits for this hotel franchising company and its stakeholders.

**6% AHT  
Savings**

**Up to 3%  
FCR  
Improvements**

**3% Increase in  
Fraud  
Detection in  
Real-Time**

As a hospitality industry pioneer, this hotel franchising company continues to activate cutting-edge technology, such as Cogito's real-time coaching and guidance platform, to redefine customer interactions and elevate the guest experience. By embracing technology as a catalyst for human connection, they are committed to continuously improving the quality of every conversation.