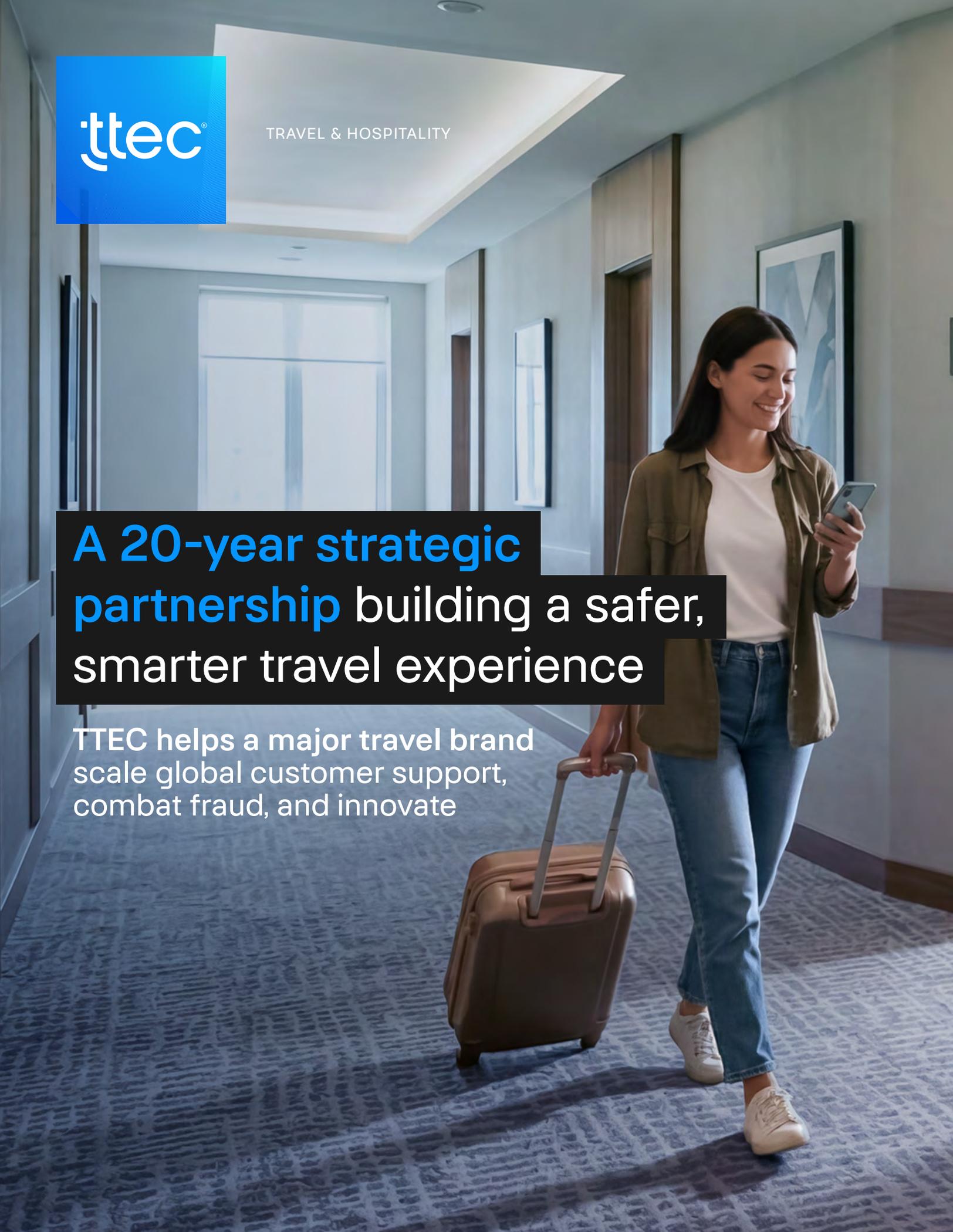




TRAVEL & HOSPITALITY

A 20-year strategic partnership building a safer, smarter travel experience

TTEC helps a major travel brand scale global customer support, combat fraud, and innovate





OVERVIEW

A major online travel marketplace that connects customers to accommodations, flights, experiences, and car rental services first partnered with TTEC two decades ago to scale its customer support operations amid rapid growth.

What began as a traditional vendor relationship, supporting a few hundred customer service representatives has evolved and deepened over the past decade into a global, strategic partnership.

Today, we remain the company's trusted customer experience (CX) partner and go-to provider. More than 3,300 TTEC associates worldwide support B2B and B2C customer services, strategic managed services, fraud prevention, platform safety, and compliance — powered by AI enabled innovation that continues to elevate performance and strengthen customer trust.

**+3,300
ASSOCIATES
WORLDWIDE**



Together we are:



Delivering exceptional, multilingual service at scale around the world



Protecting customer and brand alike with proactive fraud expertise



Powering a culture of innovation and efficiency with BotSpot



1

Delivering exceptional customer service at scale, around the world

Providing best-in-class customer service is where our partnership began two decades ago, and it quickly became a growth story on both sides.

As the company expanded, it needed support teams that could ramp fast to meet seasonal demand, resolve inquiries efficiently yet thoroughly, and serve an increasingly diverse and multilingual customer base. We started by setting up a team of 50 associates in India supporting mostly English-speaking customer inquiries and platform fraud prevention activities.

Success in action: Strong results fueled rapid expansion.

Within just a few years, we launched two sites in the [Philippines](#) to manage flight support demand.

Today, that foundation has scaled into a global operation:

- 3,300 TTEC associates across six sites worldwide
- Deliver support in 19 language
- Across voice, non-voice channels and video

We serve the client from multiple sites:

Mexico	South Africa
Greece	India
Poland	Philippines

Our associates provide around-the-clock support for the client and handle all types of customer inquiries, including cancelations, payments and modifications of accommodation, flights, and rental car reservations.

TTEC associates are fortified with AI-enhanced knowledge bases that provide easy access to the information they need, as well as our [TTEC Perform](#) and award-winning AI-powered [RealSkill](#) training bot that leverages AI and machine learning technology to simulate real-world customer scenarios and give associates real-time feedback and coaching.

Customer care results

19
languages supported

3,300
TTEC associates across 6 sites globally

75%
average B2C CSAT for phone support over the past year

85%
average B2B CSAT over the past year

26%
decrease in AHT over the past year

Source: TTEC clients



2

Protecting customers and brand alike with proactive fraud expertise

Several years into our customer care partnership, we expanded our support to include fraud prevention.

We began with a dedicated [India-based](#) team focused on payment fraud investigation, platform compliance, and content moderation. This team proactively monitors and analyzes transaction patterns and user behavior to identify and prevent suspicious activity, including advanced identity theft schemes, money laundering networks, and human trafficking indicators.

Leveraging data analytics, behavioral risk scoring, and AI-assisted detection models, investigators surface emerging threats in real time, escalate high-risk cases, and support regulatory compliance. In parallel, the team moderates platform content to identify coordinated abuse, policy violations, and fraudulent online reviews — helping safeguard brand integrity, protect users, and maintain trust across the ecosystem.

Success in action:

After a few years, we launched our **Partner and Platform Fraud** prevention work for the client.

For this, we established a team that operates in:



Philippines



Greece



Mexico



These experts investigate every time an algorithm identifies and flags something suspicious about a potential partner wanting to list a property on the site.

If potential partners raise red flags, our team proactively reaches out to validate the property details. For example, investigators may request a live video walkthrough to confirm the property exists as described and that the listed amenities match what's actually on site.

Today, we have a team of roughly 200 fraud investigators working to protect the client's customers, bottom line, and brand reputation.

Fraud management results

\$35M+

in financial fraud detected annually, a 112% year-over-year improvement

\$10.1M

recovered in one year, a 33% year-over-year improvement

100%+

year-over-year improvement in uncovering fraud

Source: TTEC clients



3

Powering a culture of innovation and efficiency with BotSpot

To meet the market's AI imperative, we expanded our employee experience and training efforts with the company by introducing BotSpot, TTEC's AI-powered conversational chatbot.

Developed by the TTEC operations team in our [Athens, Greece](#) office, and customized to meet the client's unique needs, BotSpot has evolved into a sophisticated conversational interface designed to simplify daily workflows and elevate performance. We've deployed two customized bots for the client: one built specifically for trainers and another designed for operations teams.

Previously, employees had to navigate multiple shared files and dashboards to complete routine tasks. With BotSpot, much of that work is now automated, streamlining processes and enabling teams to operate more efficiently and with fewer errors.

The trainer-focused bot manages a range of everyday tasks, including processing leave requests, generating reports, and maintaining documentation. The operations bot builds on that foundation with deeper performance insights and analytics, giving leaders greater visibility into trends and opportunities.

Success in action:

The impact has been significant:

- ✓ Higher productivity
- ✓ Reduced errors
- ✓ More time for employees to focus on things that really matter, like coaching and mentoring



BotSpot reduces attrition, improves ROI, strengthens performance, and delivers cost efficiencies.

But beyond that, it fosters a culture of innovation and enthusiasm for technology among TTEC team members supporting the client.

Employees are encouraged to explore and build within the bots – within a strong structure of governance – so they get the most out of the technology. The low-code bots let employees embrace our “AI for all” philosophy and view AI as an enabler, not a replacement.

BotSpot results

95%

trainer satisfaction

8%

improvement in phone CSAT scores for new hires during their first week

10%

increase in learner satisfaction

3%

reduction in employee attrition, saving \$15,000 in one quarter

Source: TTEC clients

A partnership rooted in trust – that keeps growing



Over the past two decades, our relationship has evolved into a deeply integrated partnership grounded in shared objectives, transparent communication, and continuous two-way feedback.

We are more than merely a vendor; we're a true partner. We work closely with company leaders at all levels from specialists to managers to senior directors to the vice president of customer service.

We bring agility and expertise that enable fast, informed decisions; rapid project launches; and a proactive, holistic approach to CX. Through TTEC Digital, we also provide strategic technology services, guidance and consulting to further strengthen performance.

As our partnership continues to expand, we're identifying new opportunities for impact – including plans to introduce our real-time voice translation tool, TTEC Addi, and enhance key training programs.

Our near-term focus is to reduce friction in complex customer journeys while growing long-term customer value and improving loyalty and retention.

We're using advanced analytics and journey level insights to do this, so we can guide the company as it evolves from reactive issue management to proactive experience design.

All our work is underpinned by the latest AI-powered market innovations, including interaction analytics, sentiment intelligence, and quality modernization. These capabilities allow the company to better understand customer intent, support associates more effectively in complex moments, and continuously optimize performance while protecting customer satisfaction.



Connect with us to achieve
similar results

About TTEC

TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enabled digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital technology, the Company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI and analytics solutions. The company's TTEC Engage business delivers AI-enabled customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services. Founded in 1982, the company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The company's employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at ttec.com.



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