

Starwood



- Business Challenges

- Required to support distinct experiences for each Starwood hotels (ex Sheraton, W, Westin,
- Wanted to improve eservice adoption by providing agnostic answers”
- Wanted to implement a multichannel suite from vendor



KANA Solution (Response, Response Live, Customer IQ)

- Chose KANA due to the referenceability of accounts and proven scalability
- Improved consistency of answers across all touchpoints while preserving the specific brand experience for a particular hotel chain
- Improved relationship management due to better reporting of handle times and better escalation management
- Have quickly scaled to handle <90,000 emails/month