3CX Checked-in to Club Med, an All-inclusive Resort

3CX arrives at Club Med resort with no luggage, just a 5 star communication solution. Bridging their three commercial offices in South America, the unified system also integrated with their Global Contact Center in the US. Thanks to Múltipla-TI, a 3CX Gold Partner, Club Med found its perfect fit.

The Challenge

Club Med is one of the world's most recognized brands that has been serving guests since the 1950's. As a premium resort across five continents, it needed to put customer service at the forefront, whilst maintaining high performance in their Latin American locations.

The main challenge was finding a modern and flexible solution that would ensure communication between their three commercial sites remained efficient. In addition, keeping their 200 employees connected at all times was proving to be a hard task. Hence, why they required a new PBX installation to reduce call costs and improve management.

3CX Offers a Solution

All calls from the Club Med sales centers in South America (Brazil, Argentina, Chile, Uruguay, Peru and Bolivia) were centralized by 3CX in Amazon AWS cloud. In doing so, the teams from all countries were able to connect via 3CX Web Client, iOS and Android apps, improving their overall mobility and flexibility.

Also, the advanced features of 3CX Call Center solution ramped up customer support making it a breeze by:

- Using real-time call reporting to evaluate performance and customer satisfaction
- Controlling and reducing the number of missed calls
- Centralizing all incoming call data and phone numbers via the CRM Integration
- Handling calls efficiently with the creation of simple calls flows using the 3CX Call Flow Designer

Club Med starts using 3CX

“Since switching to 3CX, the solution has become more stable and reduced the large amount of dropped calls we were getting. We’ve been able to provide services remotely without the need for a technical team in our offices. The integration of 3CX with our global service system (NICE In Contact / Verizon) in the United States, has helped us to increase productivity in a cost-efficient way. It was definitely the right solution deployed by the right partner.”

Claudio Cavalcanti, Head of IT South America, Club Med

The Results

The results are in! Club Med successfully simplified management and lowered operational costs in all offices across South America. 3CX Enterprise Edition was the perfect match for them and has shown its reliability through a drastic reduction of dropped calls and rise of customer satisfaction.

The Customer

Club Med is the pioneer of an all-inclusive vacation “village”, a sporty and natural outdoor vacation in a relaxed and stylish ambiance. Presently it operates about 70 resorts in 26 countries spread over five continents, three-quarters of which are 4-Trident and 5-Trident resorts. Each of Club Med’s resorts offer a unique setting, nestled in the most beautiful of natural landscapes.

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