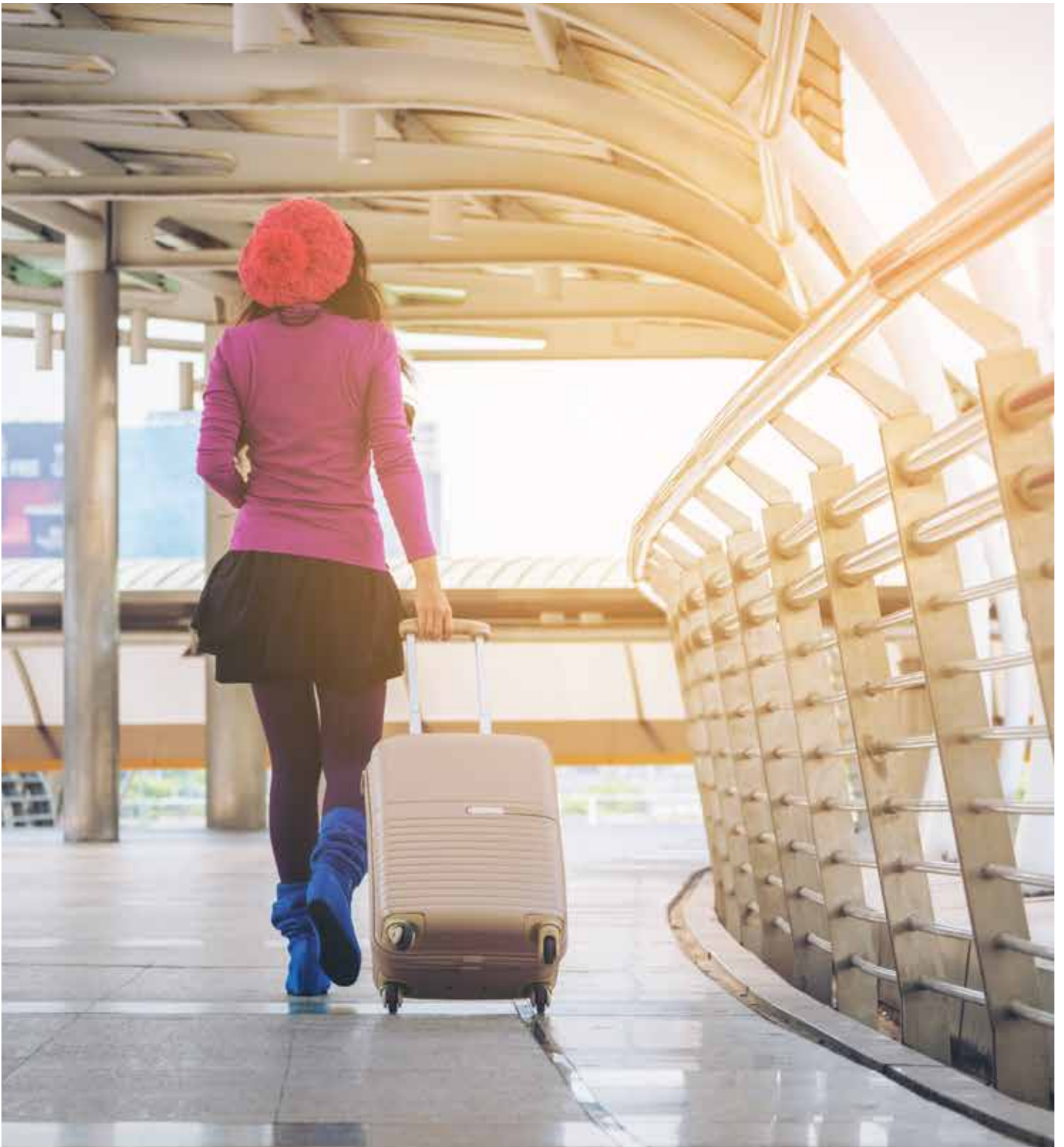


Gujarat Tourism



About Gujarat Tourism

Formed in 1978, the Tourism Corporation of Gujarat Ltd (TCGL) provides comprehensive travel assistance and services to the tourists coming to visit Gujarat. Some of the services of TCGL include accommodation, conducted tours and ground transport with a wide range of choice to meet diverse needs. The Corporation has a network of 18 accommodation units and 5 cafeterias under the brand name 'Toran'. The effective development in infrastructure undertaken by the Corporation has helped the state to increase the number of tourists to Gujarat. The efforts in promoting infrastructure in keeping with the spirit of the state, its people and its natural environment have won the Corporation such prestigious awards as the National Tourism Awards 2005-06 for Best Kept Tourism Monument-Champaner, and Excellence in Publication (Collateral).

The Need of the Client

Tourism Corporation of Gujarat required an able customer care specialist to handle the queries, complaints and grievances of its large customer base. Due to the deeply personal nature of travel and tourism services, time of handling and resolution of tickets raised was of essence.

Solution for the Client

A well-thought-out and deeply researched solution/package of services was developed for addressing the specific requirements of Tourism Corporation of Gujarat. This included a variety of complementary services, built around the core solution consisting of maintaining the main customer helpline for Gujarat Tourism.

Results from the Solution

The services that we delivered included resources, timelines, and overseeing the entire execution process of the solution from implementation to feedback integration.

Tourism Corporation of Gujarat gained the utmost in terms of client satisfaction, as the number of grievances addressed grew to eclipse previous performance.

The positive impact of our services on the business of the client was there for all to see, and the client acknowledging the high quality of the services we delivered added another feather to our already burgeoning hat.

Go4customer incorporated the learnings from our solution deployment for Tourism Corporation of Gujarat into our existing processes so as to evolve our services for the tech-driven future!