

**TO TUSCANY**  
RENTAL VILLAS IN TUSCANY

**To Tuscany makes life  
easy for holiday renters  
with Managed Digital Customer  
Care Company**



Digital Customer Care  
Company

# To Tuscany makes life easy for holiday renters with Managed Live Chat

First and foremost, booking a holiday villa has to be easy. What is available in a certain region, with swimming pool, five bedrooms and suitable for children? Digital Customer Care Company answers such questions directly via live chat. In the required language, during and after office hours. So that customers of online travel agency To Tuscany will know right away if they have found their dream holiday.

To Tuscany is originally a British online travel agency with a large offer of holiday villas in Tuscany and Umbria. Since it was founded in 1998, the company has gradually expanded its services to more countries. Nowadays, To Tuscany uses local websites to rent holiday homes to vacationers from the United Kingdom, USA, Canada, Australia, the Netherlands, Germany, Poland and France.

## Live availability

Clarity is one of the best features of To Tuscany. "What you see is what you get" is how Lisa Leggate, director of To Tuscany puts it. "We offer 'live availability'. This means that our offer is always up-to-date. People who are interested will always see the most recent availability and prices. They also don't have to wait for their booking confirmation. When they book online, they will know that everything is arranged right

## 'Live chat in English, French, German and Dutch'

away." There are no hidden costs with To Tuscany, everything is included, like bed linen, cleaning and taxes. This way vacationers won't get any surprises when they're almost done booking.

## The live chat option

To Tuscany had two reasons to start using live chat. Firstly, live chat fits in very well with the

'what you see is what you get'-service To Tuscany offers. Secondly, this way To Tuscany offers people who want to go on holiday the convenience that they are looking for. Lisa Leggate explains: "Booking a holiday villa shouldn't be complicated. Our potential clients want to browse and book at the moment and in a way that suits them best. They also want to know quickly whether the house meets their wishes and if it's really available. They think calling is too much hassle, and if they send an email it takes too long before they get a reply. That's why live chat is ideal."

## Manpower wanted

At first, To Tuscany offered live chat themselves, via a software application. "But it quickly turned out that we didn't have the manpower or the skills for that", says Leggate. To Tuscany missed many bookings, because chat agents weren't present at the right time. There were a lot of visitors outside of office hours, but then there was no chat agent. That is why To Tuscany decided to outsource this service. "We chose Digital Customer Care Company because they offer live chat outside of office hours and in many different languages, and they could underpin us."

## Managed Live Chat from 6 am to 10 pm UK time

Digital Customer Care Company offers To Tuscany Managed Live Chat in English, French, German and Dutch. The language selection is based on the IP address, so every visitor receives help in their own language.

The chat agents are ready to help from 6 in the



morning, so they can also talk to early visitors from the European mainland. Because the information on the website is always up-to-date, the chat agents can find most of their answers there. "The Digital Customer Care Company employees really know the drill by now: they know exactly what information they can find where", says Leggate. "They forward complex questions to us. We can then answer these via email within a few hours."

### Twice as many chats

During and outside of office hours there is always a chat agent, at the weekend as well. "And we really notice that", says Leggate. "We get the most leads via live chat, not via email or phone." Furthermore, the number of chats has just about doubled since To Tuscany outsourced live chat.

### Upward line

Digital Customer Care Company keeps improving its service. Leggate: "The agents are very eager to learn. Based on our feedback, they keep getting better at adjusting their tone-of-voice to our

customer-friendly, open reputation, for example." That is why the number of chats keeps going up. Digital Customer Care Company also minimises the number of chats that aren't worth it. This means that the service keeps getting more efficient, with a higher and higher number of chats resulting in a booking.

*'A higher and higher number of chats resulting in a booking'*

To Tuscany actually wanted to start handling the live chat during office hours themselves again early 2018. "But because of the excellent quality we have changed our minds for now", says Leggate. The increase in the number of leads and the higher service level are also reasons to continue the collaboration. "Furthermore, we have noticed that Digital Customer Care Company doesn't just offer our potential clients convenience, but our organisation as well, and that is worth a lot to us too."



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## About Digital Customer Care Company

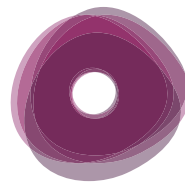
Digital Customer Care Company helps European and American customers to optimize all aspects of their online customer service.

The organization offers outsourced customer service and lead generation services through live chat, Facebook Messenger, WhatsApp and email for busy websites (minimum 50,000 monthly website visitors) and Facebook pages.

Digital Customer Care Company does this in German, French and Dutch from 7am to midnight, 7 days a week, and even 24x7 in English and Spanish.

Clients are large, international companies which have online a focus on the customer.

[www.digitalcustomercare.eu](http://www.digitalcustomercare.eu)



**TO TUSCANY**  
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## Challenge

Speak to potential renters of holiday villas in four languages via live chat. In an informative, customer-friendly way that fits To Tuscany – during and outside of office hours.

## Solution

Managed Live Chat in English, French, German and Dutch. From 6 am to 10 pm UK time, 7 days a week.

## Advantages

More convenience for potential clients: they receive a reply to their questions right away. This leads to more chats, bookings and a customer-friendly reputation.