



DUBAI COLLEGE OF TOURISM CREATES THE HUMAN EXPERIENCE WITH LIVEADMINS LIVE CHAT

Dubai College of Tourism (DCT) was established to empower students to gain skills that will open doors for them to leading industry jobs. The college manages 5 key faculties: Tourism, Hospitality, Culinary Arts, Retail and Events.

The high volume of online visitors and subsequent delays in handling student queries on the website was one of the major reasons why DCT chose to consider a live chat solution. The key service they wanted to offer to their visitors was interactive two-way communication on the website.

Dubai College of Tourism effectively increased their web engagement through round-the-clock student support provided by LiveAdmins live chat service. The proactive response of live chat agents adds value to DCT's student support process, by providing a human touch to every conversation.

Established in Chicago in 2002, LiveAdmins has helped DCT to provide round the clock customer service to online visitors by deploying its flagship technology and smart solutions.

AT A GLANCE

- Established by Dubai's Department of Tourism & Commerce Marketing
- Vocational college to train the next generation of tourism professionals
- Key faculties: Events, Retail, Hospitality & Culinary Arts

ISSUES

- Lack of an interactive communication process with online visitors
- Unable to cater to heavy traffic on the website
- High volume of student queries in different languages

SOLUTIONS

- Live chat agents added a human element to DCT's online support
- 24/7 student support through live chat
- Multilingual support to proactively engage online visitors

"We have found LiveAdmins to be very amiable and approachable. They have been a great partner for us, helping us improve our processes and programs."

Jeff Strachan

Business Development Director, Dubai College of Tourism

Find out more

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