

Newmarket Holidays x Puzzel

Newmarket Holidays is an independently owned escorted tour provider with over 40 years of experience, helping customers explore iconic destinations worldwide. As the business grew, their contact centre came under increasing pressure – and they needed a partner they could trust.

CCaaS

Conversational Intelligence

Case Management

1983

founded

52

Number of agents

65%

Reduced wrap-up time using Puzzel

The Challenge

Newmarket Holidays' existing telephony system was no longer fit for purpose. Agents struggled with intermittent audio issues and background noise that made routine conversations harder than they needed to be. Customers frequently encountered repeated payment failures, requiring multiple attempts just to complete a booking – creating frustration on both sides of the call.

Internally, the team lacked reliable data. There was no accurate first-contact resolution tracking, no consistent customer satisfaction measurement, and limited visibility into why customers were cancelling. Internal engagement surveys confirmed what leadership already suspected: the tools were letting the team down.

The Solution

Newmarket Holidays selected Puzzel for its intuitive interface, ease of adoption, and its Conversational Intelligence (CI) platform. Puzzel also introduced them to Techgrants, a specialist partner who helped secure funding to support the transition and future feature rollouts – removing upfront cost barriers and enabling a confident, future-ready deployment.

Implementation ran from September to go-live on 8 December, right before their busiest season. Puzzel trained 60–70 staff the week before launch, and the transition was seamless – reporting transferred directly into existing Power BI dashboards with no disruption to the wider business.

"Some of my colleagues who find new technology tough really bought into it... they still talk about the trainer now." – Nick Turnbull, Head of Customer Operations

The Results

Within weeks, measurable improvements were visible across the operation:

- 65% reduction in wrap-up time – from 1 minute 30 seconds down to 30 seconds
- 10% reduction in average handling time (January yoy)
- Reliable PCI payment processing – ending repeated failed booking attempts
- Callback feature – recovering abandoned calls and reducing missed opportunities
- First-contact resolution data and customised CSAT surveys, for the first time ever
- CI-driven insight into customer behaviours, pain points, and cancellation reasons

Shortly after go-live, Newmarket Holidays celebrated their best sales month in 44 years, followed by their best single revenue day ever.

Thanks to Techgrants' Transformation Fund, Newmarket was able to reduce upfront costs on their digital transformation implementation and is well-positioned for future developments. The support also positions them to invest confidently in future Puzzel developments, ensuring they can continue enhancing customer experience and operational efficiency as new opportunities arise.



"The audio is so much clearer now – that can't be underestimated."

Nick Turnbull, Head of Customer Operations

