

FOR IMMEDIATE RELEASE

Travel industry stalwart Bhav Taylor joins customer experience specialists Yomdel

3 SEPTEMBER. Yomdel, the UK's leading provider of managed live chat, customer experience and business growth solutions, has appointed well-respected travel industry figure Bhav Taylor to drive sales strategy with special focus on travel, leisure and hospitality.

She will be working directly with the senior management team and will report to Yomdel Founder & CEO Andy Soloman with a task to drive growth in all sectors but with specific focus on strategic plans to support the travel industry as it adapts to a drastically changed business landscape.

Bhav joins Yomdel with experience gained most recently at Travelport, The Travel Network Group and Celebrity Cruises. Prior to that she spent 14 years working her way up in Thomas Cook.



"I met Bhav during the "ITT Future You" event when we were both presenting sessions. I found that she had the skills to add value to Yomdel and she comes to us with a proven track record and huge experience within the leisure, luxury, cruise and travel technology sectors," Soloman said.

"Relationships are crucial, and we know she has a strong network, a reputation for making things happen and building lasting partnerships to ensure a win – win for all parties. I'm very excited that she has joined us," he added.

The coronavirus pandemic this year has hit all businesses in all sectors and fuelled huge changes in not only what is possible and not possible, but also in how consumers are choosing to behave. The challenge now is helping companies adapt to new ways of operating, and digital solutions are absolutely front and centre.

Yomdel has seen huge growth for its 24/7 managed live chat services in recent months as the proportions of customers choosing to engage with real people online in real time has effectively doubled as people looked to do everything online.

"Businesses need to reinvent how they engage with customers, and while we have solutions to help travel companies Bhav has the relationships, ability, and vision to help us grow further," Soloman said.

Bhav said: "I am really excited to be joining Yomdel. With customers very much in control, service delivery and outstanding customer experiences are critical for businesses wishing to move forward. This role allows me to bring a different view to the business, build on existing partnerships, explore and grow opportunities in all sectors including the travel industry."

"Yomdel recognises the value of transferable skills, and with so many people in the travel sector experiencing challenges right now my appointment demonstrates their continued commitment and appetite to work with partners within the travel industry," she added.

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NOTES TO EDITORS:

About Yomdel



Yomdel is based in Billingshurst in West Sussex and was the first company in the UK to offer 24/7 managed live chat services, and now also offers mystery shopping, experiential and customer research services and back office administrative

and data support services. Yomdel live chat clients have fully trained operators standing ready to engage with website visitors 24 hours a day, 365 days a year to deliver exceptionally high converting traffic.

Yomdel's live chat services can be used on any website for online sales, lead generation or customer service and support. Companies that can benefit from Yomdel include businesses marketing products and services online including private companies, global corporations, public bodies and charities.

Yomdel is a market leader for live chat services to businesses in travel, property, financial services, removals, charities, legal and many more.

Mystery shopping services are focused on travel, retail, property and hospitality.

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