

# The road to reliability: Hermes Worldwide powers 24/7 operations with Front

## INDUSTRY

LOGISTICS

## COMPANY SIZE

51 - 200

Hermes Worldwide is a private luxury ground transportation company based in Denver, Colorado, with fleets chauffeuring clients worldwide. Their mission is to be the most reliable part of your experience, offering expanded services that range from vehicle maintenance to a diverse range of event transportation.

Hermes has a multitude of departments spread around the globe to keep its 24/7 operations running smoothly, from reservations to dispatch to accounting to events to the chauffeur team. Alysha Moore, Director of Client Success, says, “We come from all different time zones and roles, and yet we manage to communicate well through Front to make sure our clients are being taken care of on every level.”

## No visibility into communications meant no accountability

Before Front, Hermes was communicating through Gmail. It was difficult to understand whether or not actions were being taken on client communications, which sometimes meant messages slipped through the cracks – leading to frustrated clients and lost revenue. With no ability to audit communication, it was difficult to see who was performing which actions.

## A growing business requires a tool that can grow with it

As clientele grew and operations became more complex, Hermes needed a tool that could support their long-term growth goals. They wanted to keep the client record consolidated in one place, which meant the tool needed to be able to integrate with third-party systems like their CRM, as well as support growing communication channels like chat and social media.

## An easier way to manage reviewing a high volume of requests

Hermes' reservations is one of the busiest shared inboxes, where ten emails can come in within three seconds. The reservations team uses tags to track which inquiries are new, ready for review, or reviewed and ready to be archived. This ensures that all the reservation inputs are correct before logging into their system.

All messages are assigned, so the team knows who is accountable for what. Routing rules automatically send messages to the right department, ensuring every inquiry ends up in the right hands.

## Saving time responding to customers for repeat scenarios

With expansive partnerships across a wide range of venues, Hermes uses [message templates](#) to help agents respond faster and include venue-specific details. “The canned responses save us a lot of time with repeat events because you can add attachments, pictures, and maps, and have it all packaged up with the right information to send to the client without having to remember every detail – like what size vehicle fits at that venue,” says Hannah Bodle, Executive Assistant to President and CEO Jorge Sanchez. “But there’s also the flexibility of being able to reuse blurbs within the body of your email and edit the subject line if necessary.”

“Message templates are really helpful in our business because the team has a whole library at their fingertips to be more efficient while scaling better customer service,” continues Moore. Beyond streamlining responses, Hermes also wanted to raise the overall quality of communication.

## Data-driven improvements through Smart QA

Hermes regularly performs quality checks of their client communication to analyze comprehensiveness, professionalism, readability, grammar and spelling, empathy, tone, and personalization. At first, it was a manual process of randomly selecting emails, which didn't give a holistic view of the interactions. With [Smart QA](#), AI now automatically evaluates every client communication across the board.

“What I really like about using Smart QA is getting a clear overview of the last month. I can assess the scores for all agents over a certain period of time and pinpoint what we're doing really well and what we can improve,” says Bodle. “I send out a weekly email with the scores, and it's a lot easier for the team to see exactly what needs to be worked on so that next week there's an improvement.”



We didn't have anything really set up to do quality control checks before, but Smart QA allows me to get a clear overview and drill down to individual emails that need closer evaluation. It's been awesome and saved me a huge amount of time.

- HANNAH BODLE, EXECUTIVE ASSISTANT AT HERMES WORLDWIDE

## Transformed with transparency: redefining a way of working

“Front has helped our team use email as a tool rather than just an email service,” says Moore. Features like tags, invites, assignments, and internal comments enhance visibility, ownership, and collaboration. Teams can take effective notes on client calls and conversations, making it easy to reference important details later — all in one record.

“I send our CEO a weekly overview, and I just love that I can reference any email correspondence with the conversation ID. That way, he can quickly click into the conversation and get a refresher,” says Bodle.



Some people on our team have other jobs and wish they could use Front there because they can truly see the value in what Front has to provide compared to other email providers. Nothing really compares. My advice to any other service teams considering Front is just to do it ASAP.

- HANNAH BODLE, EXECUTIVE ASSISTANT AT HERMES WORLDWIDE

24/7

Operations

10

Emails every 3 seconds