



Tyme Global Achieves Forbes- Level Service Excellence with OnviSource Agentic AI

**Empowering Hospitality BPO Excellence through
AI, Analytics, and Automation**

OnviSource





Case Study

Tyme Global Achieves Forbes-Level Service Excellence with OnviSource Agentic AI Empowering Hospitality BPO Excellence through AI, Analytics, and Automation Customer Overview

TymeGlobal, a U.S.-based BPO leader in hospitality outsourcing, provides guest experience, reservation, and customer engagement services to premium hotels and resorts worldwide. Operating at the heart of the hospitality sector, Tyme Global's mission is to deliver "Five-Star service with every interaction." By blending innovative technology with human empathy, Tyme Global helps luxury hotel brands exceed guest expectations and maintain world-class reputations.

Challenge: Meeting the Forbes Gold Standard for Guest Experience

The Forbes TravelGuide (FTG) is recognized globally as the authority in luxury hospitality assessment. Forbes Star Ratings—Five Star, Four Star, and Recommended—represent the ultimate benchmark in service excellence. Each year, Forbes' anonymous inspectors evaluate hotels, restaurants, and spas against up to 900 criteria, focusing on both facility quality and human interaction. For hospitality BPOs like Tyme Global, which handle reservation calls, guest inquiries, and service follow-ups, these standards directly translate into measurable client outcomes.

To meet and sustain Forbes-aligned performance, Tyme Global sought to:

- **Ensure consistent delivery of Forbes-standard interactions** across thousands of daily calls.
- **Measure service quality objectively**, beyond manual audits and checklists.
- **Automate QA and coaching** to scale excellence while managing operational cost.

Manual monitoring tools and traditional QA systems were unable to objectively assess tone, empathy, clarity, pacing, and personalization in real time—the core of Forbes' service expectations.

Solution: OnviSource's OmVista Agentic AI and Business Analytics Services (BAS)

TymeGlobal partnered with OnviSource to deploy the OmVista Agentic AI platform, supported by OnviSource's Business Analytics Services (BAS), a managed function, combining AI, analytics, automation, and human expertise.

Together, the teams designed an AI-driven hospitality QA framework mapped directly to Forbes Standards, focusing on two important guest-interaction touchpoints:

1. **Reservation and Pre-Arrival Experience**
2. **Telephone Interaction and Guest Communication Excellence**



Using OmVista Agentic AI, Tyme Global achieved the following capabilities:

- **Automated Speech and Interaction Analytics:** Every guest interaction was captured and analyzed for clarity, tone, pacing, politeness, and personalization.
- **Forbes-Aligned QA Automation:** Conversations were automatically scored against Forbes criteria—such as using the guest’s name, granting permission before hold, and offering proactive assistance.
- **Performance Dashboards:** Visual, role-based dashboards identified trends in communication, empathy, and efficiency—enabling targeted coaching.
- **Business Analytics Service (BAS):** OnviSource’s analysts continuously reviewed Tyme Global’s AI results, providing human validation, actionable insights, and quarterly performance benchmarking.

Results: Data-Driven Excellence and Brand Elevation

Through its collaboration with OnviSource, Tyme Global transformed its operations into a data-driven, AI-augmented service organization, producing measurable business and brand outcomes:

Key Metrics

QA Coverage

Service Compliance

Brand Recognition

Results

Increased from manual 2–5% sampling to 100% automated interaction analytics.

Achieved consistent adherence to Forbes-aligned communication standards across all accounts.

Contributed to Tyme Global clients maintaining and earning Forbes Star Ratings.

Through its collaboration with OnviSource, Tyme Global successfully transformed into a data-driven, AI-augmented service organization. By implementing Agentic AI and Business Analytics Services, the company achieved 100% QA coverage, consistent Forbes-aligned service compliance, and contributed to its clients’ Forbes Star Ratings—delivering measurable outcomes that elevate both operational performance and brand prestige.

Impact: From BPO to BFO Transformation

Tyme Global’s evolution goes beyond Forbes compliance; it marks its transformation from a Business Process Outsourcing (BPO) company to a Business Function Outsourcing (BFO). Using OmVista Agentic AI and BAS, Tyme Global is positioned not just to provide reservation service “process” but to be a critical part of its clients’ strategic “function” of guest satisfaction and their repeat business. This continuous-improvement ecosystem combines **Forbes-Five-Star-trained agents** with **real-time AI insights**, ensuring that service quality is not only measured but continually perfected.

Conclusion

By leveraging **OmVista Agentic AI** and **Business Analytics Services**, Tyme Global has demonstrated how intelligent automation can strengthen—not replace—the human connection at the heart of hospitality.

Tyme Global has redefined service excellence in global hospitality. By transforming from a process-driven BPO to a functionally owned BFO partner, it has established a new standard for AI-powered operations that are intelligent, empathetic, and data-driven. This demonstrates that these qualities are the future of hospitality.