

How Japan Ski Experience Removed Barriers to Guest Communication with Local Japan & Australia Phone Numbers



- ▶ **Company Name:** Japan Ski Experience
- ▶ **Industry:** Tourism
- ▶ **Founded:** 2007
- ▶ **Client Since:** 2024
- ▶ **Website:** japanskiexperience.com

OVERVIEW

Japan Ski Experience is an award-winning Japan ski accommodation specialist, helping guests search, compare, and book accommodation in leading resorts such as Niseko, Hakuba, Rusutsu, and Furano. The company offers one of the widest ranges of ski accommodation across these destinations, supported by an experienced team with strong local knowledge.

With customers booking from all over the world and guests traveling internationally, Japan Ski Experience places a strong emphasis on accessibility, trust, and responsive support throughout the entire customer journey.



CHALLENGE: Reducing Friction for Global Travelers

Japan Ski Experience serves an international audience, and with so many accommodation options available it can be hard to know which options make the most sense for the trip. With operations spanning multiple international markets, the team has firsthand experience helping guests search, compare, and book the right ski accommodation for their trip, providing expert support throughout the ski accommodation booking process and during guests' stays in Japan.

Guests can search and book Japan ski accommodation directly through Japan Ski Experience's platform, supported by specialist guidance from the team. The company prides itself on having one of the most knowledgeable teams in the Japan ski travel industry, and was searching for ways to improve how it communicates with customers.

Before working with Global Call Forwarding, guest communication relied on international phone numbers and messaging apps. While functional, this setup created friction for travelers who were hesitant to call an international number due to potential call costs. For guests already navigating travel logistics abroad, even small barriers to communication could impact confidence and trust. Japan Ski Experience inset image

Customer Stories



“Our customers are located all around the world, and we wanted to reduce the barrier to getting in contact with our team. We pride ourselves on having one of the best teams in the industry, so making it easy for our customers to get in touch was a priority.”

Japan Ski Experience’s customers can benefit from the company’s many years of expertise across Niseko, Hakuba, Rusutsu, and Furano. When guests are planning a trip to Japan or already staying in the country, being able to reach knowledgeable specialists quickly can be essential, especially if they need assistance at any point during their trip.

For Australian and New Zealand customers in particular, ensuring easy access to a dedicated local support team during the booking process was equally important. Without a local contact option, even early-stage inquiries could face unnecessary friction, impacting confidence and overall experience.

These challenges are common across APAC travel and tourism operations, where businesses must support guests across borders, time zones, and peak seasonal demand, all while maintaining a high standard of service.

SOLUTIONS:

Local Voice Access in Japan and Australia

To improve accessibility and reduce friction, Global Call Forwarding, an international cloud telephony provider, offered local phone numbers in Japan and Australia, allowing Japan Ski Experience to better align its communications with where customers were booking from and traveling to.

The setup process was smooth and fast, with our APAC telephony experts handling the technical aspects so the Japan Ski Experience team could remain focused on guest support, especially critical during the busy winter season.

With reliable local phone numbers in place, customers could now reach the right regional team easily and confidently. Our cloud-based phone system ensured reliable call routing and consistent call quality across regions, even during seasonal demand.

Beyond local presence, Japan Ski Experience also benefits from call analytics and reporting tools, enabling the team to track call volume and manage staffing more effectively during peak travel periods.

“Global Call Forwarding was able to help us get set up quickly and easily, helping to take care of the technical aspects so we could focus on helping our customers. Having a reliable team to take care of our international phone number services helps us to continue operating without worry.”

Customer Stories



RESULTS: Stronger Support Operations Across APAC

With Japan and Australia phone numbers in place for guest support, Japan Ski Experience has significantly reduced barriers to guest communication. Travelers can now reach experienced team members quickly and easily—an important reassurance when booking or traveling in a new country.

Global Call Forwarding's cloud phone solutions for travel and tourism teams have delivered excellent call quality, reliable call delivery, and the flexibility needed to support seasonal peaks, time-sensitive requests, and unexpected situations during guest stays.

"Japan Ski Experience is one of the most experienced in the industry, so being able to share that expertise easily is key. Reducing the barrier to contact our team is incredibly important for peace of mind while our customers are in a foreign country."

The new setup reinforces Japan Ski Experience's commitment to expert guidance and fast, reliable support at every stage of the guest journey. Additionally, call analytics and reporting have helped their teams stay on top of call demand during peak travel periods, ensuring they maintain strong customer support.

Japan Ski Experience chose Global Call Forwarding for its easy, secure, and reliable international phone number solutions, along with fast setup, responsive support, and dependable performance during peak travel seasons. The team expects increased accommodation booking enquiries and direct reservations as travel demand ramps up this winter season.



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