



Inquiry Processing

For Tailor-made Travel Packages

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Purpose statement



- Generaltulist is analyzing inquiry processing for creating tailor-made travel packages in order to improve delivery speed, efficiency and to examine the knowledge network between their departments and the customer.



Goals / Objectives



- Analyze and define procedures to reduce the number of additional requests and corrections
- Implement a system for measuring inquiry/realization ratios
- Implement customer feedback procedures for measuring customer service satisfaction.



Background



- Evident lack of communication between sales and production departments
- Sales force not getting detailed inquiry information from customers
- Lack of inquiry/realization ratios measurement system
- No existing customer feedback to indicate customer service satisfaction

The participants



Why are they important in creating value?

- **The Customer** – is our most valuable knowledge resource. He is our eyes looking into the organization from the outside. He is always non-biased and honest. Customer feedback is crucial for maintaining service satisfaction.
- **GT Sales Force** – represents our organization to the customer. They are the live image of Generalturst. Their attitude reflects our values and our competency.
- **GT Production Department** – is the brains of the organization. Feedback from the sales force is crucial for their success and efficiency in delivery of quality products and services.
- **IT / Database** – are knowledge integrators using IT systems and tools. Everything that happens in the organization is noted and processed through the system. They serve as the custodians of our wisdom.

Value Exchange Map

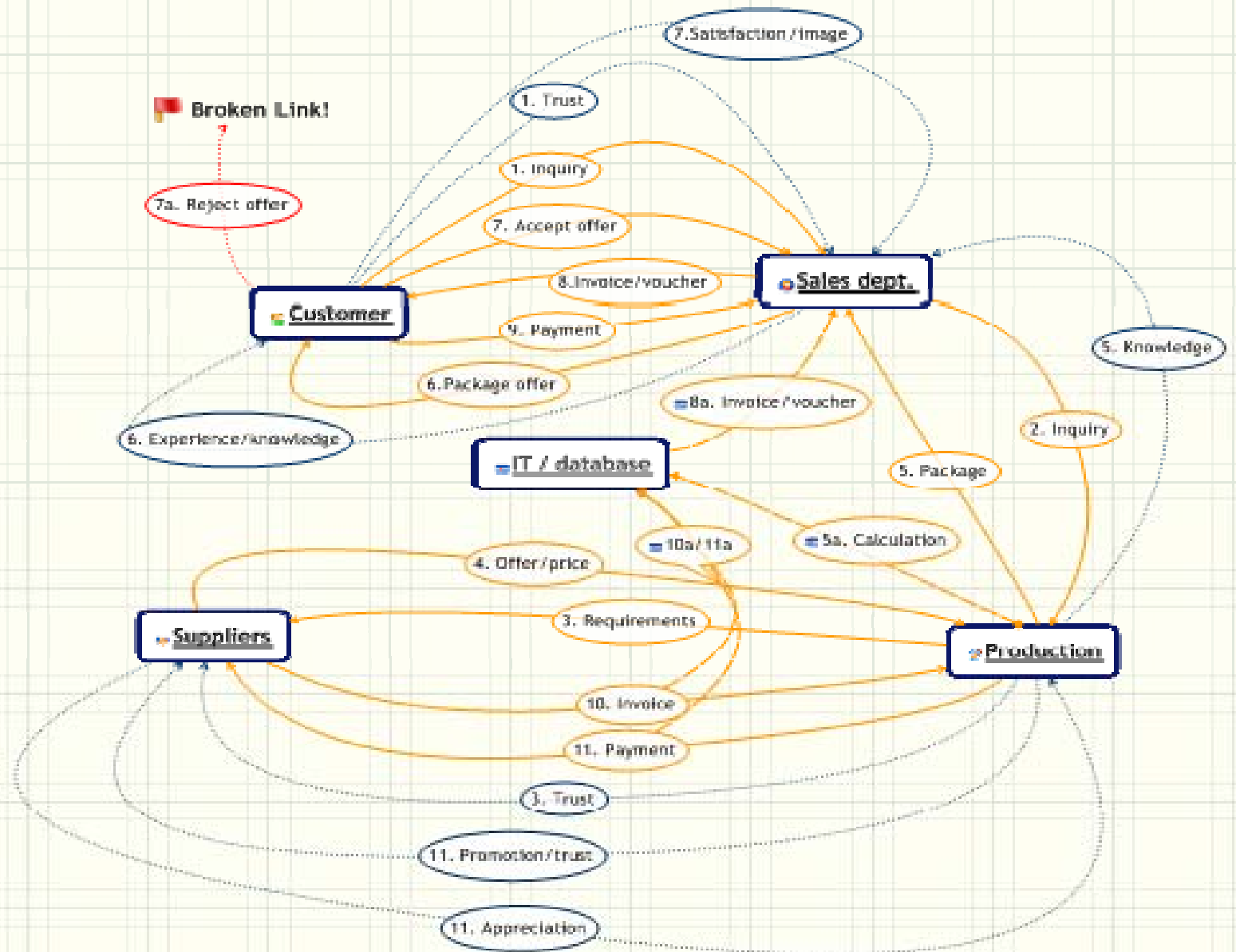


- The next slide shows the main tangible and intangible value exchanges between participants **as-is.**

Map Key:

- _____ tangible exchanges
- intangible exchanges
- - - - - data exchanges
- broken links





Impact Analysis

for Sales Force as - is



What We Recieve	Comes From	Activities	Tangible Impact	Intangible Impact	Cost / Risk	Benefit
Inquiry	Customer	- Verbal Q&A - Informal first offer	- Handling costs - Staff time	-Customer displays trust in our competence	L	L
Acceptance of offer / payment	Customer	-Invoice / voucher printing	-Handling cost -Income	-Brand Image / competence -Customer satisfaction / loyalty	L	H
Rejected offer	Customer	-none	-Handling cost -Staff time -No feedback	-Negative brand image -No knowlege of reason why? - No inquiry/realization ratios	H	L

Impact Analysis

for Sales Force – for strategic possibilities



What We Recieve	Comes From	Activities	Tangible Impact	Intangible Impact	Cost / Risk	Benefit
Inquiry	Customer	<ul style="list-style-type: none"> - Q&A entry into database - Informal final offer 	<ul style="list-style-type: none"> - Handling costs - Staff time reduced 	<ul style="list-style-type: none"> -Customer displays trust in our competence -Customer info. for follow up -Inquiry /realization ratios 	L	H
Rejected offer	Customer	-Follow up from CRM	<ul style="list-style-type: none"> -Handling cost -Staff time -Customer feedback -Customer may return / sales chance from 0% to 50% 	<ul style="list-style-type: none"> -Negative brand image can be avoided -Customer may still be satisfied -Service level is measured -Marketing activities 	M	M

Value Creation Analysis



For Sales Force as - is

What We Output	Goes To	Value Enhancements / Added Value	Cost/Risk	Benefit
Service / package offer	Customer	-Personal contact -Tailor-made product & service -Knowledge / experience -50% chance for customer loyalty -50% chance for positive brand image -50% chance for income	M	M
Customer inquiry	Production dept.	-50% chance for income	M	M
Rejected offer	Production dept CRM	-None	H	L

Value Creation Analysis

For Sales Force for strategic possibilities



What We Output	Goes To	Value Enhancements / Added Value	Cost/Risk	Benefit
Service / package offer according to detailed customer preferences (from Q&A)	Customer	<ul style="list-style-type: none"> - Personal contact - Tailor-made product & service - Knowledge / experience - > 50% chance for customer loyalty - > 50% chance for positive brand image - > 50% chance for income 	M	H
Detailed customer requests / preferences from Q&A	Production dept.	<ul style="list-style-type: none"> - > 50% chance for income - Customer preferences valuable for developing better open-booking packages - Top requested destinations lists for product development - Better supplier relationships 	M	H
Customer contact info. from Q&A	CRM	<ul style="list-style-type: none"> - Feedback from customer - Chance to persuade customer to give us another chance - 50% chance for sale 	L	H

Value Exchange Map

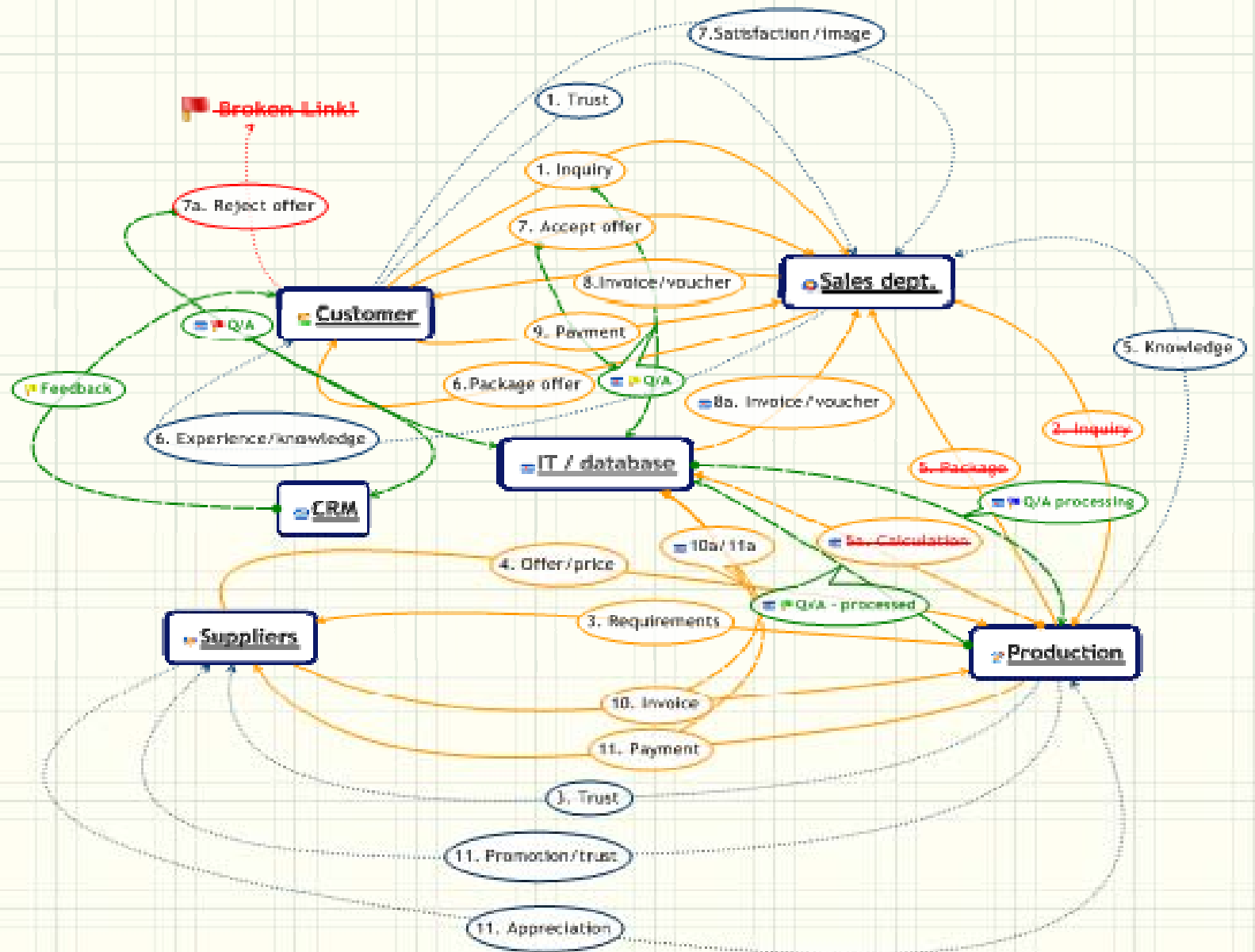


- The next slide shows the main tangible and intangible value exchanges between participants **as-should-be**.

Map Key:

- _____ tangible exchanges
- intangible exchanges
- - - - - data exchanges
- broken links
- - - - - new exchanges
- ~~text~~ eliminated exchanges





Conclusion



What can we achieve?

- By implementing a pre-defined questionnaire, more detailed information about the customers preferences can be collected so additional requests and corrections can be avoided. This also reduces the time spent by staff on processing the inquiry.
- By entering the Q&A into the database less time is spent on communication between departments as the production dept. has all relevant information and all processing is done through the IT database.
- The Q&A also acts as a measuring document for analyzing inquiry/realization ratios.
- CRM can act on each rejected inquiry and use the information from the Q&A (particularly contact info) to get feedback from customers. This contact may raise our sales chances from 0% to 50% if the customer can be persuaded to give us another chance.
- Marketing dept. can use the information (both contact and preferences) for direct marketing activities (newsletter, brochure, mailing etc.)



Thank You...
...for Joining us on this Journey!

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