



More than just a good trip,
a great experience all round!

Travel eBook
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Introduction



Affordable and On-Time is no longer enough to set you apart in the travel industry, how are you delighting your customers with memorable experiences?

One thing that sets the travel industry apart from other industries is their head start in customer engagement, after all, who doesn't get excited about going on holiday? However, this also means that expectations are running high and the opportunity to get things wrong is greater. Even though potentially out of your control, disruptions and weather conditions can quickly turn excitement into a negative experience.

How these situations are dealt with can make or break a travel company and as consumers we are becoming more demanding and yet there's a huge gap between customer expectation and delivery.

58% of customers want good customer service
-DMA Report

Connected Customers



As with all industries, customers are more connected and expect to be connected at all times. But how can you tailor customers' expectations to the increasing need for connectivity, other than by adding WIFI to planes and hotels?

Booking a holiday used to be a very personal thing, with face to face consultation a must within the large choice of high street travel agents we used to visit. Now it's only personal to the individual booking, generally perusing numerous websites to find the right holiday. The agent interaction has diminished, unless there's a problem.

A lot of strategic planning is necessary to deliver a service that customers will tell their friends about. With so much competition, you need your customers to become social brand ambassadors so others will also want to experience your exceptional service.

The International Air Transport Association (IATA) found that 81% of travellers want the ability to track their bags at any point during their journey and 93% want real time flight status updates. Communications that don't incorporate these factors can quickly become pointless.

93% of travellers want real-time flight status updates
-IATA Survey

Lack of communication



Travellers are more frustrated about being kept in the dark about problems than they are about the problems themselves. A distinct lack of communication can quickly turn things sour, they want clear, transparent, and real-time updates that empower them to take charge of their experiences.

Having the tools at hand which enable you to quickly find a holidaymakers information and complete journey are essential. This is why travel brands are forming alliances that engage with and guide customers through their entire journey.

VIVID Travel have travel designers working for them, that source and design individually created holidays for customers based on in-depth knowledge of the relevant countries, having lived in those countries themselves. This kind of exceptional knowledge can really be leveraged when using skills-based routing within your CRM system, so you can direct anyone to the relevant expert and engage them with the information they need, when they need it.

Using an intelligent telephony system that is linked with their CRM, VIVID Travel are able to provide their clients with the highest level of customer service, for seamless, customised experiences.

Personalisation



Booking a holiday is all about me, in fact any travel arrangements made are all about me. I want the best possible offer and to know that my family and I are in good hands. We wait all year for our annual family holiday or maybe we're booking a business trip – either way, from my initial booking right through to my boarding pass, it's personal.

So why aren't more travel agents seeing us as individuals rather than numbers?

The next few years will see travellers requiring an increasingly personalised service, with companies able to suggest customised products based on their profiles and past behaviour. Where is this information collected and do all agents have easy access to it? Truly personalised trips are beginning to take off and Millennials especially want their preferences stored and applied for future interactions. The insight into past trips and therefore likes, dislikes and direction of travel, should make it easy for travel companies to give people their time back, by making suggestions for their next trip or providing them with an offer around the time they normally make their booking.

TripADeal leverage customer data in Salesforce to meet growing expectations for an immediate and personalised service. They manage several hundred inbound calls per day and ensure that customers are routed to the last agent they spoke to. For TripADeal being able to provide their clients with a speedy and effective response is paramount to delivering the best possible service.

DIY Travellers



Thanks to technology we have all the information we need, when we need it. We don't have to visit the high street travel agent, we can sit at home and book everything ourselves, even down to staying in a strangers house with Airbnb, should we wish to.

9% of UK & US travellers have rented space in a private home or apartment

With the Omni-Channel of communication channels available to us, customers can be served in a seamless way through whatever channel they wish and with 24/7 support available by phone, those that do still require the human element can interact at a time that suits them.

Not forgetting the mobile phone, which has become an extension to our right hand. Travellers want their mobiles to enrich their travel experiences and therefore considering how the phone in general could be used to enhance customer service further should be of constant consideration.

It's definitely time to prioritise your phone!

About Natterbox

Natterbox is a global, cloud-based, telecommunications company based in Croydon, UK. Founded in 2010, Natterbox is the world's first global business phone system with contact centre, 100% embedded and managed entirely within Salesforce. Our technology can help you make and receive calls, retrieve records and automatically log calls within the relevant object in Salesforce.

We invite you to engage with us to learn more about how we can connect your global offices, increase productivity and personalise your telephony integration.

Once connected, the Natterbox Advanced Voice Services platform optimises and automates your business to intelligently route calls, increasing productivity and efficiency.

Natterbox is dedicated to enhancing the value of its customers businesses, through intelligent integration of future proof telephony, personalisation and services.



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