# **Problem Definition**

# Due to the increasing number of holiday packages, it is difficult to provide customers with tailored information. To resolve this issue a new call management system will be implemented. The system will allow calls from customers to be routed to particular relationship managers who can help them choose the right holiday package. The relationship manager will separate customers on the basis of something known as a Profiler tool which contains all of the customers characteristics like name, age, and cultural background. The information provided in the Profiler will increase the possibility of the relationship manager landing and closing a sale with the customer. The information provided in the Profiler allows the relationship manager to build a relationship with the customer which is vital in making a sale. Thus, the call management system will add significant value to the organisation and will help improve current work processes/methodologies. Therefore, the CMS will provide a way to automate current processes within the travel company which currently require human intervention.

# **Objectives**

# Develop and implement a bespoke call management system.

1. The system will match suitable relationship managers and their skills with the appropriate customer.
2. CMS will be used to route inbound and outbound calls to relationship managers who have the ideal expertise to help the customer find the right holiday package.
3. To assign customers based on relationship managers skill score.
4. To establish an ongoing relationship with new and repetitive customers.