1. **Travel Agency Business Process Map**

Accounting department received payment

Proposal made to client

No

Cancel Tour

Yes

No

Yes

No

Yes

2nd Full Payment Request

Yes

No

Execute Tour

Accounting department received payment

Accounting department received payment

Planning & booking accommodation, excursions & transport

Client Accepts Proposal

Client wants new proposal

1st Full Payment Request

Client meeting (Finding requirements)

Custom tour itinerary & proposal creation

1. Data required to measure process effectiveness:
2. Number of proposals
3. Number of proposals accepted
4. Number of proposals rejected
5. Number of new proposals requested
6. Total revenue from payments received
7. Number of tours cancelled
8. Number of tours executed
9. Feedback ratings.
10. An area of the business process which can be improved is, the automation of the client meeting to reduce lag time between the client request and first proposal to the client. The measure of efficiency in this situation would be the time taken between the two events. An average can be calculated from the automation of the process and compared to situations where the client meeting is done face-to-face or over the phone.