**Relationship Managers (RM)**

See

* Potential Customers
* Travel Packages - Holiday, Other Promotions
* Customer profiles

Say

* Encourage potential buyers to purchase
* Answer any queries the customers may have

Do

* Learn the available packages and promotions
* Perform sales to close deals with customers
* Talk with potential buyers and repeated customers
* The 10 minute questionnaire to build a profile and skill matrix

Hear

* Other promotions from other travel companies
* The positive and the negative responses of the improved CMC in the travel company
* The responses from the customers regardings the packages

Think and Feel

* Feel that the CMC is lacking
* The CMC should be improved
* Less stress as there is a shorter que as the traffic is efficiently managed

Pains

* Trouble with locating potential buyers
* Not able to close deals with clients
* Not able to perform sales effectively
* Setting up the Information System

Gains

* Closing deals with customers
* Less call traffic as calls are adjusted via the customers profiles and RMs specialty

**CUSTOMER**

See

* Travel Packages - Holiday, Other Promotions
* The travel companies prices and compare it to their competition
* RMs

Say

* Ask questions about the packages
* Feedback to RMs
* Complaining to the RMs
* Explaining their circumstances

Do

* Learn the available packages and promotions
* Confirm package information
* Purchase holiday packages
* Cancel holiday purchases

Hear

* The outcome of their explanation of their circumstances from the RM
* Other promotions from other travel companies
* The positive and the negative responses of the information system in the travel company
* The responses from the customers regardings the packages
* Reviews of the rating company from word of mouth

Think and Feel

* Feel that the CMC is lacking
* CMC should be improved
* CMC is adequately performing
* Empathy from the RM

Pains

* Waiting for RM
* Being directed to an interactive voice response unit due to long wait queues
* Unknowingly acquiring low scores ie 1-3 causing longer wait times (customer favouritism)

Gains

* Decreased queue times
* Expert RMs associated to their desired holiday
* Acquiring a high score ie 8-10 leading to vastly decreased wait times as high rated customers are served first.