**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.