

# Product Requirements Document

## **Adding Cancellation Feature Using Agoda API's.**

Adding cancellation feature enhancement in the hotel booking workflow in order to ensure streamline the entire process and seamless customer experience.

### **Team Members:**

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**Status:** Launched

**Last Updated:** 14.10.2022

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## **1. Objective**

<b>Vision</b>	To add a new use case for our new hotel booking app that helps customers to have a minimalistic and seamless cancellation experience.
<b>Goals</b>	Success will be measured by less time spent on the application while cancelling the booking and making the refund process simple and hassle-free. Meanwhile, attempting to hold the customers from cancelling their bookings and modifying the same.
<b>Initiatives</b>	Ease of cancellation and giving the customer an option to modify their bookings rather than cancelling the same.
<b>Persona(s)</b>	Customers in the age group between 25 and 50 who are frequent travellers and want a quick and safe cancellation process.

## 2. Release

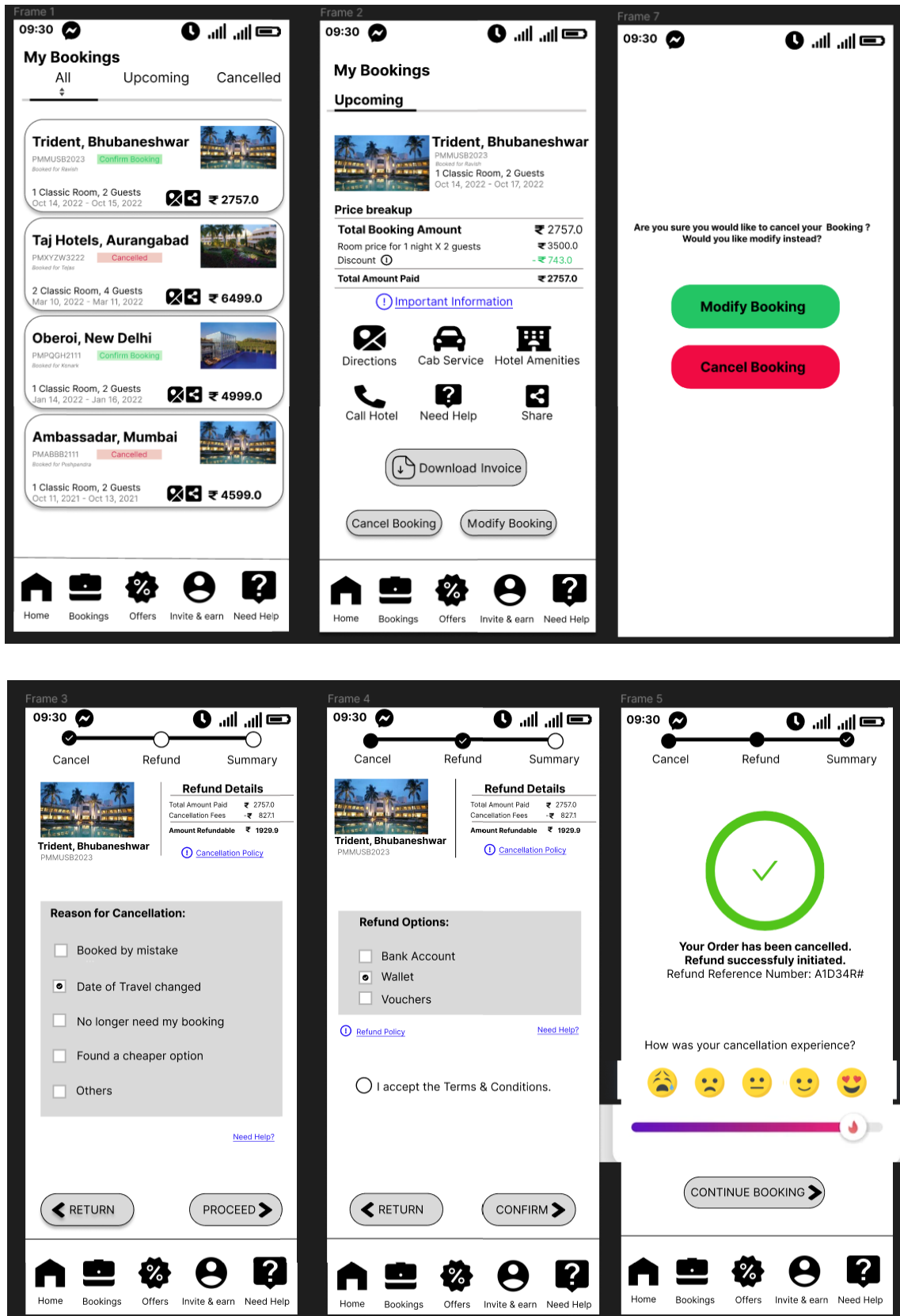
<b>Release</b>	Agoda Hotel Booking App
<b>Date</b>	14.10.2022
<b>Initiative</b>	Streamlining the cancelation experience
<b>Milestones</b>	<ul style="list-style-type: none"><li>✓ Pilot - Internal testing with 10 customer service analysts for cancellation processing and ensuring seamless transactions</li><li>✓ Beta - Group of SMEs(subject matter experts) from the entire operation is processing the cases of all types.</li><li>✓ Launch - All features are deployed in Production and ensure the cancellation process is working as expected.</li></ul>
<b>Features</b>	Cancel the bookings, modify the bookings, the direction of the location, cab service, and amenities.

## 3. Features

<b>Feature</b>	Modify the booking instead of cancelling the same.
<b>Description</b>	All features are deployed in Production and ensure the cancellation process is working as expected.
<b>Purpose</b>	To retain the customers and asking them to modify their booking so that they don't cancel their booking.
<b>User problem</b>	Detailed and a long cancellation journey with refund issues.

## 4. User flow and design

[Wireframes link.](#)



## 5. Analytics

*Hypothesis: We believe the cancelling feature will achieve seamless customer satisfaction and ensure customers return to the application based on ease of use.*

Key performance indicator	Baseline	Target	Timeframe
We are trying them to prompt the customers in modifying their bookings rather than cancelling the same which will help in customer retention.		Customer Retention	6 months

## 6. Future work

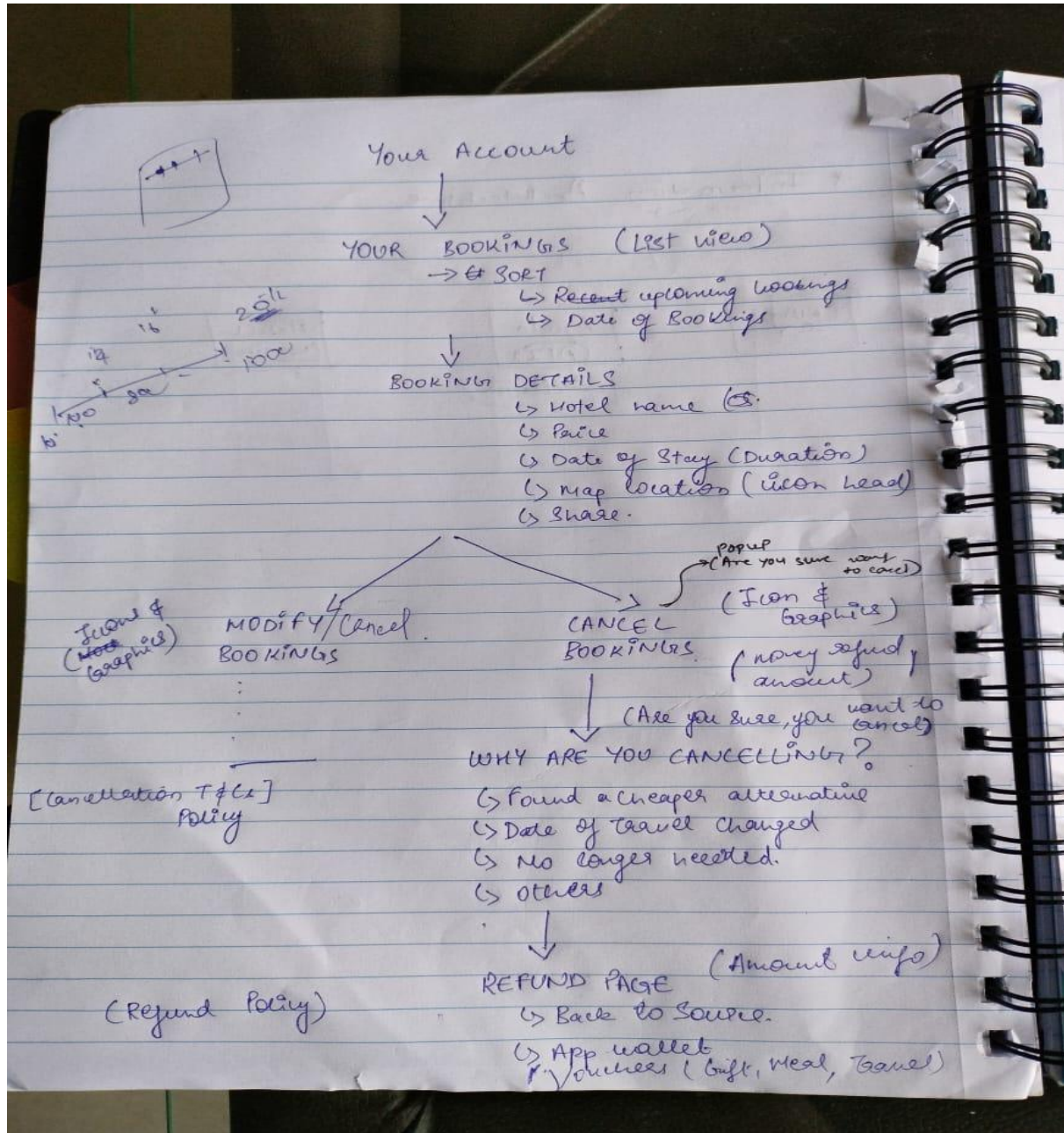
Future features	Purpose	Priority	Timeframe
Full refund due to illness	Creating trust	High	4 months

## 7. Operational Checklist

TEAM	PROMPT	Y/N	ACTION (if yes)
Analytics	Do you need additional tracking?	Y	Real-time tracking is required from ... (Details can not be disclosed)
Sales	Do you need sales enablement materials?	N	
Marketing	Does this impact shared KPI?	—	
Customer Success	Do you need to update support content or training?	Y	Team updated
Product Marketing	Do you need a GTM plan? (e.g. pricing, packaging, positioning,	N	
Partners	Will this impact any external partners?	Y	Details can't be disclosed
Globalisation	Are you launching in multiple countries?	N	
Risk	Does this expose a risk vector?	Y	Breach of info

Legal	Are there potential legal ramifications?	N	All legal rights accessed
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## 8. User flow and design



↓  
CANCELLATION SUMMARY.

↓  
FEEDBACK JOURNEY GIFTS.  
- This was sent

↓  
CONTINUE WITH NEW BOOKINGS.

TO DO -  
: error message.