

AIRBNB ACCOMMODATION

CIS 8010: Process Innovation

Group 6

Project Milestone 3



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1. CALENDAR SYNCHRONIZATION ISSUES CVM: ACCURACY RATE IN CALENDAR SYNCHRONIZATION

ESTIMATE: ACHIEVE > 95% ACCURACY IN CALENDAR SYNCHRONIZATION.

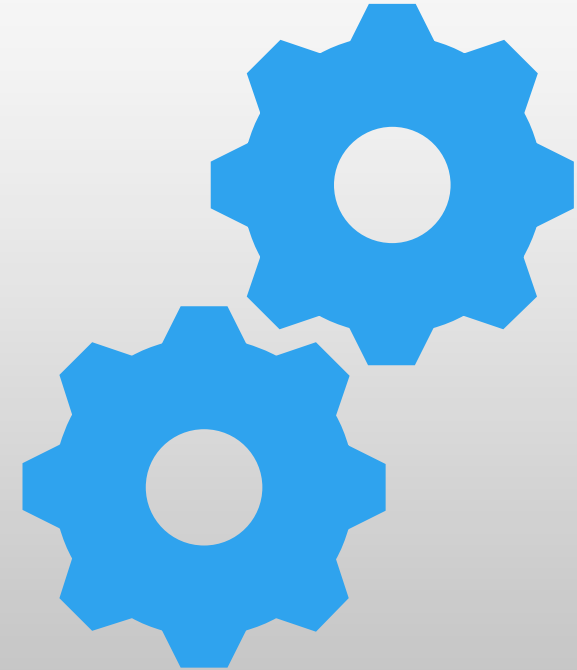
MOS IMPACT: REDUCES RE-SEARCHING TIME AND IMPROVES BOOKING CONFIDENCE

- **GOAL:** ACHIEVE GREATER THAN 95% ACCURACY IN CALENDAR SYNCHRONIZATION.
- **UNDERSHOT CVM (CALENDAR VERIFICATION MECHANISM):** SET A TARGET VALUE OF 96-99% ACCURACY.
- **RATIONALE:** THIS RANGE EXCEEDS THE MINIMUM REQUIREMENT, REDUCING THE MOMENT OF STRUGGLE (MOS), MINIMIZING RE-SEARCHING TIME, AND ENHANCING BOOKING CONFIDENCE.

1A. OPPORTUNITIES TO INCREASE CUSTOMER VALUE VIA VLIFT STRATEGIES

1. ADDRESS SERVICE GAPS:

- **INTEGRATION OF ADVANCED SYNCHRONIZATION TECHNOLOGIES:** IMPLEMENT ADVANCED SYNCHRONIZATION ALGORITHMS THAT CAN HANDLE COMPLEX SCENARIOS, SUCH AS TIME ZONE DIFFERENCES, RECURRING EVENTS, AND EXCEPTIONS, TO ENSURE HIGH ACCURACY RATES.
- **PARTNER WITH CALENDAR SERVICE PROVIDERS:** COLLABORATE WITH MAJOR CALENDAR SERVICE PROVIDERS (E.G., GOOGLE CALENDAR, MICROSOFT OUTLOOK) TO ENSURE SEAMLESS INTEGRATION AND SYNCHRONIZATION, ADDRESSING COMPATIBILITY ISSUES THAT COULD LEAD TO SERVICE GAPS.
- **ENHANCE USER INTERFACE:** IMPROVE THE USER INTERFACE TO MAKE IT EASIER FOR USERS TO REVIEW AND CONFIRM SYNCHRONIZATION DETAILS, REDUCING ERRORS AND ENHANCING SATISFACTION.




1B. TAILOR SERVICE TO SEGMENT

Customization for Business Users: Offer enhanced features for business users, such as integration with conference room booking systems or corporate event management tools, which are particularly valuable to this segment.

Simplification for Personal Use: For personal users, streamline the service by removing unnecessary complexities and focusing on core functionalities that meet their needs, such as simple event sync, reminders, and intuitive event creation.



1 C. SHIFT CUSTOMER-SIDE COMPLEXITY

- **AUTOMATE SYNCHRONIZATION PROCESSES:** DEVELOP AND IMPLEMENT AUTOMATION TECHNOLOGIES THAT MANAGE THE SYNCHRONIZATION PROCESS IN THE BACKGROUND, REQUIRING MINIMAL TO NO INPUT FROM THE USER, THUS SHIFTING THE COMPLEXITY AWAY FROM THE CUSTOMER.
 - **SMART ERROR HANDLING:** INCORPORATE INTELLIGENT ERROR DETECTION AND CORRECTION ALGORITHMS THAT AUTOMATICALLY RESOLVE COMMON SYNCHRONIZATION ISSUES WITHOUT USER INTERVENTION.
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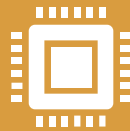
1D. REMOVE SLACK ROPE



Implement Lean Management Principles: Apply Lean methodologies to streamline the synchronization process, removing any unnecessary steps or delays that do not add value to the customer.



Adopt Six Sigma for Quality Improvement: Utilize Six Sigma techniques to identify and eliminate sources of errors in the synchronization process, aiming for near-perfect accuracy rates.



Use Technology to Reduce Variability: Implement robust IT solutions that can adapt to varying customer needs and calendar formats, reducing variability and enhancing the consistency of the synchronization service.

A hand is shown placing a white puzzle piece with a blue silhouette of a person in a suit into a larger puzzle. The puzzle is composed of many pieces, some of which are light blue and feature faint silhouettes of people. The background is a light gray with several realistic water droplets of various sizes.

1E. PROPOSED IMPROVEMENT RATIONALIZATION

- **AMBITIOUS TARGETS:** SET HIGH TARGETS FOR UNDERSHOT CVMS.
- **VLIFT STRATEGIES:** APPLY THE VLIFT STRATEGIES OUTLINED ABOVE.
- **ENHANCED VALUE:** SIGNIFICANTLY IMPROVE THE VALUE DELIVERED TO CUSTOMERS THROUGH ENHANCED CALENDAR SYNCHRONIZATION SERVICES.
- **ADDRESSING GAPS:** THIS APPROACH ADDRESSES CURRENT SERVICE GAPS EFFECTIVELY.
- **CUSTOMER SATISFACTION:** POSITIONS THE SERVICE FOR HIGHER CUSTOMER SATISFACTION.
- **COMPETITIVE ADVANTAGE:** POSITIONS THE SERVICE FOR A COMPETITIVE ADVANTAGE IN THE MARKET.

2.PRICING DISCREPANCIES CVM: PRICING TRANSPARENCY INDEX

ESTIMATE: MAINTAIN < 10% VARIANCE BETWEEN LISTED AND FINAL PRICES.

MOS IMPACT: MINIMIZES CONFUSION AND INCREASES PRICING TRUST

ADDRESS SERVICE GAPS:

- **IMPLEMENT DYNAMIC PRICING INFORMATION:** INCORPORATE DYNAMIC ELEMENTS INTO THE SERVICE PLATFORM THAT AUTOMATICALLY UPDATE THE TOTAL PRICE IN REAL-TIME AS CUSTOMERS MAKE SELECTIONS OR CHANGES THAT AFFECT THE FINAL COST. THIS INVOLVES ENHANCING IT CAPABILITIES TO ENSURE ACCURATE, IMMEDIATE PRICING ADJUSTMENTS THAT REFLECT ANY ADDITIONAL FEES, TAXES, OR DISCOUNTS.
- **ENHANCE INTEGRATION WITH SERVICE PROVIDERS:** STRENGTHEN INTEGRATION WITH SERVICE PROVIDERS' SYSTEMS (E.G., HOTELS, AIRLINES, RENTAL SERVICES) TO ENABLE REAL-TIME AVAILABILITY CHECKS AND INSTANT BOOKING CONFIRMATIONS. THIS MAY INVOLVE API IMPROVEMENTS OR ADOPTING MORE SOPHISTICATED INTEGRATION PLATFORMS.

The slide features a decorative background. On the left side, there is a vertical strip showing a close-up of server racks with blue and yellow lights. The rest of the slide has a light gray background with several realistic water droplets of various sizes scattered across it, particularly in the top right and bottom right corners.

2B. TAILOR SERVICE TO SEGMENT

- **PRIORITIZE INSTANT BOOKING FOR HIGH-DEMAND SEGMENTS:** IDENTIFY CUSTOMER SEGMENTS WITH THE HIGHEST DEMAND FOR INSTANT BOOKING (E.G., BUSINESS TRAVELERS, LAST-MINUTE BOOKINGS) AND PRIORITIZE SYSTEM RESOURCES TO ENSURE THEIR NEEDS ARE MET FIRST. THIS COULD INVOLVE ALLOCATING MORE SERVER RESOURCES DURING PEAK BOOKING TIMES FOR THESE SEGMENTS.
- **SEGMENT-BASED INSTANT BOOKING FEATURES:** OFFER ENHANCED INSTANT BOOKING FEATURES TAILORED TO THE NEEDS OF DIFFERENT SEGMENTS, SUCH AS FLEXIBLE CANCELLATION POLICIES FOR CORPORATE CLIENTS OR PERSONALIZED TRAVEL OPTIONS FOR FREQUENT TRAVELERS.

2C. REMOVE SLACK ROPE

Implement Lean Processes: Analyze the booking process to identify and eliminate any wasteful steps that do not add value to the customer or that delay the booking confirmation.

Adopt Six Sigma for Error Reduction: Use Six Sigma methodologies to minimize errors in the booking process, such as overbooking or incorrect availability, which can delay instant confirmations

2D. SHIFT CUSTOMER- SIDE COMPLEXITY

Simplify the Booking Interface: Design the booking interface to be as straightforward as possible, minimizing the steps required for a customer to complete a booking. This reduces the time to book and increases the chances of instant confirmation.

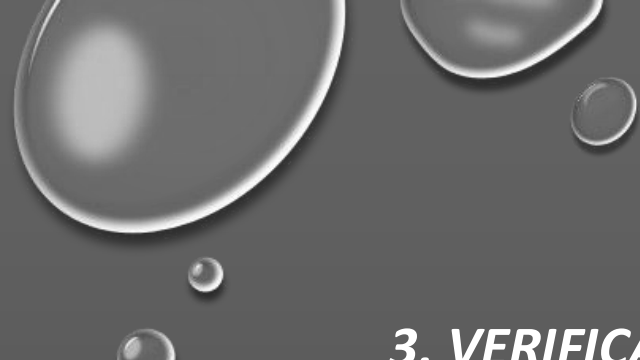
Automate Customer Preferences: Utilize customer data to pre-fill booking preferences and details, reducing the amount of information they need to input during the booking process and speeding up the confirmation time.



2E. PROPOSED IMPROVEMENT RATIONALIZATION

- **MONITOR INSTANT BOOKING PERFORMANCE:** CONTINUOUSLY TRACK THE PERCENTAGE OF BOOKINGS CONFIRMED INSTANTLY AND ANALYZE DATA FOR ANY PATTERNS IN DELAYS OR SYSTEM BOTTLENECKS.
- **GATHER AND ACT ON CUSTOMER FEEDBACK:** REGULARLY SOLICIT FEEDBACK FROM USERS ABOUT THEIR INSTANT BOOKING EXPERIENCES AND USE THIS INFORMATION TO MAKE ITERATIVE IMPROVEMENTS TO THE PROCESS.

BY FOCUSING ON THESE STRATEGIC AREAS, THE GOAL OF ACHIEVING AN INSTANT BOOKING RESPONSE RATE OF $\geq 80\%$ BECOMES ATTAINABLE. ENHANCING TECHNOLOGICAL CAPABILITIES, IMPROVING INTEGRATION WITH SERVICE PROVIDERS, TAILORING THE SERVICE TO MEET CUSTOMER SEGMENT NEEDS, SIMPLIFYING THE CUSTOMER INTERFACE, AND CONTINUOUSLY OPTIMIZING PROCESSES CAN COLLECTIVELY REDUCE BOOKING UNCERTAINTIES AND ELEVATE THE OVERALL GUEST EXPERIENCE.



**3. VERIFICATION
REQUIREMENTS**
**CVM: VERIFICATION
PROCESS EFFICIENCY**
*ESTIMATE: AVERAGE
VERIFICATION TIME <
24 HOURS.*
*MOS IMPACT:
ENHANCES USER
CONVENIENCE AND
ACCELERATES
BOOKING PROCESS.*

- **CVM GOAL:** ACHIEVE AN AVERAGE VERIFICATION TIME OF <24 HOURS.
- **ENHANCED USER CONVENIENCE:** ACCELERATE THE BOOKING PROCESS AND IMPROVE USER EXPERIENCE.
- **KEY STRATEGIES:**
 - STREAMLINE THE VERIFICATION PROCESS.
 - EFFECTIVE UTILIZATION OF TECHNOLOGY.
 - ENSURE A USER-FRIENDLY EXPERIENCE.
- **APPLICATION OF VLIFT STRATEGIES:** APPLY VLIFT STRATEGIES TO ACHIEVE THESE OBJECTIVES EFFECTIVELY.



3A. A

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3B. TAILOR SERVICE TO SEGMENT

- **SEGMENT-SPECIFIC VERIFICATION PROTOCOLS:** DEVELOP DIFFERENT LEVELS OF VERIFICATION FOR VARIOUS USER SEGMENTS BASED ON THEIR RISK PROFILE AND BOOKING HISTORY. FOR FREQUENT AND TRUSTED USERS, A SIMPLIFIED AND FASTER VERIFICATION PROCESS CAN BE APPLIED, WHEREAS NEW OR INFREQUENT USERS MIGHT GO THROUGH A MORE THOROUGH PROCESS.
- **CUSTOMIZE VERIFICATION BASED ON SERVICE TYPE:** DIFFERENTIATE THE VERIFICATION PROCESS BASED ON THE TYPE OF BOOKING OR SERVICE REQUESTED. HIGH-VALUE OR HIGH-RISK BOOKINGS MAY REQUIRE MORE STRINGENT VERIFICATION, WHILE LOW-RISK BOOKINGS CAN BE EXPEDITED.

3C. SHIFT CUSTOMER-SIDE COMPLEXITY

Simplify User Submission Process:

Streamline the process for users to submit necessary verification documents or information. This could involve a user-friendly interface for document upload or the use of mobile device capabilities (like camera) for instant document scanning.

Pre-Verification Options: Offer users the option to pre-verify their information at their convenience, which can then speed up the booking process later.

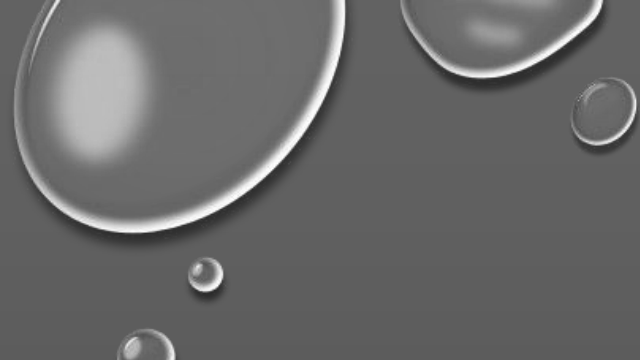
3D. REMOVE SLACK ROPE

- **APPLY LEAN PRINCIPLES TO VERIFICATION WORKFLOW:** REVIEW AND OPTIMIZE THE VERIFICATION WORKFLOW BY ELIMINATING REDUNDANT STEPS AND ENSURING THAT EACH PART OF THE PROCESS ADDS VALUE AND IS EFFICIENT.
- **UTILIZE SIX SIGMA FOR PROCESS IMPROVEMENT:** IMPLEMENT SIX SIGMA METHODOLOGIES TO IDENTIFY AND REDUCE VARIATIONS IN THE VERIFICATION PROCESS, LEADING TO A MORE PREDICTABLE AND SWIFT VERIFICATION TIMELINE.

3E. PROPOSED IMPROVEMENT RATIONALIZATION

- **REGULARLY REVIEW VERIFICATION METRICS:** CONTINUOUSLY MONITOR THE AVERAGE VERIFICATION TIME AND SEEK FEEDBACK FROM USERS ABOUT THEIR EXPERIENCE. USE THIS DATA TO IDENTIFY BOTTLENECKS AND AREAS FOR IMPROVEMENT.
- **ADAPT AND INNOVATE BASED ON FEEDBACK:** BE RESPONSIVE TO USER FEEDBACK AND TECHNOLOGICAL ADVANCEMENTS. REGULARLY UPDATE AND INNOVATE THE VERIFICATION PROCESS TO KEEP IT AS EFFICIENT AND USER-FRIENDLY AS POSSIBLE.

IMPLEMENTING THESE STRATEGIES WILL HELP IN ACHIEVING THE GOAL OF AN AVERAGE VERIFICATION TIME OF LESS THAN 24 HOURS. THIS WILL NOT ONLY ADDRESS THE MOS BY ENHANCING USER CONVENIENCE BUT ALSO CONTRIBUTE TO A MORE EFFICIENT AND STREAMLINED BOOKING PROCESS, ULTIMATELY IMPROVING CUSTOMER SATISFACTION AND TRUST IN THE SERVICE.



4. LACK OF INSTANT BOOKING CVM:
INSTANT BOOKING RESPONSE RATE
ESTIMATE: AIM FOR \geq 80% OF BOOKINGS CONFIRMED INSTANTLY. MOS IMPACT: REDUCES UNCERTAINTY AND IMPROVES GUEST EXPERIENCE.

- **CHALLENGE:** LACK OF INSTANT BOOKING CONFIRMATION.
- **CVM GOAL:** ACHIEVE \geq 80% OF BOOKINGS CONFIRMED INSTANTLY.
- **OBJECTIVE:** ENHANCE BOOKING SYSTEM RESPONSIVENESS AND EFFICIENCY.
- **BENEFITS:** REDUCE UNCERTAINTY AND SIGNIFICANTLY IMPROVE THE GUEST EXPERIENCE.
- **APPLICATION OF VLIFT FRAMEWORK:** USE THE VLIFT FRAMEWORK TO IDENTIFY OPPORTUNITIES FOR ENHANCING THE INSTANT BOOKING RESPONSE RATE.



4A. ADDRESS SERVICE GAPS

- **UPGRADE TECHNOLOGY INFRASTRUCTURE:** INVEST IN AND UPGRADE THE BOOKING PLATFORM'S TECHNOLOGY INFRASTRUCTURE TO HANDLE REQUESTS MORE EFFICIENTLY, ENSURING THAT THE SYSTEM CAN MANAGE HIGH VOLUMES OF BOOKING REQUESTS SIMULTANEOUSLY WITHOUT DELAYS.
- **ENHANCE INTEGRATION WITH SERVICE PROVIDERS:** STRENGTHEN INTEGRATION WITH SERVICE PROVIDERS' SYSTEMS (E.G., HOTELS, AIRLINES, RENTAL SERVICES) TO ENABLE REAL-TIME AVAILABILITY CHECKS AND INSTANT BOOKING CONFIRMATIONS. THIS MAY INVOLVE API IMPROVEMENTS OR ADOPTING MORE SOPHISTICATED INTEGRATION PLATFORMS.

4B. TAILOR SERVICE TO SEGMENT




Prioritize Instant Booking for High-Demand Segments: Identify customer segments with the highest demand for instant booking (e.g., business travelers, last-minute bookings) and prioritize system resources to ensure their needs are met first. This could involve allocating more server resources during peak booking times for these segments.



Segment-based Instant Booking Features: Offer enhanced instant booking features tailored to the needs of different segments, such as flexible cancellation policies for corporate clients or personalized travel options for frequent travelers.



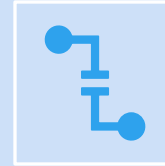
4C. SHIFT CUSTOMER-SIDE COMPLEXITY

- **SIMPLIFY THE BOOKING INTERFACE:** DESIGN THE BOOKING INTERFACE TO BE AS STRAIGHTFORWARD AS POSSIBLE, MINIMIZING THE STEPS REQUIRED FOR A CUSTOMER TO COMPLETE A BOOKING. THIS REDUCES THE TIME TO BOOK AND INCREASES THE CHANCES OF INSTANT CONFIRMATION.
 - **AUTOMATE CUSTOMER PREFERENCES:** UTILIZE CUSTOMER DATA TO PRE-FILL BOOKING PREFERENCES AND DETAILS, REDUCING THE AMOUNT OF INFORMATION THEY NEED TO INPUT DURING THE BOOKING PROCESS AND SPEEDING UP THE CONFIRMATION TIME.
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4D. REMOVE SLACK ROPE



Implement Lean Processes: Analyze the booking process to identify and eliminate any wasteful steps that do not add value to the customer or that delay the booking confirmation.

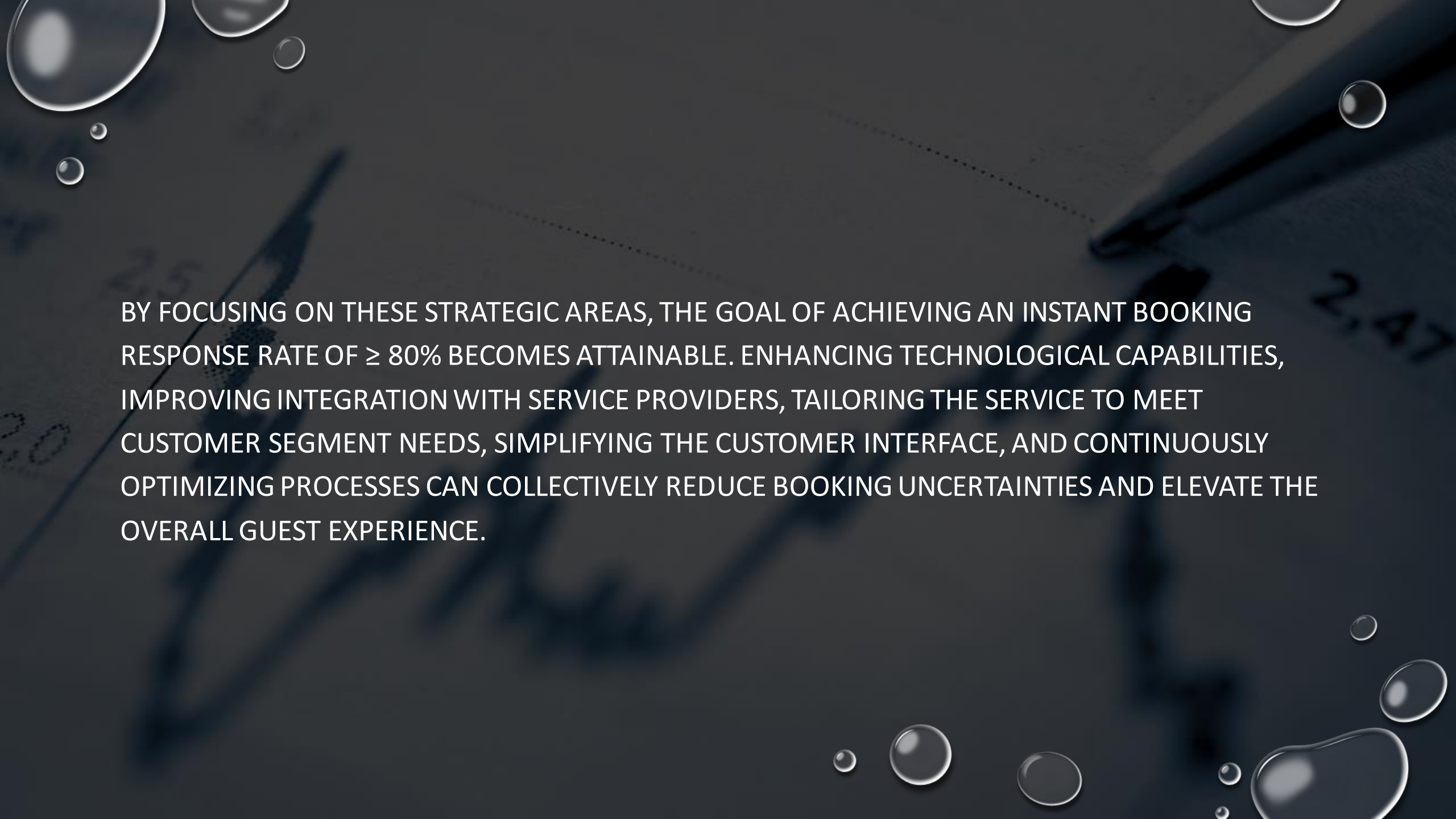


Adopt Six Sigma for Error Reduction: Use Six Sigma methodologies to minimize errors in the booking process, such as overbooking or incorrect availability, which can delay instant confirmations.



4E. CONTINUOUS IMPROVEMENT AND FEEDBACK LOOPS

- **MONITOR INSTANT BOOKING PERFORMANCE:**
CONTINUOUSLY TRACK THE PERCENTAGE OF BOOKINGS CONFIRMED INSTANTLY AND ANALYZE DATA FOR ANY PATTERNS IN DELAYS OR SYSTEM BOTTLENECKS.
- **GATHER AND ACT ON CUSTOMER FEEDBACK:** REGULARLY SOLICIT FEEDBACK FROM USERS ABOUT THEIR INSTANT BOOKING EXPERIENCES AND USE THIS INFORMATION TO MAKE ITERATIVE IMPROVEMENTS TO THE PROCESS.

The background is a dark blue, textured surface, possibly a piece of paper or a book cover. It features several water droplets of varying sizes, some of which are in sharp focus, creating a sense of depth. A pen is visible in the upper right corner, its tip pointing towards the center. The text is centered and written in a clean, white, sans-serif font.

BY FOCUSING ON THESE STRATEGIC AREAS, THE GOAL OF ACHIEVING AN INSTANT BOOKING RESPONSE RATE OF $\geq 80\%$ BECOMES ATTAINABLE. ENHANCING TECHNOLOGICAL CAPABILITIES, IMPROVING INTEGRATION WITH SERVICE PROVIDERS, TAILORING THE SERVICE TO MEET CUSTOMER SEGMENT NEEDS, SIMPLIFYING THE CUSTOMER INTERFACE, AND CONTINUOUSLY OPTIMIZING PROCESSES CAN COLLECTIVELY REDUCE BOOKING UNCERTAINTIES AND ELEVATE THE OVERALL GUEST EXPERIENCE.



5.UNCLEAR CANCELLATION POLICIES CVM: CANCELLATION POLICY CLARITY SCORE

*ESTIMATE: STRIVE FOR
> 90% GUEST CLARITY
AND
UNDERSTANDING IN
CANCELLATION
POLICIES. MOS IMPACT:
DECREASES
BOOKING HESITANCY
AND ENHANCES
DECISION-MAKING.*

- **ISSUE:** UNCLEAR CANCELLATION POLICIES NEED ADDRESSING.
- **CVM GOAL:** STRIVE FOR >90% GUEST CLARITY AND UNDERSTANDING IN CANCELLATION POLICIES.
- **TARGETED STRATEGIES FOCUS ON:**
 - SIMPLIFYING COMMUNICATION.
 - ENHANCING TRANSPARENCY.
 - ENSURING EASY GUEST ACCESS TO NECESSARY INFORMATION.
- **BENEFITS:** DECREASE BOOKING HESITANCY AND SIGNIFICANTLY ENHANCE GUEST DECISION-MAKING.
- **VLIFT FRAMEWORK:** APPLY VLIFT FOR A STRUCTURED APPROACH TO IMPROVING CANCELLATION POLICY CLARITY SCORE.

A decorative background featuring a close-up of a pen nib on the left side, with several water droplets of varying sizes scattered across the top and bottom edges. The main content area is a light gray rectangle on the right.

5A. ADDRESS SERVICE GAPS

- **SIMPLIFY CANCELLATION POLICIES:** REWRITE CANCELLATION POLICIES IN CLEAR, STRAIGHTFORWARD LANGUAGE. AVOID LEGAL JARGON THAT CAN CONFUSE GUESTS AND INSTEAD USE SIMPLE EXPLANATIONS AND EXAMPLES TO ILLUSTRATE POLICY SPECIFICS.
- **ENHANCED VISIBILITY OF POLICIES:** ENSURE THAT CANCELLATION POLICIES ARE EASILY ACCESSIBLE AT ALL POINTS OF THE BOOKING PROCESS. THIS CAN INCLUDE POP-UP SUMMARIES OF THE POLICY DURING BOOKING, LINKS TO DETAILED EXPLANATIONS, AND REMINDERS IN CONFIRMATION EMAILS.

5B. TAILOR SERVICE TO SEGMENT

- **SEGMENT-SPECIFIC POLICY COMMUNICATION:** RECOGNIZE THAT DIFFERENT CUSTOMER SEGMENTS MAY HAVE VARYING NEEDS FOR INFORMATION. TAILOR THE COMMUNICATION OF CANCELLATION POLICIES TO THESE NEEDS, SUCH AS OFFERING MORE DETAILED EXPLANATIONS FOR HIGH-VALUE BOOKINGS OR SIMPLIFIED SUMMARIES FOR FREQUENT, LOW-RISK BOOKINGS.
- **FLEXIBLE POLICIES FOR FREQUENT GUESTS:** OFFER MORE FLEXIBLE CANCELLATION POLICIES FOR FREQUENT GUESTS OR LOYALTY PROGRAM MEMBERS, CLEARLY COMMUNICATING THESE BENEFITS AS PART OF THE LOYALTY PROGRAM PERKS.



5C. SHIFT CUSTOMER- SIDE COMPLEXITY

Interactive Policy Guides: Develop interactive guides or FAQ sections that allow guests to easily find answers to their specific questions about cancellation policies. Incorporating chatbots or AI-driven tools to guide guests through policy details can significantly reduce the complexity on the customer side.

Real-time Assistance: Provide real-time assistance via chat or phone to explain cancellation policies to guests upon request, ensuring they understand the terms before making a booking decision.

5D. REMOVE SLACK ROPE

Streamline Policy Exceptions

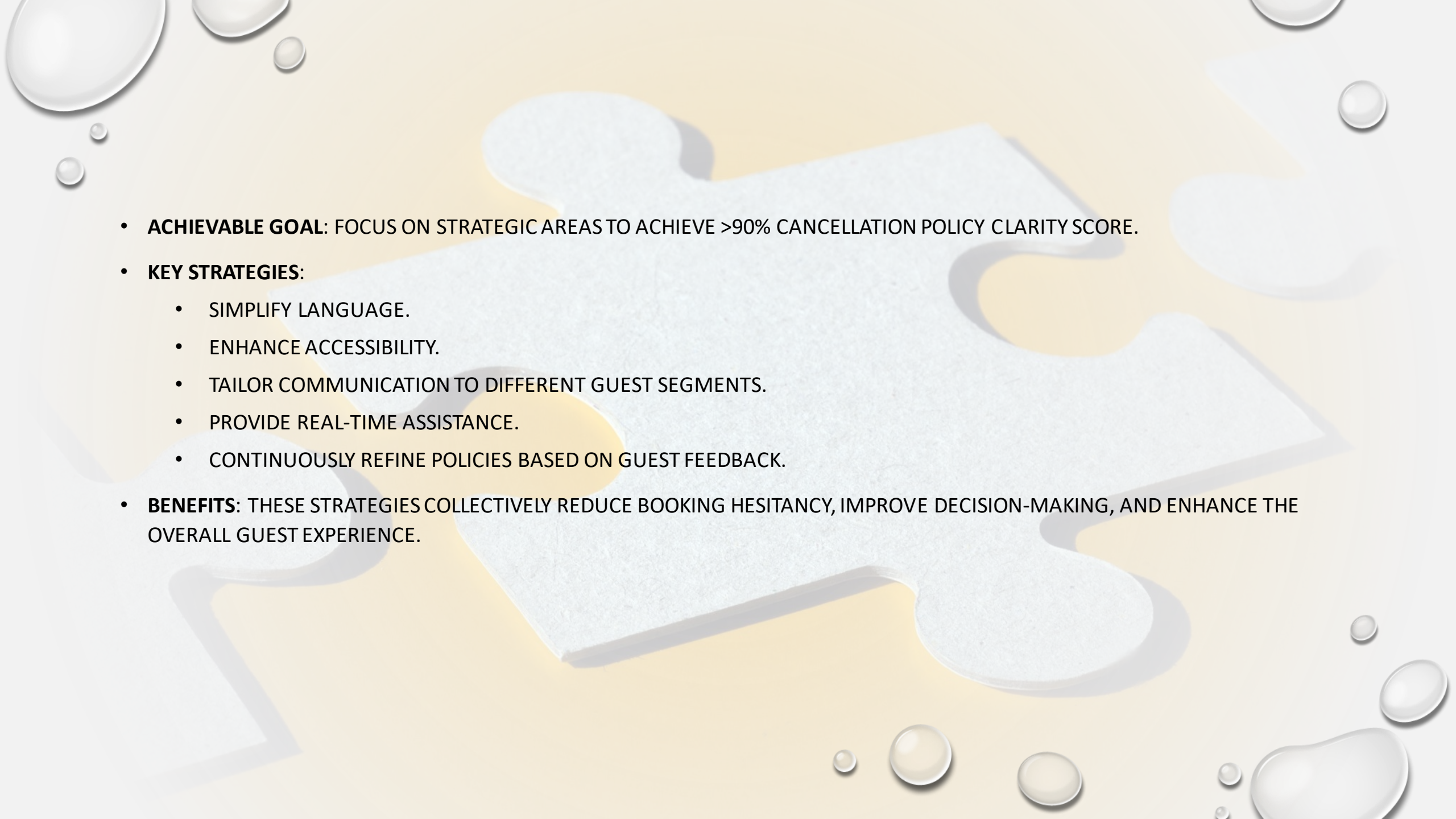
Process: Review and streamline the process for handling exceptions to cancellation policies. Ensure that this process is as efficient as possible, reducing delays and frustrations for guests who need to cancel under exceptional circumstances.

Consistency Across Platforms:

Ensure that cancellation policies are consistently communicated across all platforms and touchpoints, from the website to mobile apps to customer service representatives. This reduces confusion and builds trust in the policy's application.

5E. CONTINUOUS IMPROVEMENT AND FEEDBACK LOOPS

- **MONITOR UNDERSTANDING AND SATISFACTION:** REGULARLY SURVEY GUESTS TO GAUGE THEIR UNDERSTANDING AND SATISFACTION WITH THE CANCELLATION POLICIES. USE THIS FEEDBACK TO CONTINUOUSLY REFINE THE CLARITY AND COMMUNICATION OF THESE POLICIES.
- **ADJUST POLICIES BASED ON GUEST FEEDBACK:** BE PREPARED TO ADJUST CANCELLATION POLICIES BASED ON GUEST FEEDBACK AND CHANGING MARKET CONDITIONS. THIS DEMONSTRATES RESPONSIVENESS TO GUEST NEEDS AND CAN FURTHER ENHANCE CLARITY AND SATISFACTION.

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- **ACHIEVABLE GOAL:** FOCUS ON STRATEGIC AREAS TO ACHIEVE >90% CANCELLATION POLICY CLARITY SCORE.
 - **KEY STRATEGIES:**
 - SIMPLIFY LANGUAGE.
 - ENHANCE ACCESSIBILITY.
 - TAILOR COMMUNICATION TO DIFFERENT GUEST SEGMENTS.
 - PROVIDE REAL-TIME ASSISTANCE.
 - CONTINUOUSLY REFINE POLICIES BASED ON GUEST FEEDBACK.
 - **BENEFITS:** THESE STRATEGIES COLLECTIVELY REDUCE BOOKING HESITANCY, IMPROVE DECISION-MAKING, AND ENHANCE THE OVERALL GUEST EXPERIENCE.

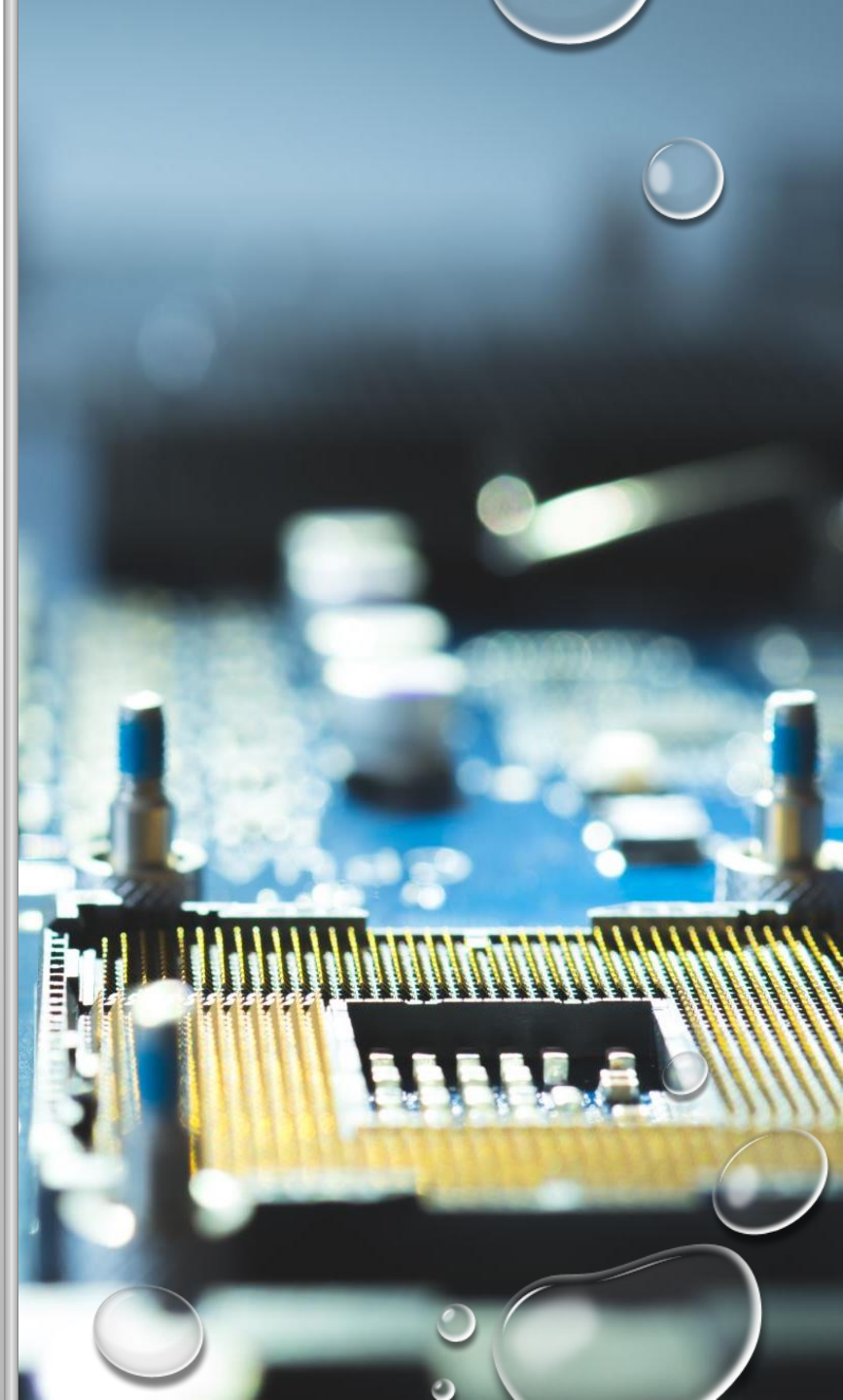


STEP 4.B) RATIONALIZE HOW YOUR PROPOSED IMPROVEMENTS WILL BETTER SATISFY CUSTOMER JOB PRIORITIES BY MAKING THE SERVICE EASIER, MORE CONSISTENT/RELIABLE, FASTER, AND MORE COMPLETE WHILE ALSO LOWERING THE COST STRUCTURE OF THE SERVICE (ALLOWS FOR MARGINAL PRICE REDUCTION FOR CUSTOMERS WITHOUT REDUCING THE SERVICE PROFITABILITY)

- **OBJECTIVE:** ENHANCE CUSTOMER EXPERIENCE BY IMPROVING VARIOUS CUSTOMER VALUE METRICS (CVMS) INCLUDING CALENDAR SYNCHRONIZATION, PRICING TRANSPARENCY, VERIFICATION PROCESS EFFICIENCY, INSTANT BOOKING RESPONSE RATE, AND CANCELLATION POLICY CLARITY.
- **BENEFITS:**
 - MAKE THE SERVICE EASIER TO USE.
 - INCREASE CONSISTENCY AND RELIABILITY.
 - ACCELERATE SERVICE SPEED.
 - ENHANCE COMPLETENESS OF THE SERVICE.
- **ADDITIONAL BENEFITS:**
 - ADDRESS SPECIFIC CUSTOMER JOB PRIORITIES.
 - CONTRIBUTE TO LOWERING THE SERVICE'S COST STRUCTURE.

MAKING THE SERVICE EASIER

- **SIMPLIFICATION OF PROCESSES (E.G., VERIFICATION, CANCELLATION POLICIES):** BY AUTOMATING AND SIMPLIFYING COMPLEX PROCESSES, CUSTOMERS CAN NAVIGATE THE SERVICE WITH LESS EFFORT. TOOLS LIKE CHATBOTS FOR POLICY EXPLANATIONS OR AUTOMATED VERIFICATION SYSTEMS REDUCE THE COGNITIVE LOAD ON CUSTOMERS, MAKING THE SERVICE MORE USER-FRIENDLY.
- **ENHANCED USER INTERFACES:** STREAMLINED INTERFACES FOR BOOKING AND MANAGING RESERVATIONS MAKE IT EASIER FOR CUSTOMERS TO GET THE JOB DONE WITHOUT UNNECESSARY COMPLEXITY, IMPROVING USER SATISFACTION.





INCREASING CONSISTENCY/RELIABILITY

- **IMPROVED INTEGRATION AND TECHNOLOGY UPGRADES (E.G., CALENDAR SYNCHRONIZATION, INSTANT BOOKING):** BY UPGRADING TECHNOLOGICAL INFRASTRUCTURE AND ENSURING TIGHT INTEGRATION WITH SERVICE PROVIDERS, THE SERVICE BECOMES MORE RELIABLE. REAL-TIME UPDATES AND CONFIRMATIONS ENSURE THAT CUSTOMERS RECEIVE CONSISTENT INFORMATION AND OUTCOMES, ENHANCING TRUST IN THE SERVICE.
- **APPLICATION OF LEAN AND SIX SIGMA:** APPLYING LEAN PRINCIPLES TO ELIMINATE WASTE AND SIX SIGMA METHODOLOGIES TO REDUCE ERRORS DIRECTLY CONTRIBUTES TO A MORE CONSISTENT AND RELIABLE SERVICE BY MINIMIZING VARIABILITY AND DEFECTS.

MAKING THE SERVICE FASTER:



Automation and Real-time Processing: Automating processes like verification and implementing real-time booking and synchronization systems significantly speed up the service. Customers can complete their tasks quicker, from finding and booking a service to receiving instant confirmations, enhancing the overall experience.




Streamlining Communication: Clear, accessible communication, especially regarding complex policies, speeds up decision-making for customers, reducing the time from consideration to action.



MAKING THE SERVICE MORE COMPLETE

TAILORING SERVICE TO SEGMENT NEEDS: BY IDENTIFYING AND ADDRESSING THE UNIQUE NEEDS OF DIFFERENT CUSTOMER SEGMENTS, THE SERVICE BECOMES COMPLETER AND MORE RELEVANT. OFFERING SEGMENT-SPECIFIC FEATURES OR FLEXIBLE POLICIES ENSURES THAT THE SERVICE MEETS A WIDER RANGE OF CUSTOMER NEEDS, MAKING IT A ONE-STOP SOLUTION.

ENHANCED SUPPORT AND ASSISTANCE: PROVIDING REAL-TIME ASSISTANCE AND INTERACTIVE GUIDES ENSURES THAT CUSTOMERS HAVE ALL THE INFORMATION AND SUPPORT THEY NEED TO COMPLETE THEIR JOB, MAKING THE SERVICE EXPERIENCE FEEL MORE COMPREHENSIVE AND SUPPORTIVE.



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LOWERING THE COST STRUCTURE

- **EFFICIENCY GAINS FROM PROCESS IMPROVEMENTS:** THE ADOPTION OF TECHNOLOGY, AUTOMATION, AND PROCESS OPTIMIZATION (LEAN AND SIX SIGMA) NOT ONLY IMPROVES THE CUSTOMER EXPERIENCE BUT ALSO REDUCES OPERATIONAL COSTS. BY ELIMINATING UNNECESSARY STEPS, AUTOMATING MANUAL PROCESSES, AND REDUCING ERRORS, THE SERVICE CAN LOWER ITS COST STRUCTURE.
- **REDUCED NEED FOR CUSTOMER SUPPORT:** BY MAKING INFORMATION MORE ACCESSIBLE AND PROCESSES EASIER TO NAVIGATE, THE DEMAND ON CUSTOMER SUPPORT CAN DECREASE. THIS REDUCTION IN SUPPORT REQUIREMENTS CAN LEAD TO SIGNIFICANT COST SAVINGS, WHICH CAN THEN BE PASSED ON TO CUSTOMERS IN THE FORM OF MARGINAL PRICE REDUCTIONS WITHOUT IMPACTING SERVICE PROFITABILITY.



MARGINAL PRICE REDUCTION FOR CUSTOMERS

- **OPERATIONAL SAVINGS:** THE COST SAVINGS REALIZED FROM MORE EFFICIENT OPERATIONS AND REDUCED SUPPORT NEEDS CAN ALLOW FOR THE PRICING STRUCTURE TO BE ADJUSTED. THESE SAVINGS CAN BE PARTIALLY PASSED ON TO CUSTOMERS, ENHANCING VALUE PERCEPTION AND COMPETITIVE POSITIONING, WITHOUT REDUCING SERVICE PROFITABILITY.



SUMMARY

- **COMPREHENSIVE IMPROVEMENTS:**
 - ENHANCE EVERY ASPECT OF THE SERVICE.
 - FOCUS ON CUSTOMER PERSPECTIVE: EASIER, FASTER, MORE RELIABLE, AND MORE COMPLETE.
- **COST OPTIMIZATION:**
 - OPTIMIZE THE SERVICE'S COST STRUCTURE.
- **HOLISTIC APPROACH:**
 - ADDRESSES CUSTOMER JOB PRIORITIES EFFECTIVELY.
 - POSITIONS THE SERVICE FOR SUSTAINABLE GROWTH AND PROFITABILITY.