AIRBNB ACCOMODATION

CIS 8010: Process Innovation

Group 6

Project Milestone 4

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STEP 5: CREATE A FUTURE STATE JOB SERVICE MODEL a. Create a future state job service model that delineates how the service would work after your proposed VLIFT strategies are implemented (hypothetical). Show how the future state meets the CVM targets from the earlier step

Aim: Illustrate how the service transforms post-VLIFT strategies, meeting CVM targets.

Focus areas:

- Calendar Synchronization
- Pricing Transparency
- Verification Process Efficiency
- Instant Booking Response Rate

Verification Process Efficiency
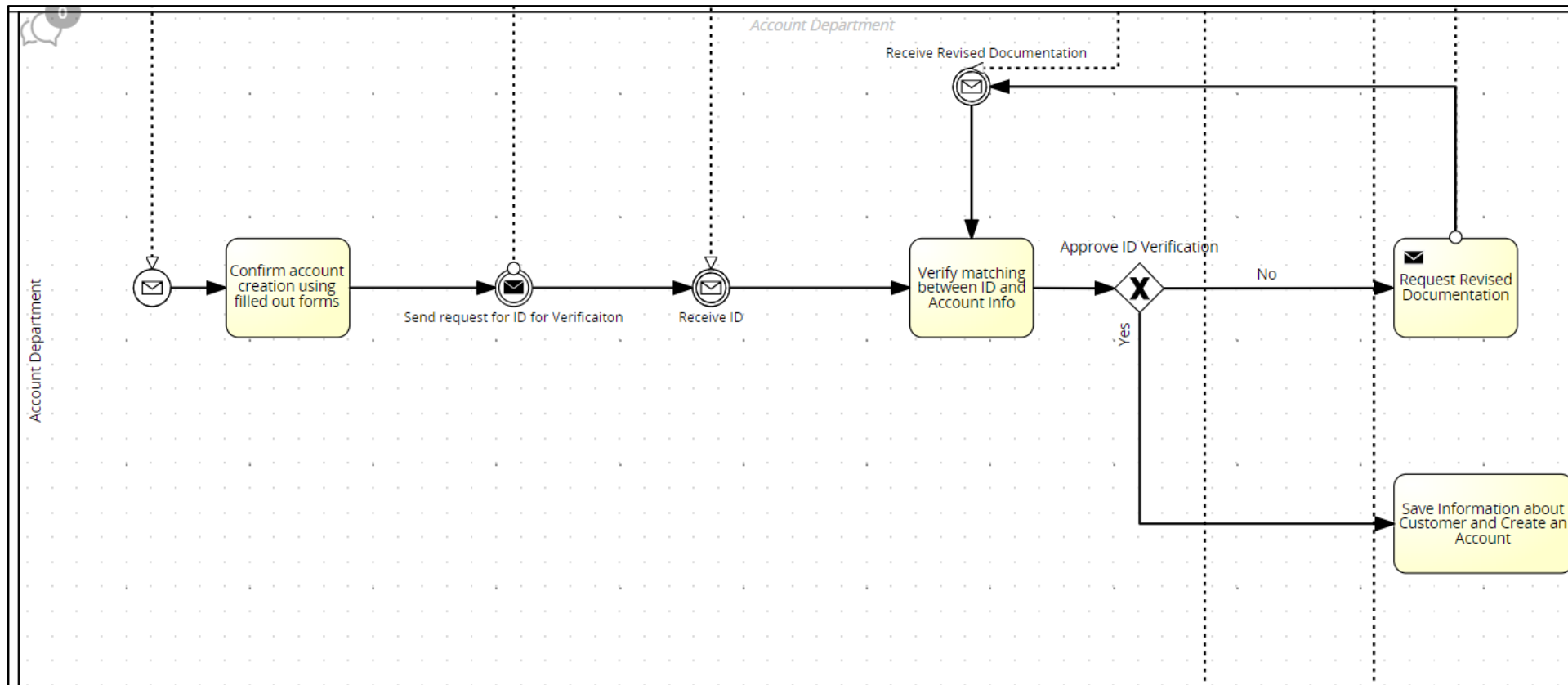
Future State:

- Automated verification process using AI, ML.
- Verification within hours, benefiting frequent users with streamlined re-verification.
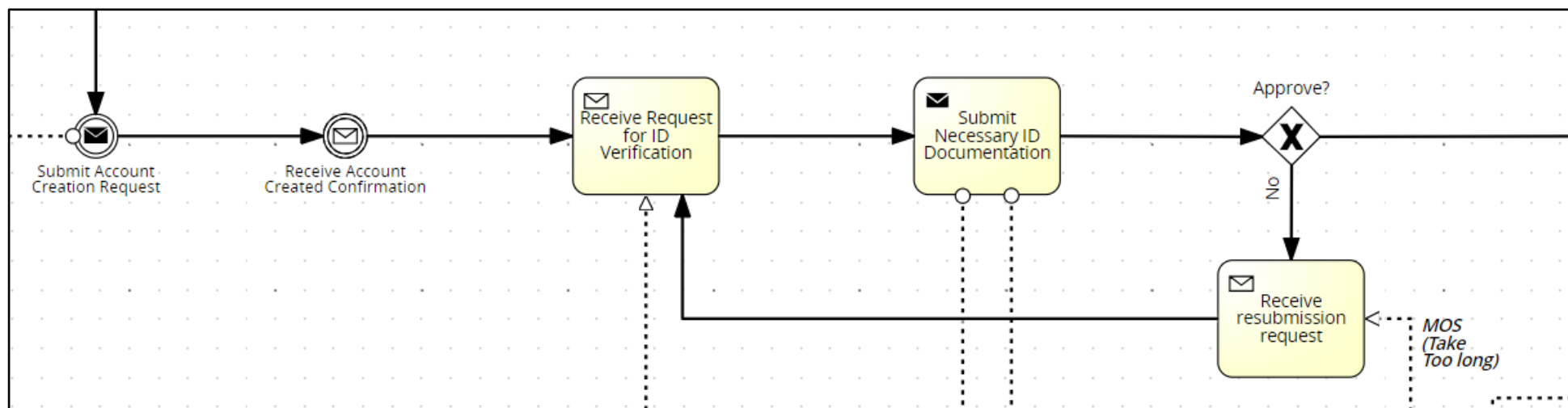
CVM Target Achievement:

- Average verification time < 24 hours, enhancing user convenience.

Before

Service Provider — Account Department

Confirm account creation using filled out forms

Send request for ID for Verificaiton

Receive ID

Verify matching between ID and Account Info

Receive Revised Documentation

Approve ID Verification

No

Yes

Request Revised Documentation

Save Information about Customer and Create an Account

Customer

Submit Account Creation Request

Receive Account Created Confirmation

Receive Request for ID Verification

Submit Necessary ID Documentation

Approve?

No

Receive resubmission request

MOS (Take Too long)

After

SP

Receive Revised Documentation

Confirm account creation using filled out forms

Send request for ID for Verificaiton

Receive ID

Scan ID with AI to compare ID to trained data of standard ID, verifying Account Info

Instant

Machine Learning & AI

Approve ID Verification

No

Yes

Request Revised Documentation

Save Information about Customer and Create an Account
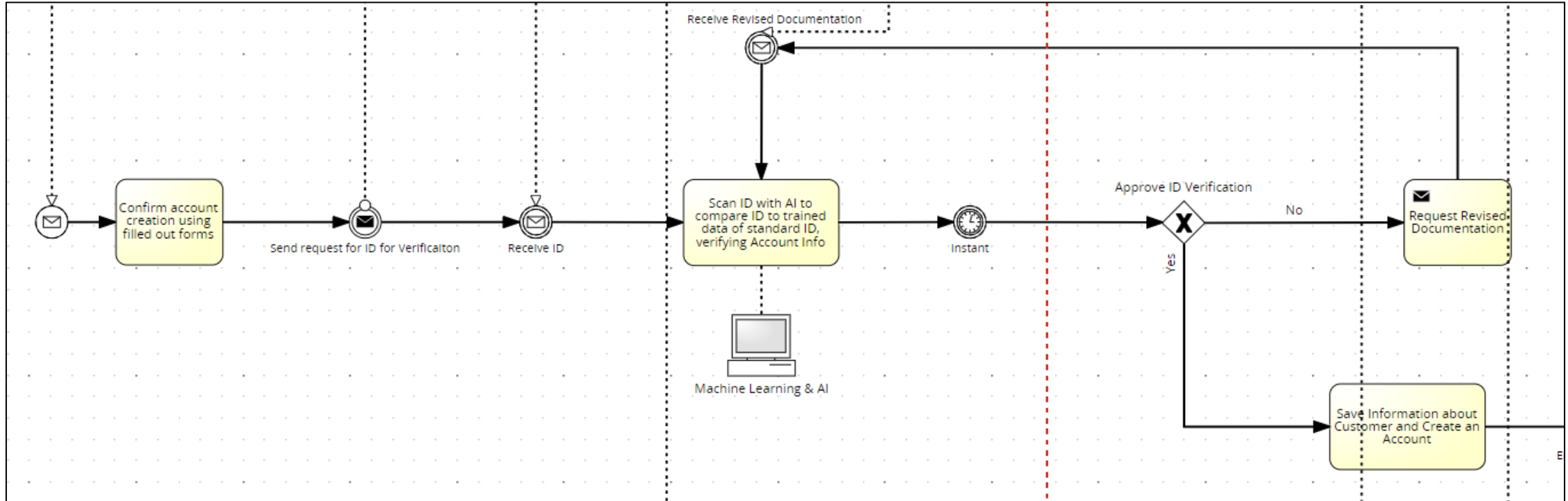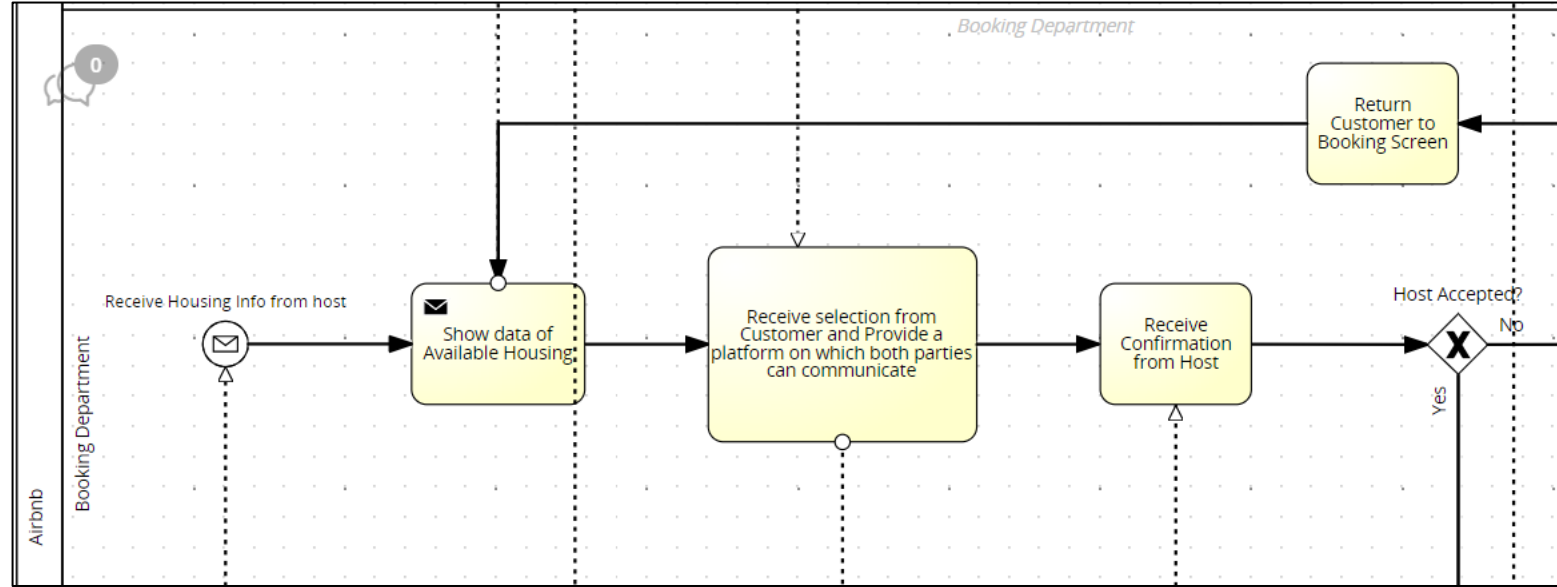
Calendar Synchronization

Future State:

- Seamless, automated synchronization with > 98% accuracy.

- Real-time updates and alerts with major calendar platform integration.
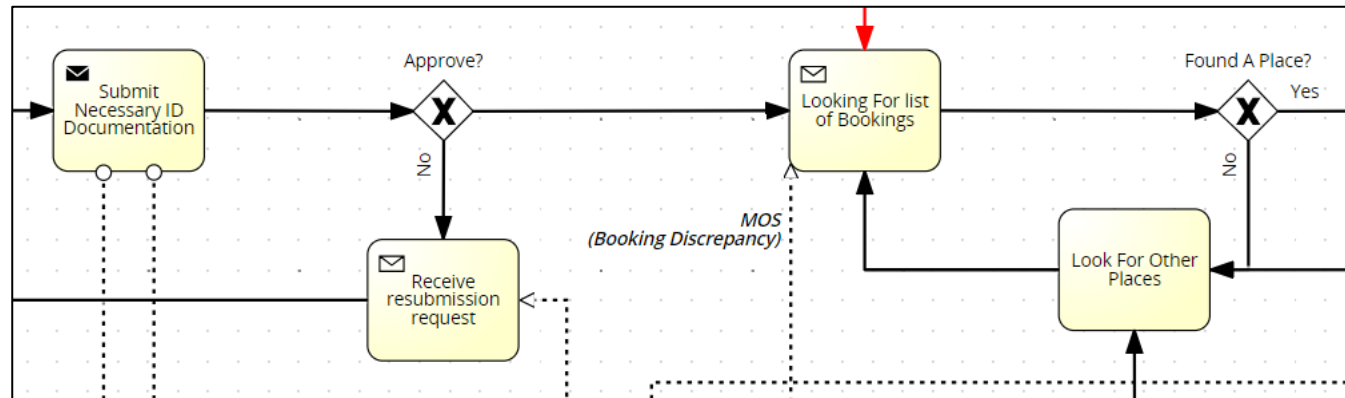
CVM Target Achievement:

- 95% accuracy, reducing re-searching time and improving booking confidence.
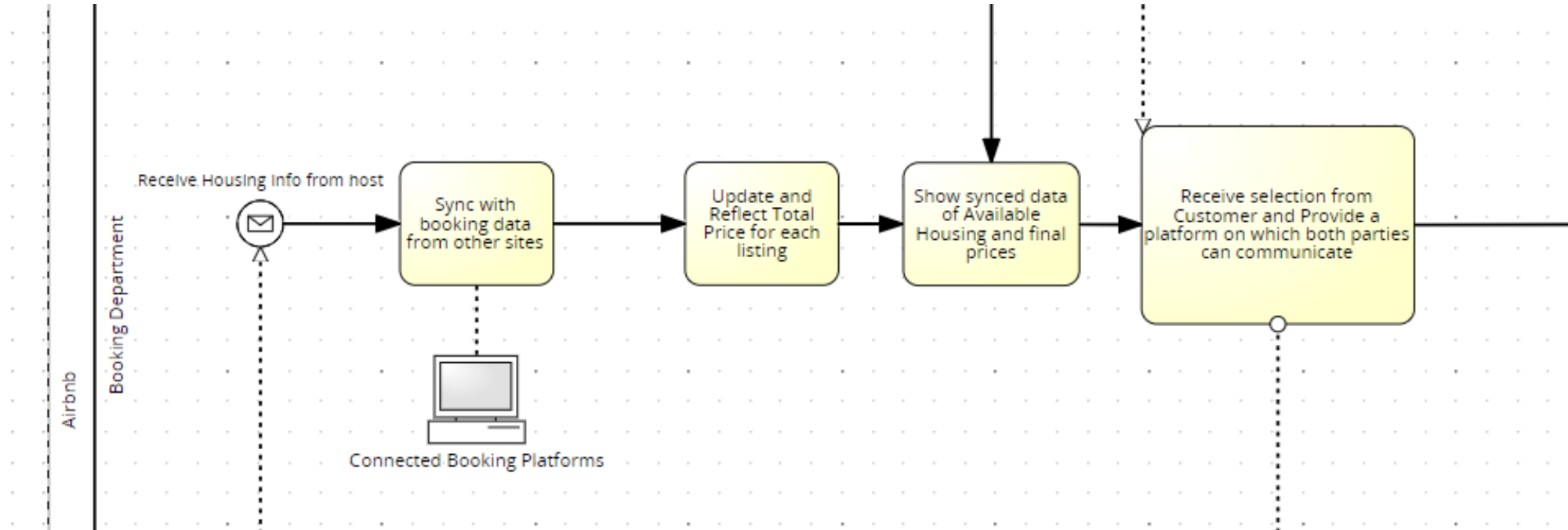
Before

Service Provider

Airbnb | Booking Department

Booking Department

0

Return Customer to Booking Screen

Receive Housing Info from host

Show data of Available Housing

Receive selection from Customer and Provide a platform on which both parties can communicate

Receive Confirmation from Host

Host Accepted?

No

Yes

Customer

Submit Necessary ID Documentation

Approve?

No

Receive resubmission request

MOS (Booking Discrepancy)

Looking For list of Bookings

Found A Place?

Yes

No

Look For Other Places

After

Service Provider

Airbnb

Booking Department

Receive Housing info from host

Sync with booking data from other sites

Connected Booking Platforms

Update and Reflect Total Price for each listing

Show synced data of Available Housing and final prices

Receive selection from Customer and Provide a platform on which both parties can communicate
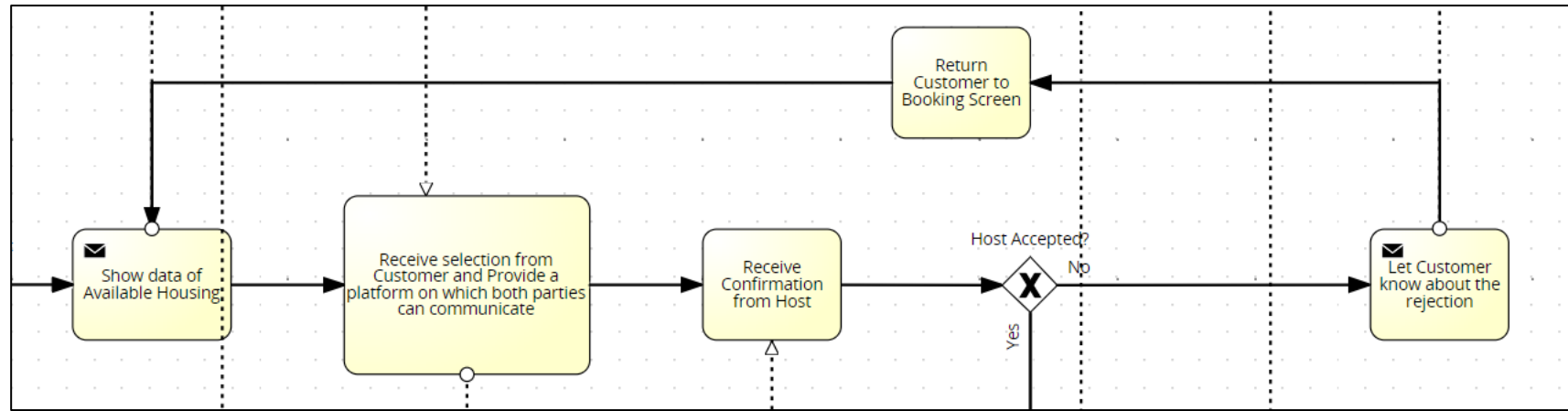
Instant Booking Response Rate

Future State:

- Instant booking for > 85% services with real-time integration.
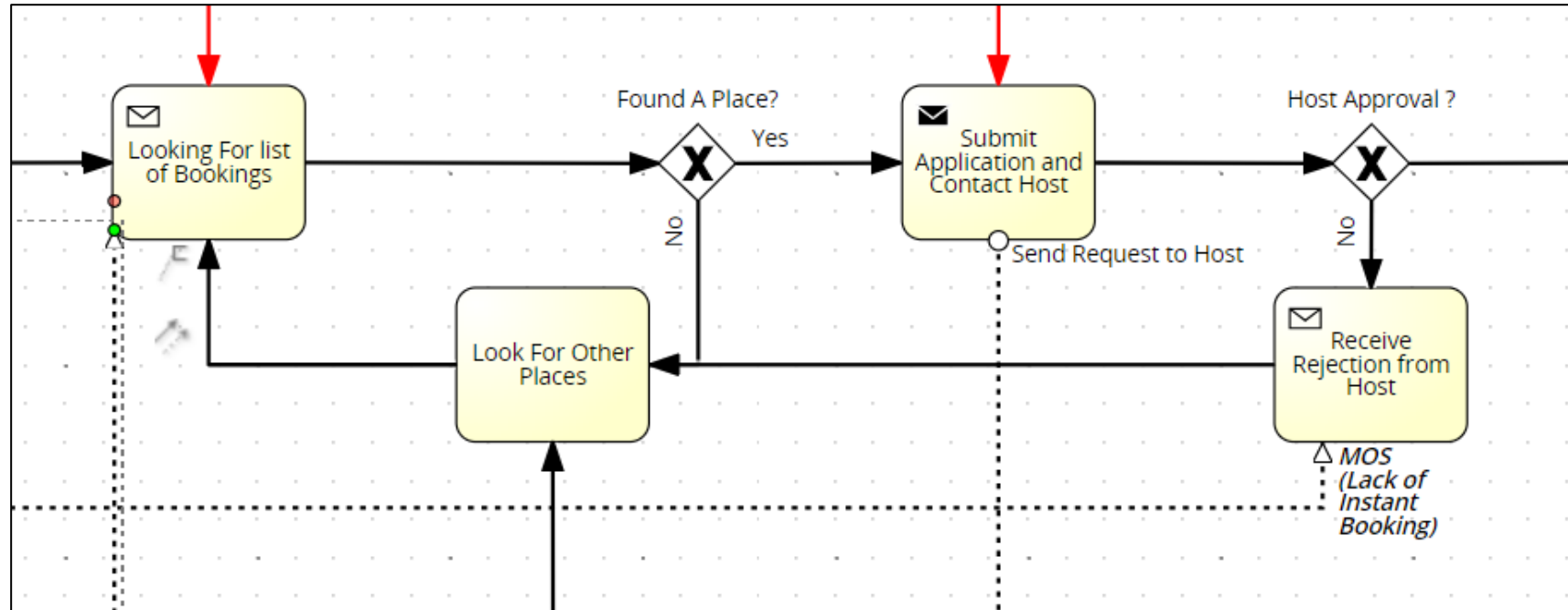- Intelligent resource prioritization during peak times.

CVM Target Achievement:

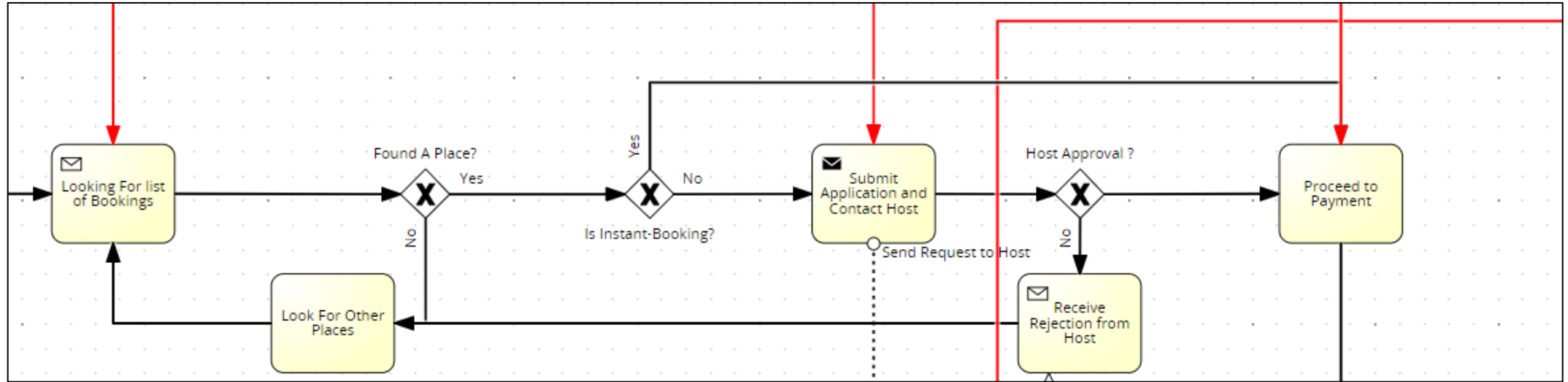- ≥ 80% bookings confirmed instantly, reducing uncertainty.

Before

Service Provider

Return Customer to Booking Screen

Show data of Available Housing

Receive selection from Customer and Provide a platform on which both parties can communicate

Receive Confirmation from Host

Host Accepted?

No

Yes

Let Customer know about the rejection

Customer

Looking For list of Bookings

Found A Place?

Yes

No

Submit Application and Contact Host

Send Request to Host

Host Approval ?

No

Look For Other Places

Receive Rejection from Host

MOS (Lack of Instant Booking)

After

Customer

Looking For list of Bookings

Found A Place?

Yes

No

Look For Other Places

Is Instant-Booking?

Yes

No

Submit Application and Contact Host

Send Request to Host

Host Approval ?

No

Receive Rejection from Host

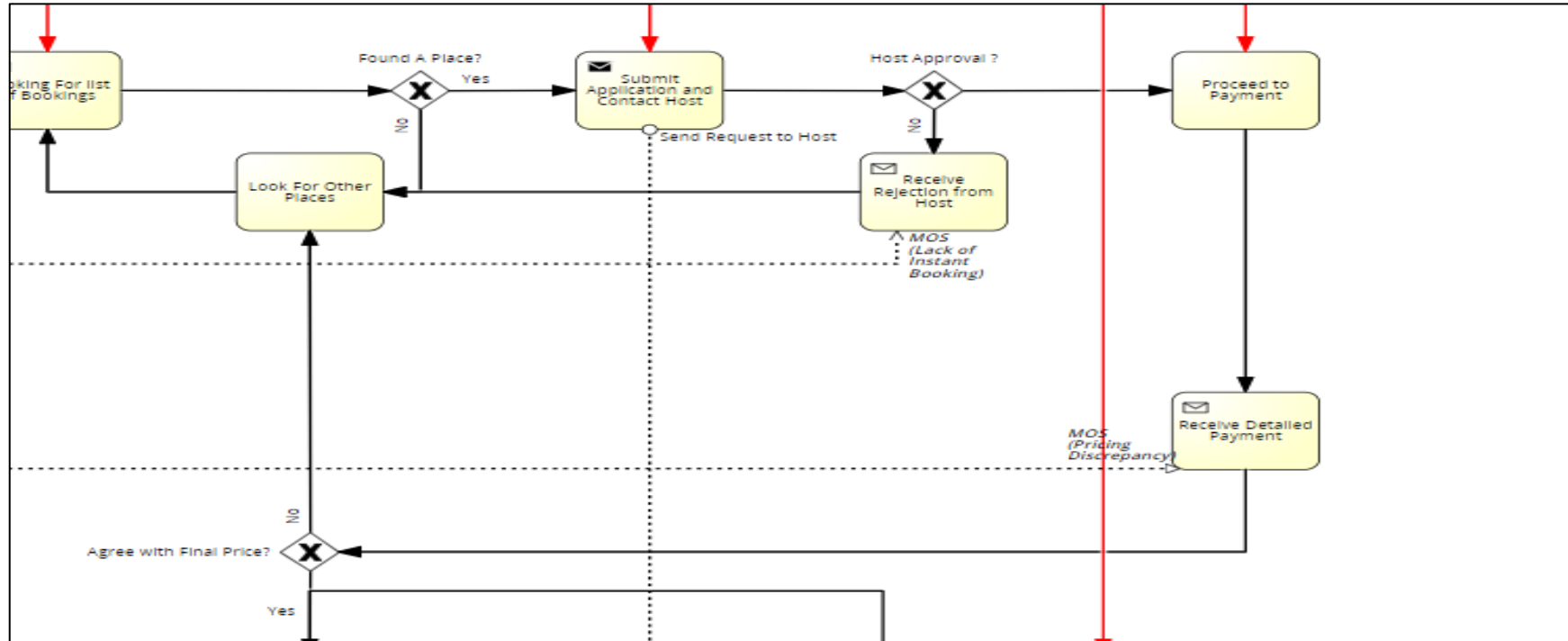Proceed to Payment

Pricing Transparency

Future State:

- Dynamically updated, transparent pricing with < 5% variance.
- Real-time calculators and clear breakdowns provided upfront.

CVM Target Achievement:

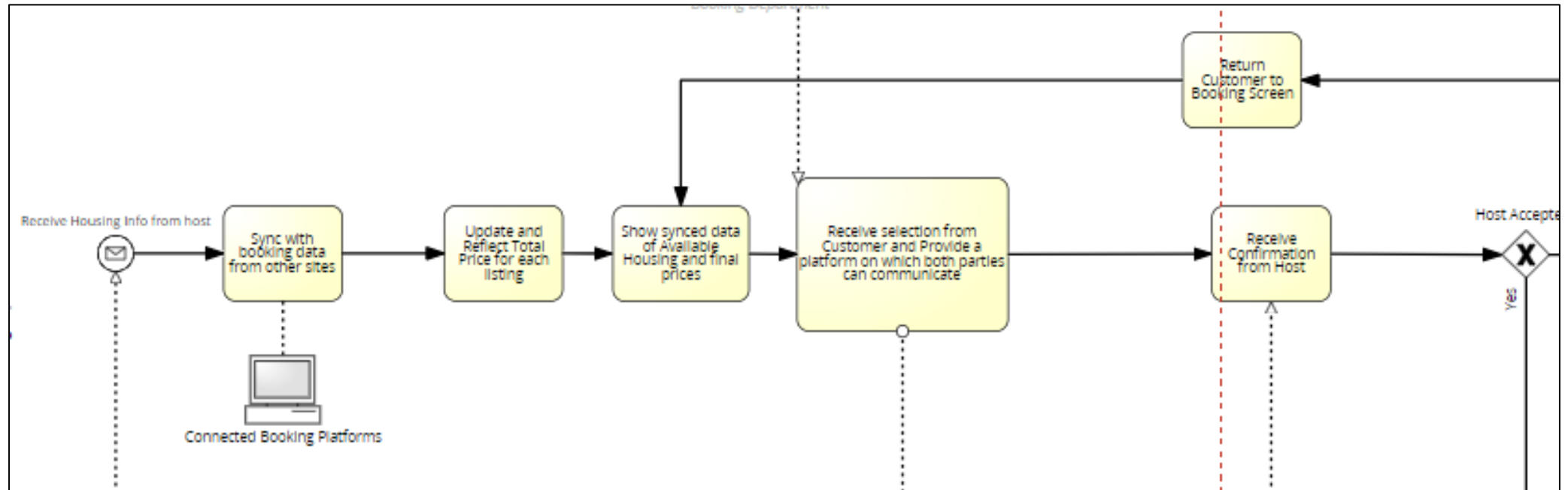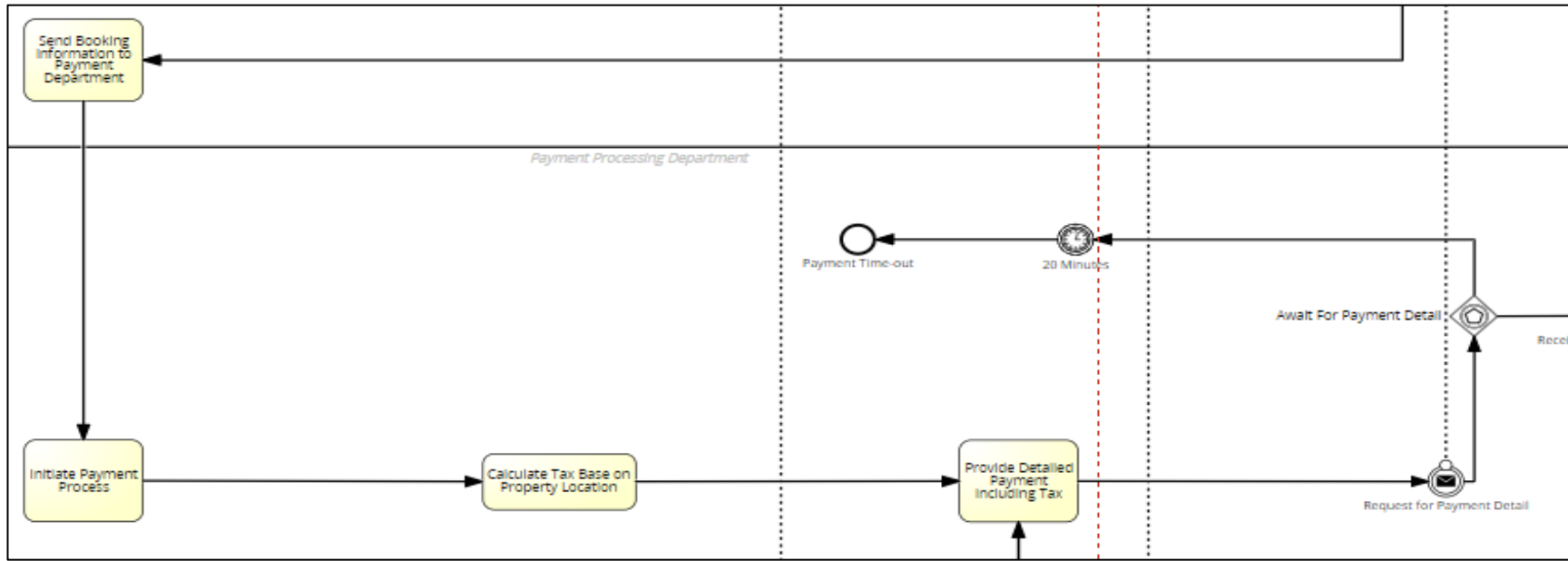- < 10% variance between listed and final prices.

Before

Service Provider

Receive Housing Info from host

- Sync with booking data from other sites
- Connected Booking Platforms
- Update and Reflect Total Price for each listing
- Show synced data of Available Housing and final prices
- Receive selection from Customer and Provide a platform on which both parties can communicate
- Return Customer to Booking Screen
- Receive Confirmation from Host

Host Accepte

Yes

After

Service Provider

Send Booking Information to Payment Department

Payment Processing Department

Payment Time-out

20 Minutes

Await For Payment Detail

Recei

Initiate Payment Process

Calculate Tax Base on Property Location

Provide Detailed Payment Including Tax

Request for Payment Detail

Customer

Found A Place?

Yes

Is Instant-Booking?

No

Submit Application and Contact Host

Send Request to Host

Host Approval ?

No

Proceed to Payment

Look For Other Places

Receive Rejection from Host

Received Request for Payment

Submitting Payment

No

Successful ?

Receive Payment Confirmation

Day of Stay

Operational Model

Integration of Technology and Automation:

- Advanced tech and automation for speed, accuracy, reliability.

Tailored Customer Experience:

- Customized services for different segments.
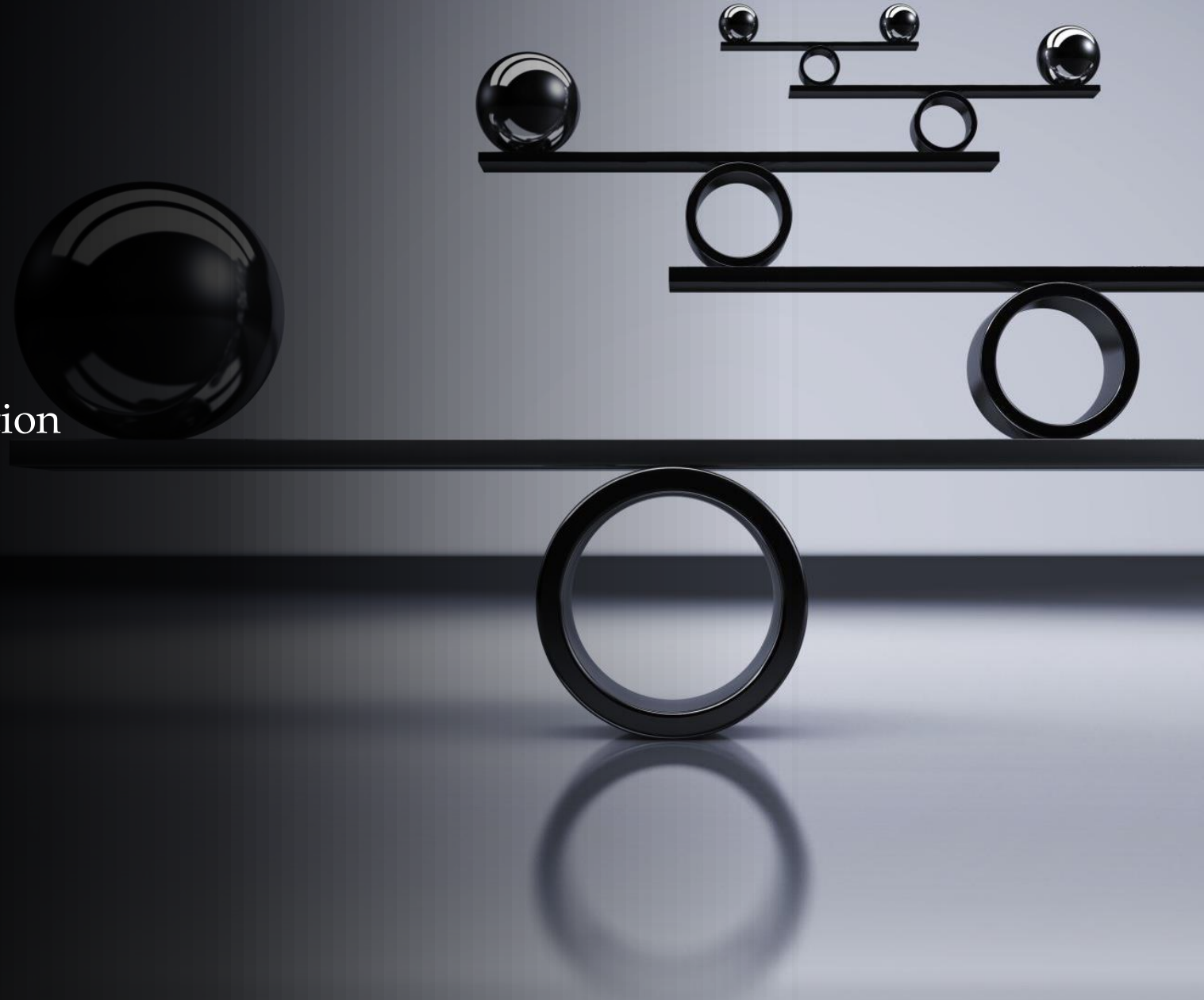
Process Optimization:

- Lean and Six Sigma for efficiency, lower cost.

Dynamic Adaptation:

- Continuous improvement based on feedback, analytics.

Cost Structure and Pricing

- **Transformative Vision:**
  - Precision, efficiency, personalization for customer needs.

- **Achievements through VLIFT:**
  - Enhanced satisfaction, trust, competitive advantage.

Concluding Remarks: Achievement & Comparison

- **Customer-Centric Excellence:** VLIFT strategies drive customer satisfaction.
- **Operational Efficiency:** Technology and automation enhance operations.
- **Empowered Trust:** Transparency and personalization build customer loyalty.
- **Future Vision:** Commitment to continuous improvement for sustained growth.

- **Before VLIFT Implementation:**
  - Longer verification process (>24 hours).
  - Calendar synchronization with frequent discrepancies.
  - Limited instant booking availability (<50%).
  - Pricing transparency with >15% variance.
  - Manual processes prone to errors and delays.

- **After VLIFT Implementation:**
  - Verification process streamlined (<24 hours).
  - Highly accurate calendar synchronization (>98% accuracy).
  - Increased instant booking availability (>85%).
  - Enhanced pricing transparency (<5% variance).
  - Automated processes reducing errors and improving efficiency.