**Team 5- Project Proposal – Reserve Airline Ticket**

**Business Description**

Air India is the third largest airline company in India in terms of passengers carried. Initially, the company used to maintain travel agents to help passengers to book scheduled airlines flights. Customers contact the travel agents over the phone and the travel agency’s service agents deal with the passengers in person. After determining the customer requirements, they search for the flight numbers and fares. Based on the availability of the flights they offer to get a reservation done if the customer confirms. Apart from making and confirming reservations, they also issue tickets and handle payments.

**Business Process –Reserve Airline Ticket**

**Process Name:** Reserve Airline ticket

**Triggering Event:** Request for an Airline ticket made by a customer/passenger

**Description:** Customer contacts service agents who would check for the flight availability with Air India enquiry services based on the passenger’s requirements. If a flight is available, then the agents will inform the same to the passenger along with the total price. Once the passenger confirms, he will share the personal details with the agents and makes payment for the ticket. The agents then place the ticket booking order with the airlines. Airlines finalizes the booking, pay agent’s commission and inform the agent about the booked flight. Agent updates the passenger about the booking status. The passenger collects the ticket from the agent.

**Interrelated tasks:**

* Request Ticket
* Process Request
* Make Payment
* Issue Ticket

**Process result**: Issue an Airline ticket to customer/passenger

**Actors and Processes**:

|  |  |
| --- | --- |
| **ACTOR** | **PROCESS** |
| **Passenger** | Request Flight Reservation -> Confirm and share personal information -> Make Payment -> Collect Ticket |
| **Agent** | Send Flight Availability Inquiry -> Provide Flight Details and Price -> Place Ticket Booking Order -> Update Passenger |
| **Airlines** | Check ticket Availability and inform agent -> Book Ticket -> Pay Commission to Agent -> Inform Agent |

**Current Business Process Problems (AS – IS)**

* There is a dependency on the agents at every stage of the process making it non-transparent and increasing the manual effort.
* Due to the manual intervention, there are chances of issuing the same ticket to more than one passenger leading to the redundancy of data.
* The present process lacks data integrity as passengers need to share the personal information for booking tickets.
* Travel agents impose a surplus amount on the ticket fare as commission charges from the passengers. Also, travel agents get an additional commission from airlines for each booking. Airlines are not able to pass on the benefits directly to the customers.
* The agent may happen to type the name incorrectly or pick the wrong date which results in chaos during security check-ins.
* Customer may lose the opportunity to take advantage on the flight deals offered by airlines.
* Lack of round the clock availability and very low customer satisfaction.

**Improved process (TO- BE)**

To improve the existing process, Air India Company needs to implement an online website. The company now provides the online travel services in pursuit of growth through new channels and markets to overcome the above issues. The new process addresses the following issues:

* **Data Integrity**: There is an improvement of data integrity as the customer logs into the portal through a secure login gateway and there is no sharing of personal information with the agents.
* **Prices:** Customer now has direct access to airlines offers and with no agents’ commission he gets a better price. It’s a win and win situation for both airlines and customer. The online portal allows the customers to book the flights at a cheaper price by providing all the available flights based on the travel details provided by the customer.
* **Convenience:** In the improved process, there is no involvement of agent and the customer can sit at home and directly book the tickets online.
* **Customer Satisfaction:** Giving the options of best fare of the day will help in increasing the customer satisfaction index and improves the customer retention with the airlines.
* **Data Redundancy:** There is no redundancy of data as the online portal is connected to a centralized database where data is updated in real time.
* **Transparency:** In the new process there is more transparency. The customer can easily track the availability and status of a flight.