Customer Service Analysis & Recommendations
Etraveli Group Analysis 2023-2024

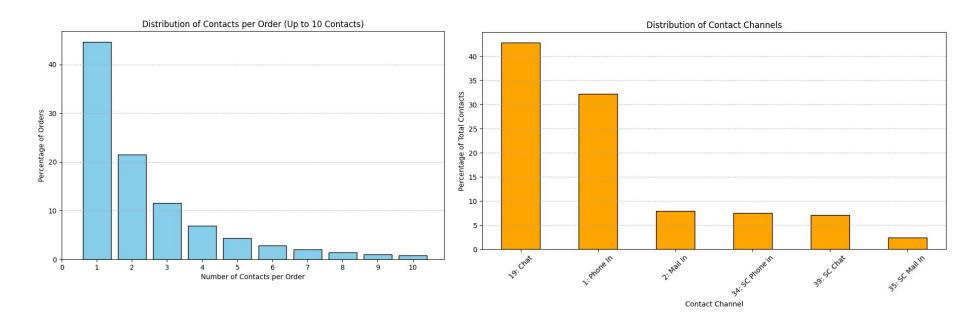## Marzieh Saeedimasine
Jan 2025

Analysis Approach

1. Data Sources
   - Customer service errands data
   - Order booking data

2. Key Analysis Areas
   - Contact patterns and channels
   - Contact reason (Booking changes and cancellations)
   - Customer segments and revenue
   - Operational efficiency

Contact Channel Distribution

Key Insights:
- Multiple contacts per order (2.81 average)
- Chat dominates (42.8%) followed by Phone (32.2%)
- Digital channels account for ~50% of all contacts

Recommendations:
- Invest in chat automation/AI for common queries
- Implement chatbot for 24/7 basic support
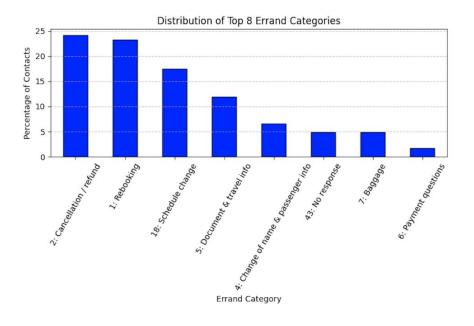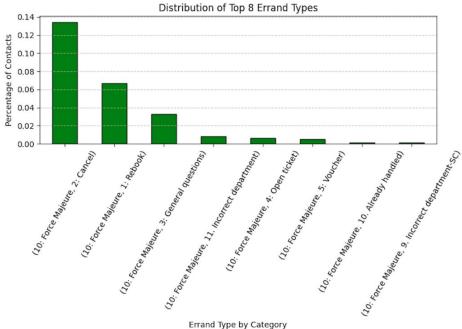- Enhance digital self-service capabilities

Distribution of Contacts per Order (Up to 10 Contacts)

Distribution of Contact Channels

Customer Contact Reasons

Key Insights:

1. Cancellations/Refunds (24.2%)
2. Rebooking (23.3%)
3. Schedule Changes (17.5%)

Recommendations:

- Develop automated rebooking system for schedule changes
- Implement clearer cancellation policies
- Create self-service portal for simple rebookings
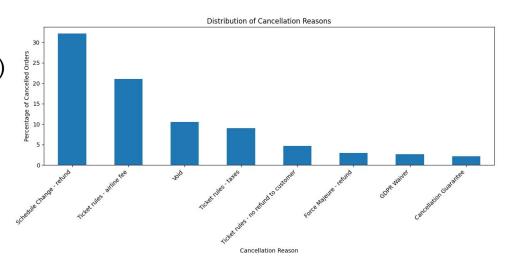- Improve schedule change communication
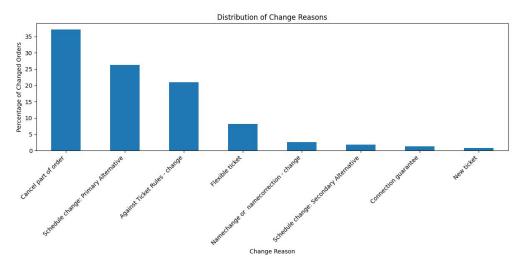
Booking Changes & Cancellations

Key Insights:

Primary Reasons:
- Schedule changes (32.1% of cancellations)
- Ticket rule issues (21%)
- Partial cancellations (37.2% of changes)

Recommendations:
- Implement flexible booking options
- Clearer communication of ticket rules
- Automated schedule change handling
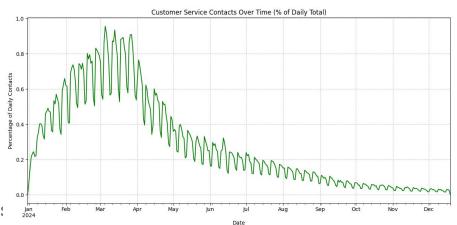- Simplified partial cancellation process

Distribution of Cancellation Reasons

Distribution of Change Reasons

Peak Contact Times

Key Insights:
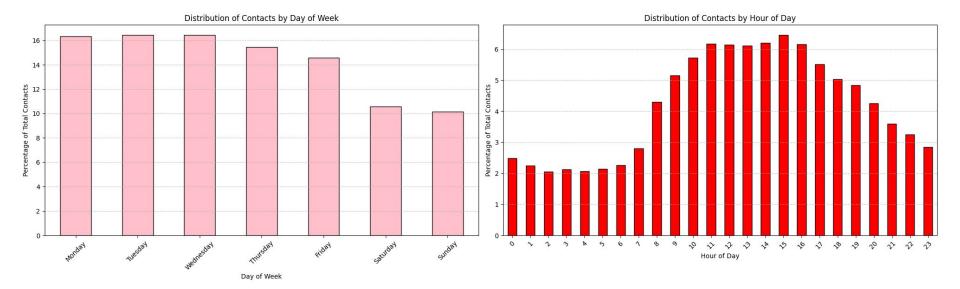- Busiest Periods:Seasonal spikes in March
- Busiest days: Tuesday/Wednesday
- Peak hours: 2-4 PM

Recommendations:
- Pre-emptive communication before peak seasons
- Adjust staffing to match peak hours
- Implement callback system during peak times
- Offer incentives for off-peak bookings

Customer Service Contacts Over Time (% of Daily Total)

Distribution of Contacts by Day of Week

Distribution of Contacts by Hour of Day

Customer Groups and Revenue
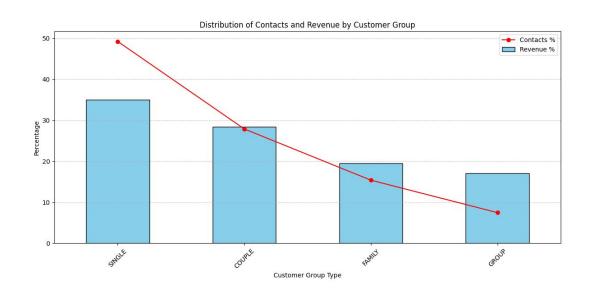
Key Insights:
Revenue Distribution:
- Single travelers: 35% revenue, 49% contacts
- Groups: 28% revenue, 7.5% contacts
- Couples: 19.5% revenue, 27.9% contacts
- Families: 17% revenue, 15.4% contacts

Recommendations:
- Develop specialized service for high-value group bookings
- Create dedicated support line for group bookings
- Implement family-friendly booking tools
- Enhanced self-service for single travelers

Distribution of Contacts and Revenue by Customer Group
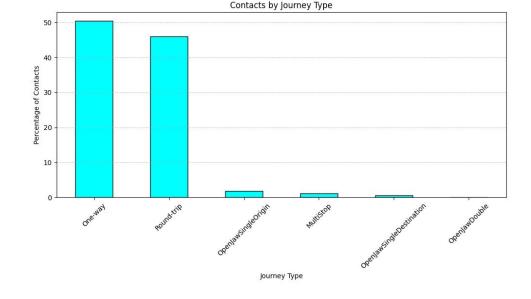
Journey type and Route Analysis

Key Insights:

High-Contact Journey types:
1. One-way journeys (slightly above 50%)
2. Round-trip journeys around 46%.

High-Contact Routes:
1. Brazil domestic (4.1%)
2. USA domestic (2.6%)
3. Thailand domestic (1.6%)

Recommendations:
- Route-specific customer service teams
- Local language support enhancement
- Market-specific self-service tools
- Targeted communication strategies

Contacts by Journey Type

Actionable Insights and Priority Recommendations

1. Digital Transformation
- Enhanced chat automation
- Self-service portal development
- Mobile app functionality expansion

2. Service Optimization
- Route-specific support teams
- Flexible booking options
- Automated schedule change handling

3. Customer Experience
- Proactive communication strategy
- Simplified rebooking process
- Group booking support enhancement

4. Operational Efficiency
- Dynamic staffing model
- Multi-channel support integration
- Automated issue resolution