

CUSTOMER PROFILING FOR TRAVELLING SERVICES

BACHELOR THESIS BY ÁGOSTON REISCHL

The thesis consists of six main segments, which draws a clear picture of the background and possible uses of a customer profiling system (CPS) specifically regarding travelling services.

Introduction

Introducing the research questions: Could companies create a CPS that is accepted both by the customers and regulators? If so, is it profitable?

Legal background

The principles of ethical data handling state that the consent should be free from duress, informed and for a predefined period. Another essential concept is that the decision should not carry any negative consequences, regardless of the choice.

In this section, there is a detailed explanation of state and EU regulations.

A possible solution for a customer guide

A best practice for a customer guide consists of three plus one layers: General information, The process in plain language, Technological details, and plus an interface to offer means of contact and consent management.

Interest analysis

The detailed analysis of the quantitative research about people's travelling and data privacy preferences, what benefits can the possible customers see in a CPS and what factors they see as drawbacks.

The interests of the companies were investigated through benchmarking, and a market analysis.

COVID-19

A brief outlook on how COVID-19 has affected the travelling business.

Conclusion

Answering the hypothesis: It is possible and profitable to create an ethical system, and the key is a proper customer guide. Gaining customers by earning their trust with transparency, the providers can reach a competitive advantage with customer loyalty and by improved and customised offers.