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| POV | HMW |
| Customers who are from different backgrounds would purchase holiday packages from the travel company to have a trip that is organized and planned. However, some of the holiday packages might not attract them | How might we offer the right travel package to the customer?  HMW know what customer likes?  HMW makes the customer feel satisfied with the travel packages? |
| Customers who want to purchase the holiday package introduced will call the RM to receive additional information and details about the packages. However, a long wait time to approach a RM causes the customer to hang up the call. | HMW reduces the wait time of the customer?  HMW make the customer not hanging up the call? |
| Customers who want to know more about the holiday packages by calling the RM to receive more information about the holiday packages. Unfortunately, the RM did not have sufficient knowledge which makes the customer turned down the call | HMW ensure that the RMs are knowledgeable and proficient in their work?  HMW train the RMs?  HMW guarantee that the customer understands the holiday packages? |
| RM of the travel company will call potential customers to sell their holiday packages, but most of the calls are rejected. | HMW reduces the number of rejected calls make by RMs?  HMW make the RMs successfully promote a plan to a customer though calls? |
| RM of the travel company will call potential customers to sell their holiday packages, but the customer might not speak the same languages. | HMW eliminate the problem of language barriers?  HMW prevents the RMs misunderstanding with the customer? |
| RM need to make sales to make profits, but he met the wrong customer | HMW match the right customer to the right RM? |
| Customer who wants to buy holiday packages needs to call the RM. However, due to the feeling of less satisfied, the customer did not purchase any deals. | HMW makes the customer feel satisfied? |

User stories

As a customer, I want my trips planned and organized well so that I can have a nice memory.

As a customer, I want my trips safe so that I can enjoy my holidays.

As a RM, I want to promote the best travel package to my customer so that I can make a sale.

As a RM, I want my customer to respect me so that I can serve them better

As a customer, I want my call to be answered as soon as possible so that I will not hang up the call

As a RM, I want to answer the calls from customers as soon as possible so that I will not lose any potential customers.

As a customer, I want RM, who contacted me to have the same background as me so that misunderstanding can be avoided.

As a RM, I want to have more colleagues so that all calls from customers will be answered.

As a RM, I want to learn more about other cultures so that I could understand customers with different backgrounds.

As a RM, I want to make sure that I will only give accurate and real information to customers so that they will not receive false information.

As a Rm, I want to make sure that the customer understands what the travel package contains so that they will not make compliant afterward.