Customer Karma



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Who we are: the Pink **AGENTS** of Customer Karma Delivery



The customer journey

WHERE IS CUSTOMER KARMA?

Users

Actions

We are here

Web Pages Behind the Scenes

The customer journey: Back-office main processes



273 Agents

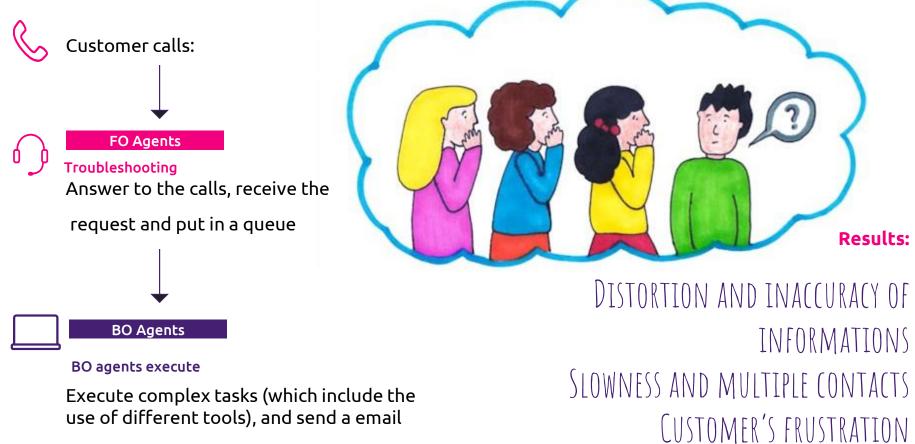
Agents are managing customers' post sales voluntary requests and involuntary changes, coming from MyArea and front office channels

Main processes managed

1,65 mln tasks managed in 2022

- Schedule changes and hotel Relocations **40%**
- Voluntary Changes 25%
- Add Services 24%
- Voluntary Cancellations 9%
- Balance Collection for Dynamic Packages and Hotels 2%

Our pre Covid model is **not longer fit to serve** the **customer needs**



use of different tools), and send a email

Our change management in a nutshell



Customers want a real time solution



Support the Customer: Centralize Knowledge

Answer to customer's questions and doubts related to new requests or info about booking status without any agent support

Digital customer approach

Going on moving customer **from the traditional and expensive channels (as done for calls) towards chat** that allows simultaneous management without any language barrier

End2EndDeliveryReduce Customer Effort by connecting Customers to
the right Agent

Bye Bye Calls: boost the Chat as main contact channel



Share increase of Chat use over Calls in 2022*





*Data include also markets where local regulations (E.g. Italy and Sweden) or Metasearch Partners (e.g. Google, Skyscanner) don't allow us to implement the strategy in full.



All Night Long: Scale our 24/7 Night Coverage to all Markets and Entry Points

7.429 in destination contacts handled over Night since July 2022

Q3 **22** + Q4 22 **1.444 calls*** + **5.985 chats****

*UK number only; ** All markets being IT, FR and DE through APP entry point only

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THE TERMINAL - from 1/12/22 to 20/1/23

GOAL | We want to **provide immediate assistance** to a customer whose flight get cancelled **shortly before departure** and calls/texts us. We will hold his hand by supporting him with a **dedicated chat channel**.



OVERALL DETAILS

- Market involved: All
- Brand involved: lastminute.com
- Channels:
 - CHAT feature: with wizard
 - IVR feature: call redirected to dedicated chat with an SMS (link
 - available 10 hrs)
- Start date: **17/08/22**



VALIDATION CRITERIA

- Call/Text </> 5 hrs from departure time
- Call/Text in the service time 9-20
- Cancelled flight + schedule change
- Customer wants an **alternative**

EXCEPTIONS

- Sabre+ Amadeus
- DP Sabre+ LC
- Amadeus (during weekends)

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thanks

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