

Case Studies

Sector: Travel



Audit Scope, Objective & Details



Objective: A leading travel company wanted to its check customer experience across various parameters w.r.t. industry benchmarks.

Audit Areas

- Staff Interaction & Grooming
- Need Analysis
- Promotions
- Program Presentation
- Payment
- Objection Handling
- Upselling/ cross selling
- Closing
- Follow Up

Audit Details

- Total Number of audits : **40**
- Walk-Ins per outlet: **2**
- International and Domestic Packages Enquiry
Mix: 50-50

Shopper Profile

Shopper were selected based on client specifications:

- **Income:** Rs 10 lacs & above
- **Gender:** Mix of men & women
- **Age:** 25-60 years old

Our Approach



1

redquanta studied the parameters and designed the following process for the shopper:

1. Visit the travel agency
2. Interact with the staff and enquire about various packages
3. Raise objections/queries to the sales staff and check the upselling
4. Check for follow-ups after the visit



2

redquanta prepared a detailed questionnaire focussing on the key areas to be measured during the audits



3

Shoppers performed the audit and filled the online questionnaire within 24 hrs. of completion of the audits

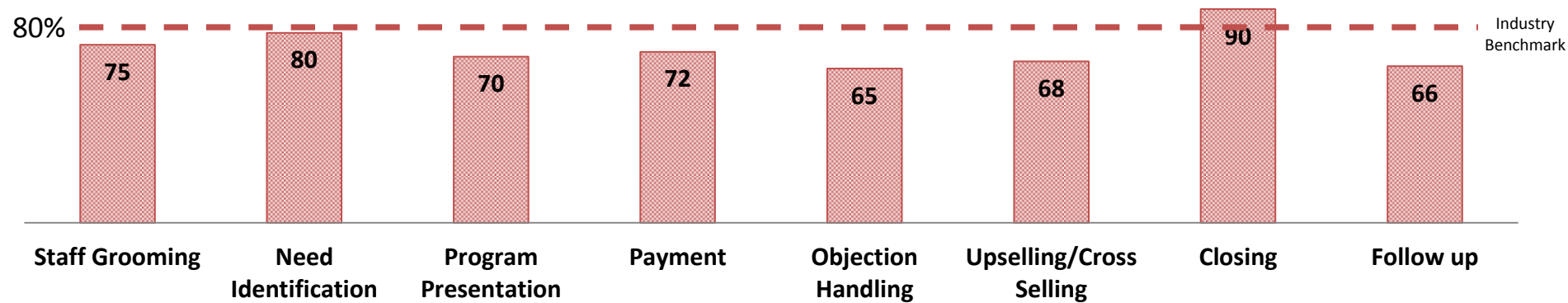


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redquanta's team delivered the following:

- Weekly Status Reports
- Cumulative Result
- Macro and Micro insights
- Management Action Plan

Audit Results



Shopper Insights

"In spite of agreement of timeline of 1 day in order to provide the package details to the customer, no information was received."

"The agents seemed reluctant with regard to the follow-up procedures, which was evident from the fact that I didn't receive call or email post my office visit"

Key Insights

- The sales staff was not able to justify the premium prices charged by the client
- The sales staff was not using any brochures / marketing material for demonstration in 78% of the audits
- The staff did not leverage the brand while selling in 60% of the audits
- The staff did not try to upsell in majority of the cases
- Follow-up was not done in 90% of the cases

Management Action & Results



Management Action

- A training plan was prepared for the frontline sales staff for:
 - Upselling
 - Sales demonstration
 - Objection Handling
- A proper follow-up mechanism for the leads was also designed & implemented

Results

- **30% increase in overall satisfaction of the customers**
- **8% increase in the ticket size due to better upselling**

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAOHANYELAY
SUKSAMA
EKHMET
TINGKI
BIYAN
SHUKRIA
GOZAIMASHITA
EPCHARISTO
KOMAPSUNNIDA
MAJKE
GRAZIE
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