

Travel & Business: Measuring Customer Satisfaction

Frantoni, had recently been appointed Director of the chain of Travel Agents' Travel & Business, located in major Italian cities, and decided immediately to assess the level of customer satisfaction in some of the largest agencies belonging to the chain.

Thus he instructed a research institute for establishing the means by which to contact the customers and especially to define, as consistently as possible, the contents of the questionnaire. After a series of meetings it was decided to prepare a two-page questionnaire 1) to be delivered when collecting the tickets / vouchers, 2) to be administered by specialized staff directly after the use of services and 3) to be administered through a few telephone interview especially with customers' business.

After about 1 week, Frantoni had managed to collect 210 questionnaires from about 400 customers who had purchased services in the period.

Analysis of the results had shown a general appreciation of the services offered by agencies in the chain especially with regard to ticketing and reservation services for hotels, car rental, etc. (detail data are shown in Table 1). Nevertheless Frantoni believed that they could further improve the level of customer satisfaction, and had therefore asked the consultants to carry out further analysis:

1. to assess the level of importance of individual elementary services on overall satisfaction expressed in respect of the agencies;
2. to assess the level of importance of supply factors on individual basic services.

The results of this analysis are shown in Tables 2 and 3.

At this point Frantoni had all the information needed to build the so-called "Matrix of priority of customer satisfaction" and to identify the factors which should be improved to increase customer satisfaction.

Table 1: The Customer Satisfaction & Business Travel Agencies (average values on a scale from 1 to 5 where 5 = very satisfied)

OVERALL SATISFACTION	4,68
TICKETS Satisfaction	4,85
Fair booking	4,83
Correct tickets	4,89
Problem solving	4,8
Courtesy of staff	4,89
Effectiveness in providing information	3,2
TRAVEL Satisfaction	4,4
Value for money	4,5
Planning the trip	4
Compliance Program	4,2
Transportation	4,6
Accommodation	4,6
Food	4,3
Problem solving	4,5
BOOKING Satisfaction	4,6
Fair booking	4,7
Friendly and professional staff	4,7
ADMINISTRATION Satisfaction	4,5
Correct amounts	4,6
Timeliness monthly	4,5
Clarity monthly reports	4,7
Courtesy administrators	4,6

Table 2: The importance of basic services on Customer Satisfaction (where 0 = few important)

OVERALL SATISFACTION	
TICKETING importance	0,36
TRAVEL ORGANIZATION importance	0,56
BOOKING importance	0,22
ADMINISTRATIVE SERVICE importance	0,12

Table 3: : The importance of drivers on basic services (where 0 = few important)

TICKETING	
Fair booking	0,1
Correct tickets	0,4
Problem solving	0,23
Courtesy of staff	0,44
Effectiveness in providing information	0,2
TRAVEL	
Value for money	0,5
Planning the trip	0,32
Compliance Program	0,4
Transportation	0,46
Accommodation	0,2
Food	0,58
Problem solving	0,34
BOOKING	
Fair booking	0,58
Friendly and professional staff	0,43
ADMINISTRATION	
Correct amounts	0,6
Timeliness monthly	0,5
Clarity monthly reports	0,62
Courtesy administrators	0,4