

# Customer Karma



**Rita Carezzano**

Head of Customer  
Knowledge & Design

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

**1051** pink people!

**2** internal hubs

**3** BPO

**434**

Madrid

**220**

Tirana

**220**

Bangalore

**170**

Tangeri

**7**

Dakar

WOW WE ARE SPLIT

Internal

**62%**

External

**38%**

# The customer journey

WHERE IS CUSTOMER KARMA?

We are here

  
Users  
Actions

  
Web  
Pages

  
Behind  
the Scenes



# The customer journey: Back-office main processes



Post sale  
activities



My Area  
(Chat, phone)



Changes

Queries

Cancellations

Refunds

## 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**



Customer calls:



**FO Agents**

**Troubleshooting**

Answer to the calls, receive the request and put in a queue



**BO Agents**

**BO agents execute**

Execute complex tasks (which include the use of different tools), and send a email



**Results:**

DISTORTION AND INACCURACY OF  
INFORMATIONS

SLOWNESS AND MULTIPLE CONTACTS

CUSTOMER'S FRUSTRATION

# 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



**End**                      **2**                      **End**                      **Delivery**  
Reduce Customer Effort by **connecting Customers to the right Agent**

# Bye Bye Calls: boost the Chat as main contact channel

**+31%**

**Share increase of Chat use  
over Calls in 2022\***

**MAY 22 vs DEC 22**

**27% → 58%**

\*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



# 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)

**lastminute.com**

thanks

[lmgrouplastminute.com](http://lmgrouplastminute.com)