

# New Customer Journeys in TRAVEL AND TOURISM



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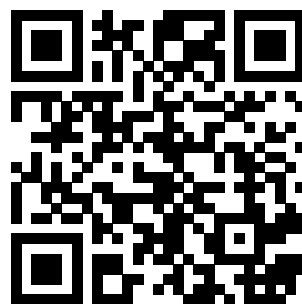
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## NEW CUSTOMER JOURNEYS IN TRAVEL AND TOURISM

Customer expectations in the travel and tourism industry have changed dramatically in recent years and are underlining, more than ever before, the significance that it has for firms to put the client first. In addition, the anticipations and values of consumers are altering, alongside with the shift from the service economy to the experiential economy. New business models such as Creative tourism, constitutes the seek-out of authenticity and engagement in local cultures.

Furthermore, the digital transformation has given way to personalization and interaction with travelers in a genuine, hospitable manner, while customizing communications and dealing with the customer as an individual. Therefore, knowing the customers preferences and the reason for traveling, as well as giving real-time and accurate information, feedback and click & book options, all serve in empowering the customer whilst creating moments beyond expectations. Understanding travelers' requirements and demonstrating profound awareness of them is what makes up the new customer experience model which travel and tourism stakeholders should consider implementing in their organizations in order to remain competitive and current.

The new customer journey steps below show how intelligent businesses will succeed by placing the customer first and affectively attain and grow their ROI in this changing ecosystem<sup>1</sup>.

## NEW CUSTOMER JOURNEY MODEL

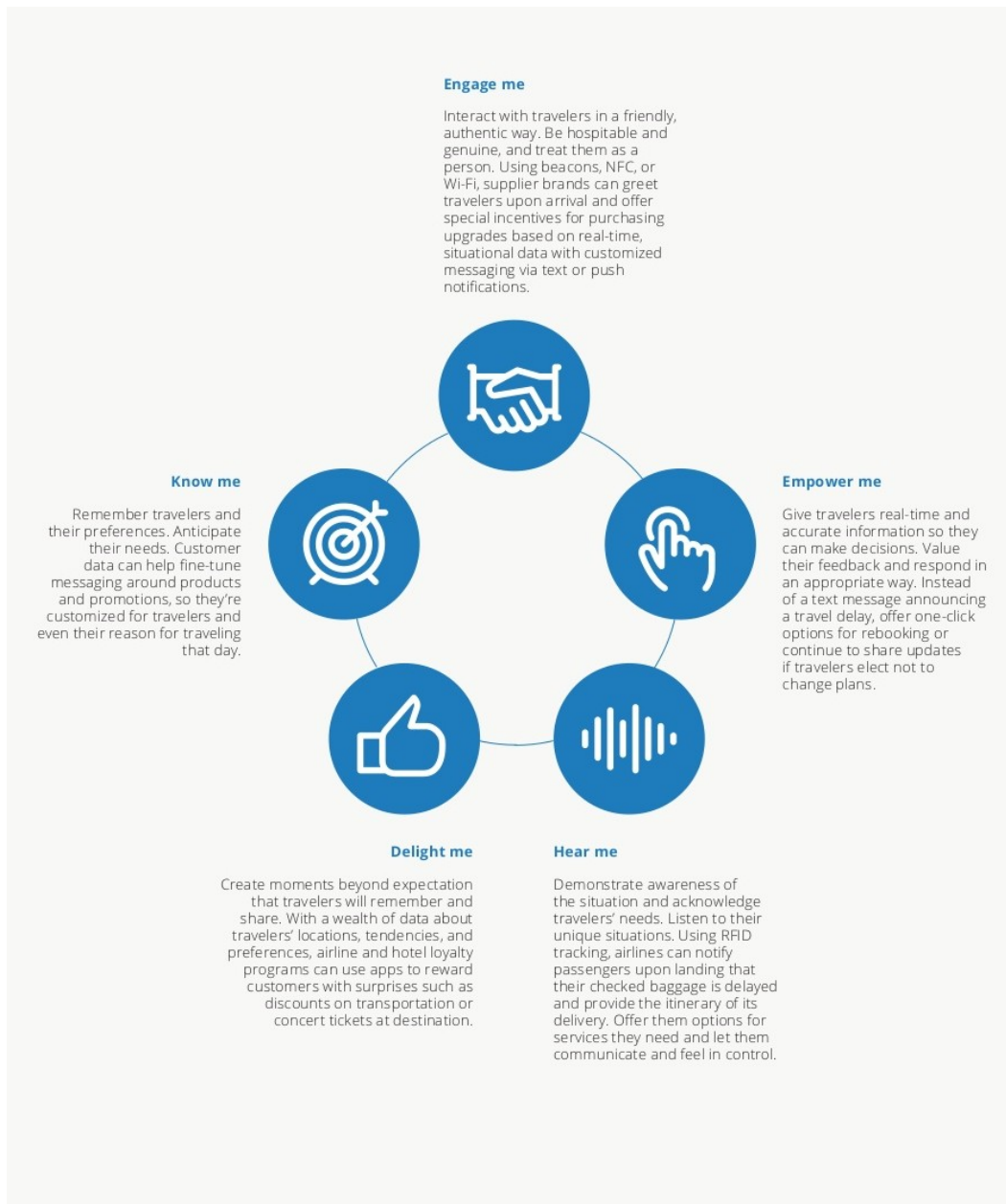
Customer Awareness Stage - is the initial step of the customer journey and it is all about mastering the art of getting to know the customers' needs and preferences. This is best delivered when it is shared by the individuals having direct contact with the client or through technological means, which include a great, optimized, and functional website presence, the embracement of social media, and the inclusion of innovative tools, such as chat-bots and artificial intelligence, which provide 24/7 instant services, to name a few of the digital possibilities<sup>2</sup>.

Engagement Stage- step two has to do with the manner that the team members handle the clientele. Attentiveness, authenticity, and genuine hospitality is what travelers of today seek.

Empathy phase of the customer journey, refers to the capacity for understanding and listening to customer needs as well as empathizing with them while at the same time being efficient with carrying out whatever task is at hand till its optimal completion.

Customer Empowerment is an increasingly important asset to possess when dealing with modern customers. The next generation clientele has to be given leeway and the technology to access that, which allows them to shape their own experiences, when and how they want to. Such access includes; right these instant services they get from other sectors, as peer-to- peer ride and sharing, and quick transactions, without compromising luxury and comfort.

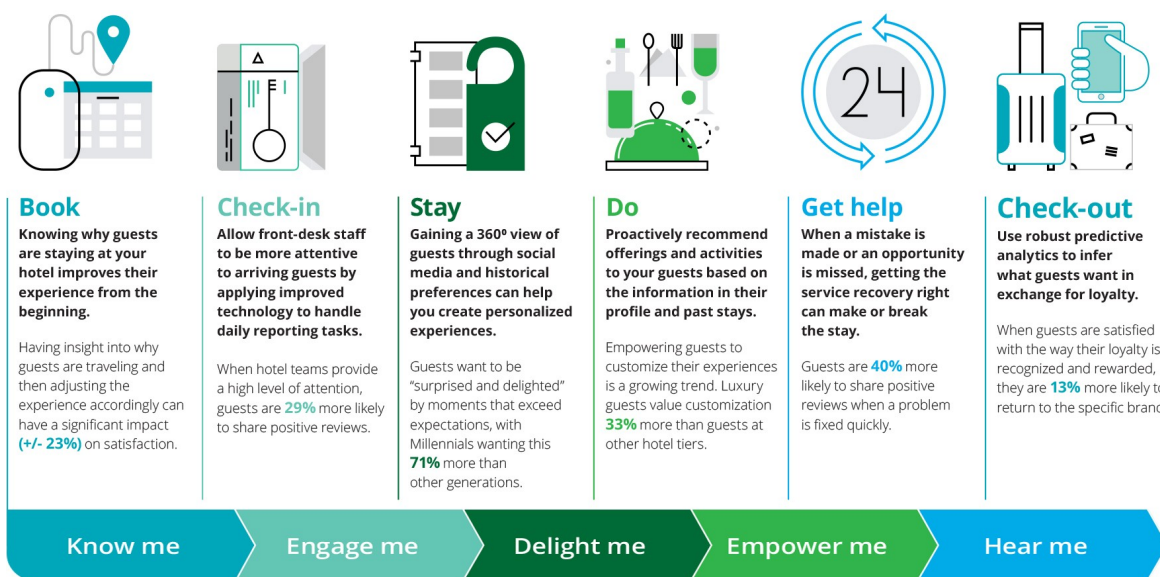
Customer Satisfaction is when unique moments are created which astonish customers and exceed their expectations. Mainly, tailor made services and experiences<sup>3</sup>.



*Fig 1. New customer journey model of guest expectations-Travel Industry. Deloitte Report. (2018, May 16). Next-gen hotel guests have checked in: The changing guest experience.*



Deloitte has very recently run an extensive survey in the hotel industry interviewing guests as to their needs and expectations in creating an exceptional stay. The results showed that the traditional expectations such as “cleanliness, good value, and location” are still pertinent. Furthermore, the results indicated that “knowing” the guests ensures repeated clientele; guests being “heard” and issue resolution ranked top on the list and the need to find a right balance between technological advancements and personal interaction was also conveyed. Additional insights, which surfaced, were with regards to loyalty programmes and the need for these programmes to be re-assessed as well as the importance of customizing experiences, especially for a key market, the millennials, who expect personalization as well as authenticity<sup>3</sup>. Furthermore, figure 2, below, provides guidance on how to optimize the customer journey from the booking phase till the check-out phase with the use of up-to-date technologies, streamlining, and personalizing the guest experience process within the hospitality industry.



*Fig 2. The improved customer journey in hospitality. Deloitte Report. (2018, May 16). Next-gen hotel guests have checked in: The changing guest experience.*

WORD OF MOUTH AND  
POSITIVE PROMOTION OF  
HAPPY CLIENTS

**exceeds 81%.**



Additional statistics indicate that 30 percent of satisfied clients return regularly; however, outstanding effort is required for maximum effect.

It is guaranteed that 75 percent of extremely satisfied clients return and much more frequently. Moreover, word of mouth and positive promotion of happy clients- who will go ahead and recommend the business to others- exceeds 81%. Another key point which was proven to boost positive promotion by up to 29% is that of customized interactions.

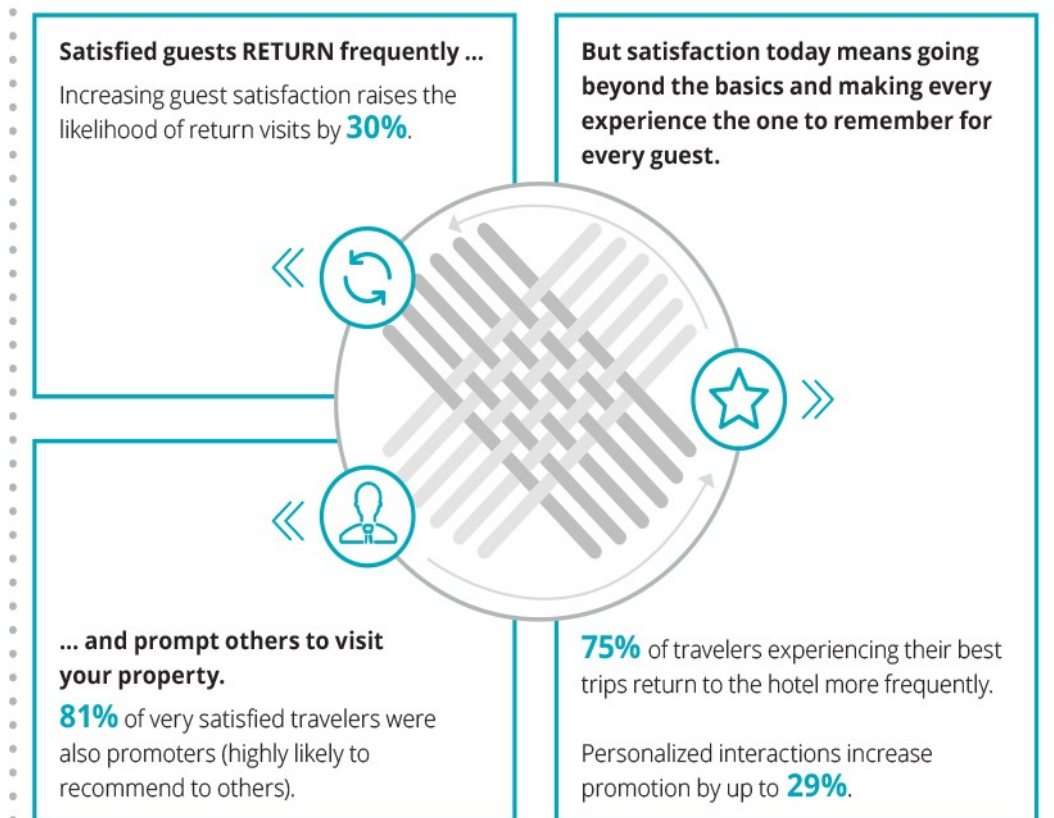
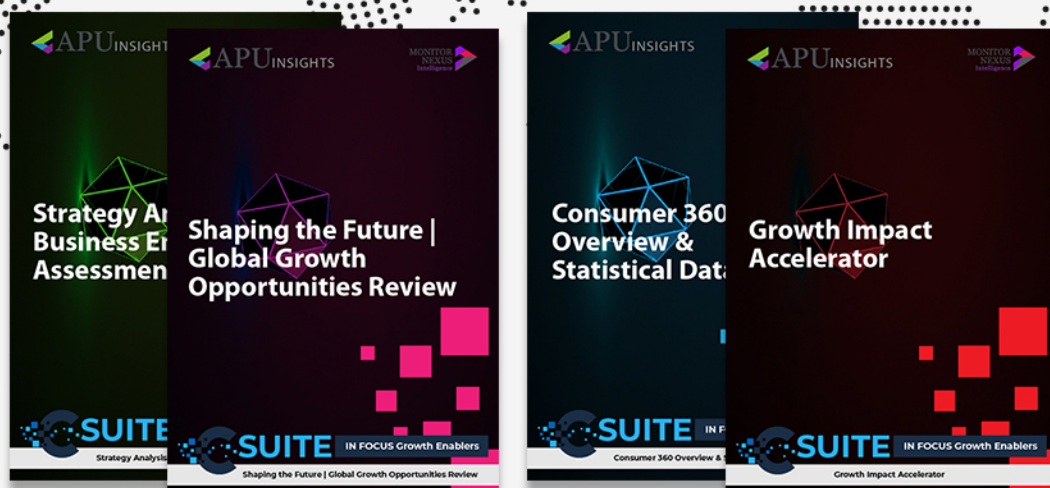


Fig 3. Customer satisfaction. Deloitte. (2018). Stay with me: five keys to elevating guest experiences.

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