

#RCXguide

OUR 9-STEP

RCX Guide to Seamlessly
Solve Travel Customer
Pain Points

Unpack How

#WorldofExperiences
#Travel



FIRST-CLASS
CX DOMAIN
EXPERTISE

www.rayacx.com

#RCXguide

1



Create a Customer-Centric Culture

Emphasize the importance of empathy, active listening, and personalized interactions to understand and address customer pain points effectively.

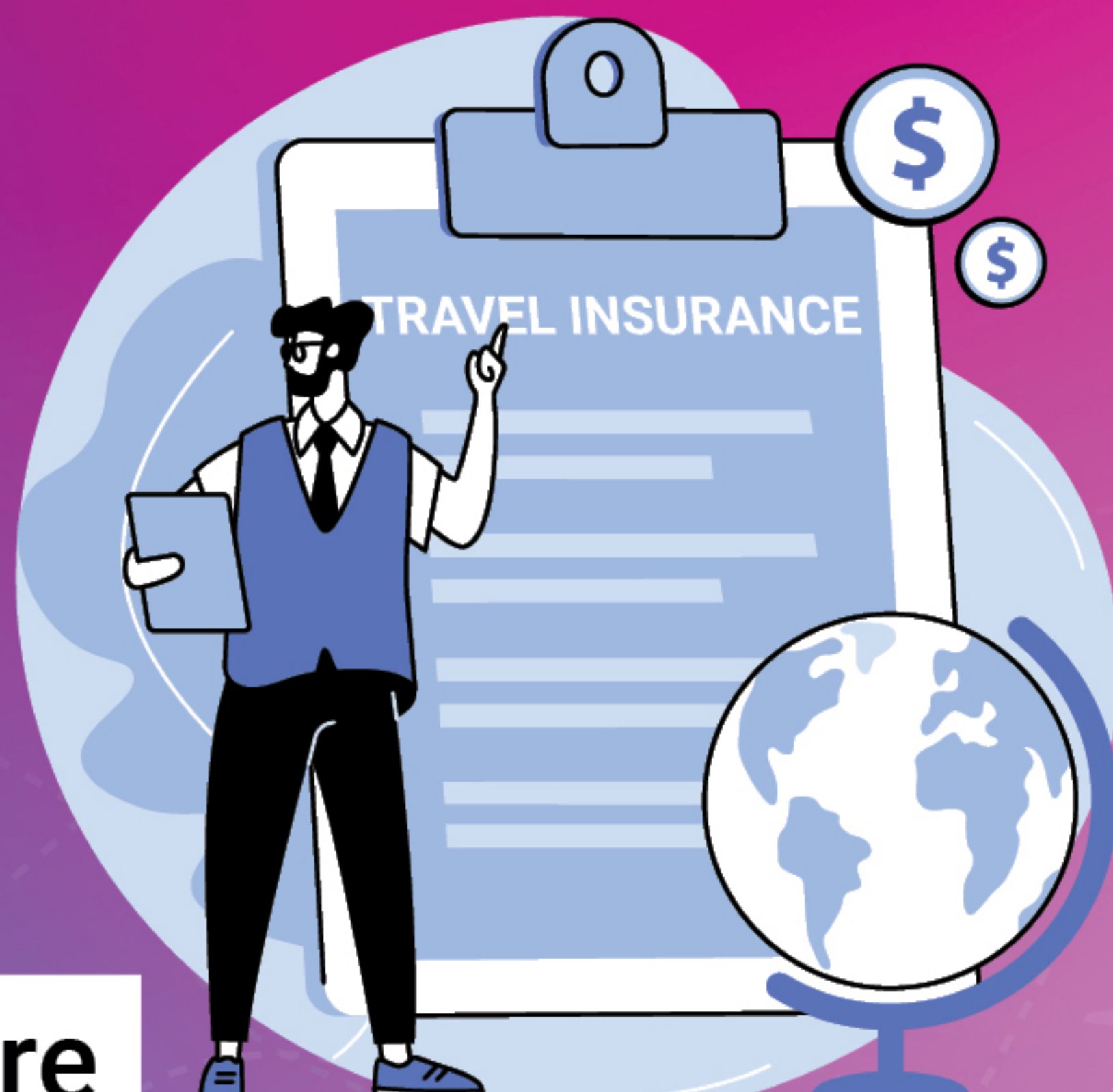
#WorldofExperiences
#Travel



FIRST-CLASS
CX DOMAIN
EXPERTISE

www.rayacx.com

2



Ensure Agents are Trained Thoroughly and Motivated

Provide comprehensive training to advisors, focusing on industry knowledge, communication skills, and problem-solving techniques to be effective and efficient.

#WorldofExperiences
#Travel

#RCXguide

3

Be Agile and Adaptive

Travel comes with many ups and downs. It is when your CX strategy is adaptive that you can solve any traveler issues as they arise.



#WorldofExperiences
#Travel

RAYA
Customer Experience

FIRST-CLASS
CX DOMAIN
EXPERTISE

www.rayacx.com

#RCXguide



4

Meet Customers Where They Are

Offer multichannel support across various channels, including phone, email, live chat, and social media through a powerful omnichannel to offer ease and convenience.

#WorldofExperiences
#Travel



FIRST-CLASS
CX DOMAIN
EXPERTISE

www.rayacx.com

#RCXguide

5

Employ Chatbots

Chatbots offer real-time support capabilities to address urgent customer questions promptly that exceed working hours and time differences.



#WorldofExperiences
#Travel



FIRST-CLASS
CX DOMAIN
EXPERTISE

www.rayacx.com

#RCXguide

6

Proactively Communicate Travel Updates

Keep customers informed about travel-related updates, such as flight delays, cancellations, and itinerary changes to manage expectations and minimize customer frustration.

#WorldofExperiences
#Travel



FIRST-CLASS
CX DOMAIN
EXPERTISE

www.rayacx.com



#RCXguide



7

Empower Agents to Resolve Issues

Encourage support agents to take ownership of customer issues and empower them to resolve problems within their authority and ensure quicker issue resolution.

#WorldofExperiences
#Travel

#RCXguide



8

Monitor and Analyze Customer Feedback

Regularly monitor customer feedback, analyze trends, and identify recurring pain points to improve processes, identify training needs, and proactively address potential issues.

#WorldofExperiences
#Travel



FIRST-CLASS
CX DOMAIN
EXPERTISE

www.rayacx.com

#RCXguide

9

Measure Performance and Optimize

Establish KPIs to measure customer support performance, follow COPC standards, and measure CSAT scores then optimize the whole customer journey.



#WorldofExperiences
#Travel

#RCXguide

**What Step Will You
Start with Today?**

#WorldofExperiences
#Travel



FIRST-CLASS
CX DOMAIN
EXPERTISE

www.rayacx.com