

## Checklist

# Six steps to CX success in travel and hospitality

Achieving CX success in travel and hospitality involves more than punctuality; it spans the entire customer journey, from trip planning to conclusion. Satisfied customers become brand advocates, promoting your business. The six steps are:



### **Prioritize customer experience**

Elevate customer experience in the travel and hospitality industry to differentiate from competitors, foster loyalty and nurture lasting relationships.



### **Leverage customer data**

Collect and analyze data from several sources, including speech and text analytics, to gain insights into customer preferences and behaviors. Use this data to inform decisions and enhance satisfaction.



### **Define loyalty strategy**

Understand the drivers of customer loyalty, prioritize them and establish a well-defined loyalty strategy. This approach keeps customers satisfied and loyal, with 52% saying they won't book hotels with no online reviews<sup>1</sup>.



### **Incorporate self-service solutions**

Implement automation, such as chatbots, Interactive Voice Response (IVR) and online knowledge bases, for efficient and convenient self-service options. This reduces frustration and enhances the customer experience.



### **Choose the right omnichannel strategy**

Create an omnichannel strategy that encompasses voice, chat, messaging, social media, email and a searchable knowledge base for self-service. Offer a seamless, high-quality experience to satisfy customers and build loyalty.



### **Choose the right CX partner**

Selecting the appropriate customer experience partner is crucial. Collaborate with experts who understand the travel and hospitality industry's unique challenges and can provide tailored solutions to enhance the overall customer experience.

**Unlock the ultimate CX strategies in travel and hospitality**

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