

Overview of Travel Service Delivery

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Key concepts, typical workflow, service channels, quality controls, and emerging trends.

1. What Is Travel Service Delivery?

Aspect	Description
Definition	The end-to-end process of providing travel-related products (flights, hotels, tours, car rentals, insurance, etc.) to a traveler, from the initial request to post-trip support.
Stakeholders	- Travelers (B2C, B2B, group travelers) - Travel providers (airlines, hotels, ground-transport operators, destination services) - Intermediaries (online travel agencies, traditional travel agencies, corporate travel managers) - Technology partners (GDS, API aggregators, payment gateways)
Goal	Deliver a seamless, reliable, and value-added experience while meeting cost, compliance, and safety requirements.

2. Core Components of the Delivery Process

Stage	Main Activities	Typical Touch-Points
1. Inquiry & Booking	- Search & compare options - Quote generation - Reservation creation - Payment processing	Website, mobile app, call centre, email, chat, travel-agency portal
2. Confirmation & Documentation	- Issue tickets / vouchers - Send itineraries, e-tickets, travel alerts	Email, SMS, in-app notifications, PDF download

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3. Pre-Travel Services	• Visa & travel document assistance	Dedicated service desk, self-service portal
	• Travel insurance offer	
	• Seat selection, special request handling (meal, accessibility)	
4. Fulfilment (During Travel)	• Check-in / boarding assistance	Mobile app push, airport kiosks, 24/7 call centre, chatbots
	• Real-time itinerary updates (delays, gate changes)	
	• On-ground support (lost baggage, re-booking)	
5. Post-Travel & Feedback	• Invoice reconciliation (corporate)	Email survey, post-trip portal, CRM follow-up
	• Loyalty point crediting	
	• Survey & complaint handling	

3. Delivery Channels

Channel	Strengths	Typical Use Cases
Online Travel Agency (OTA) platforms	Instant pricing, self-service, high scalability	Leisure travelers, price-sensitive bookings
Corporate Travel Management (CTM) portals	Policy enforcement, expense integration, reporting	Business travel, negotiated contracts
Traditional travel agencies	Personal advisory, complex itineraries, group travel	Luxury, multi-city tours, senior market
Mobile apps	Real-time updates, location-based services, digital boarding	On-the-go travelers, frequent flyers
Phone/Call centre	Human empathy, immediate problem resolution	High-value customers, emergency re-booking
Chatbots & AI assistants	24/7 availability, quick FAQ handling	Routine queries, status checks

4. Quality & Performance Management

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1. Service Level Agreements (SLAs)

- Booking confirmation ??5?min (auto?confirm)
- Response time for support tickets ??30?min (high priority)

2. Key Performance Indicators (KPIs)

- **Conversion Rate** – % of searches that become bookings.
- **Average Handling Time (AHT)** – Time spent per support interaction.
- ****On?time Delivery**