

# The challenge of customer insight

12th November 2018



# Peter Mooney

## Customer Insight Manager

- 20+ years of managing customer facing teams
- 15+ years of Operational customer management
- 2+ years of 'customer insight'

# Anneka Brazier

## Customer Insight Analyst

- 15+ years of customer complaint management
- 2+ years of 'customer insight'

# Holiday Extras



- 400m turnover
- 17m customers
- 6m reservations
- 1m customer contacts
- 0.44m 'actionable' contacts

“Something from **nothing**”



# Identify all feedback touchpoints



Initial websearch



Buying decision



Immediate post purchase



Pre-trip



Post-stay



Complaint

# Analysis and **categorisation**



Read and digest

Devise categories



Sort in categories  
(40 of those)

# The right tools

Are our tools  
fit for purpose?



How do we fill identified  
tools gaps?



# Build step by **step**

Build

Adjust



Learn

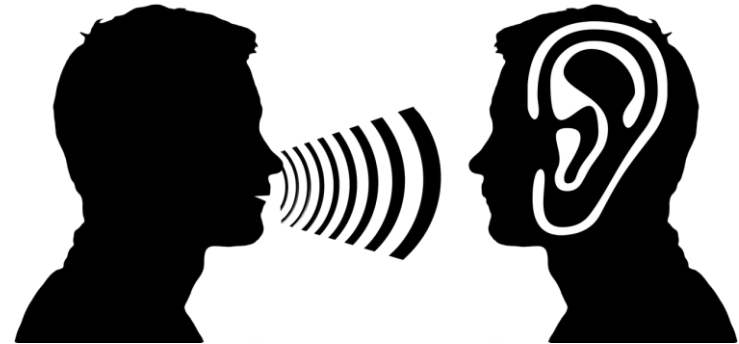
Enhance



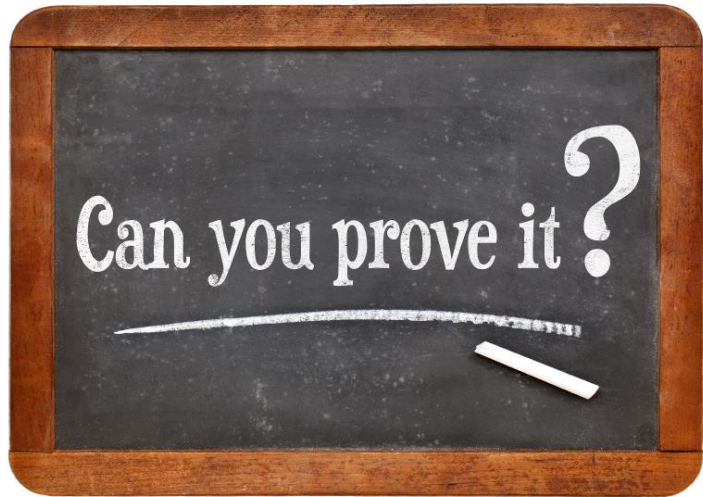


# Communication is key

Raising awareness, partnering



# Proof of **concept**



# Get the foundations **right**



Increase potential impact

Foundation building



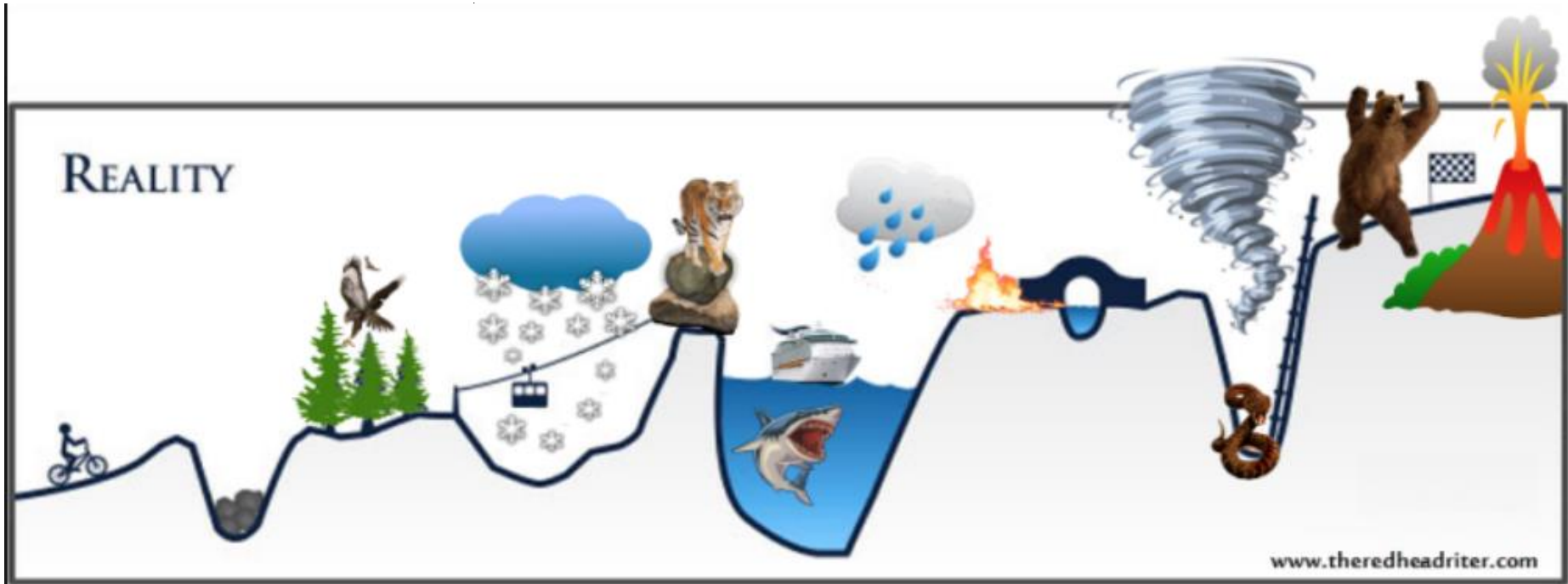
# Battling **priorities**



# Iterate, evolve, **champion**



# Get ready for a **tough ride**



# 2018 / 19 Next Steps



Automation / Accuracy

Collaboration / connectivity



Increase feedbacks

Join the data points





Thank you



holidayextras