

Voice of the Customer

BIG DATA DASHBOARD

TUI Travel Group Plc, the world's largest travel and tourism company and a constituent of the FTSE 100 Index needed analysis of customer satisfaction in order to be able to make informed business recommendations across its brands.



About the Project

Based at East Midlands Airport, UK the TUI Content Hub had delivered an online Customer Service Questionnaire application and had been gathering large amounts of data from across the various brands and markets under the TUI family umbrella.

Pain Point/s

Despite having gathered and stored a wealth of data from the surveys, managers had little to no way of easily interpreting and were unable to make any insights based on the customer feedback.

Objective/s

My role was to reasearch, strategise and design a front-end solution in the form of a big-data dashboard to offer an overview of customer satifaction trends. We wanted to be able to understand customer wants, needs and expectations with a mind to making improvements to their vacation experiences and improving customer retention.

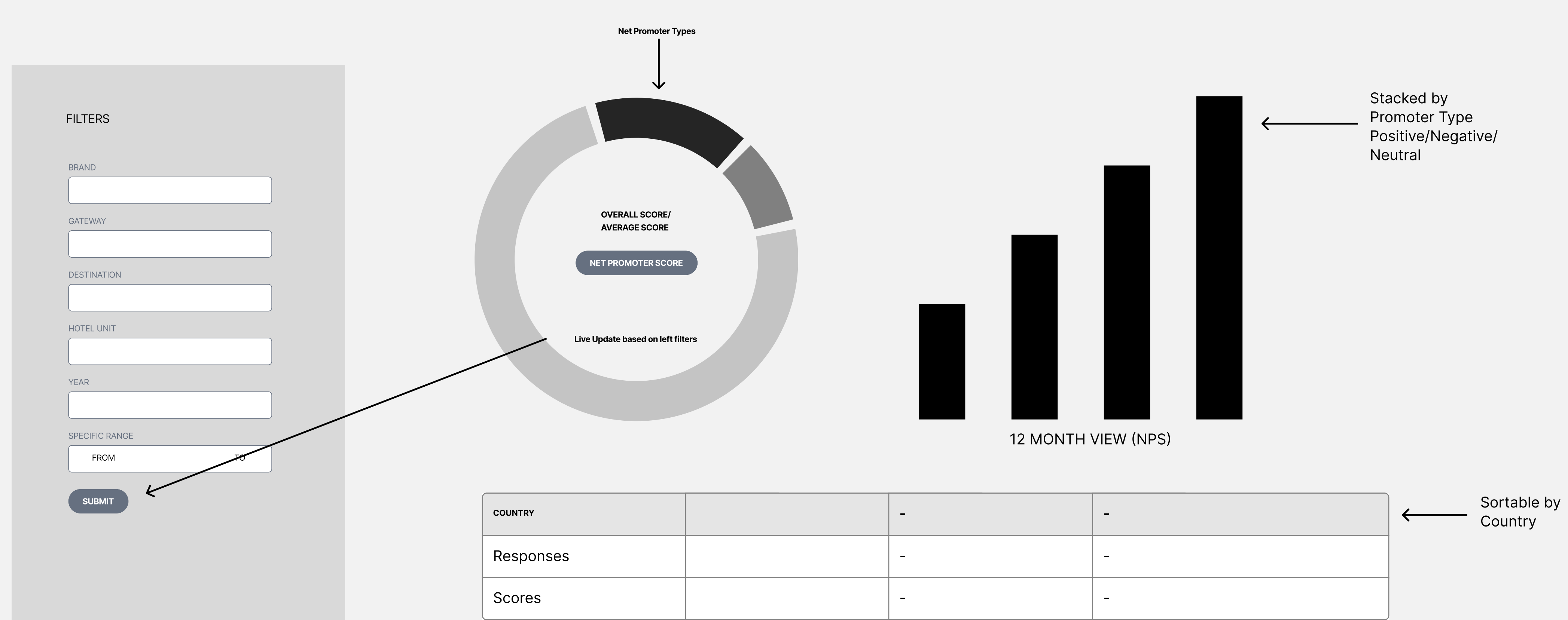
Approach Phases

RESEARCH

- 1 Conduct interviews with senior company stakeholders to determine what they wanted to see at a glance. What information they would like further analysis of. What they would like to compare and what future needs they may have.
- 2 Undertake research into competitor models and previous in-house methods of obtaining relevant information.

I needed to determine and distinguish between must-haves, nice-to-haves and minimum viable product.

WIREFRAME DESIGN - RAPID PROTOTYPE/CODE



In my own time I had created a TUI design system and front-end framework which provided me access to a complete suite of fully coded grid systems, inputs, colour schemes, typography sets, components, graphs and more, and was able to rapidly scaffold out a fully coded front-end solution.

I worked closely with in-house and off-shore back-end developers and testers. Managing tickets and expectations and ensuring that work was carried out in a timely and agile manner, keeping in contact with the team throughout each day of the project and offering assistance with implementation.

Stakeholder Management

I held regular reviews of implementation stages, managing test environments in which our senior stakeholders could use the dashboard and provide insights and suggestions, whilst managing expectations and implementing additional requirements from gathered feedback where possible and when necessary to meet minimum viable product(MVP) needs.

During stakeholder meetings it became apparent that an adjustment would be critical for MVP since it was going to be necessary to not only have an overview dashboard but be able to have visibility over three additional key performance indicators.

I came up with a tabular solution that would allow visibility for Destination services, Magnificent 7 brands and Hotel Brands. I held discussions with back-end developers to determine if there would be any heavy implications for the development cycle, explaining what my approach would be.

Having determined that we could indeed provide this extra functionality with little impact to project deadlines we were able to extend the number of business stakeholders that could benefit from the dashboard. This meant I had more stakeholders with whom I could work and develop an understanding of analysis needs.

Modular Adjustments

Having spare time in my own workload I was able to make some alterations to input functionality design and we were able to add additional search functionality to filters to streamline the analysis process for the dashboard user.

I was also able to implement graph trend lines to provide a comparison between current year projections against the previous years data.

Out of scope/ additions

Conclusions/ Business Value

We were able progress from test, through dev to final fully functional product within agreed timescales, making out of scope additions that generated extra buy-in from stakeholders across the TUI group. We created a product that every area of the group could now potentially use to provide clear oversight of customer satisfaction at the granular level. As a result more hotel and holiday brands adopted the Customer Survey Questionnaire platform and the Content Hub cemented its place as a valuable part of the TUI Group. We were given positive feedback across the company and given a higher budget. We worked with more parts of the business to produce useful content applications, bringing coherence and consistency across the group where previously content had been uploaded/downloaded/managed and consumed in a disperate and inconsistent manner.