Cruise Interview #2

In this interview, the analyst speaks with Bill O'Rielly about the cruise reservation process. You should also search on websites to understand the process.

Person	
Analyst	Hi, today I want to discuss the requirements for the reservation process.
Bill O'Rielly	OK, well how shall we get started.
Analyst	Let's start with the big picture, so describe how the process starts and the overall process.
Bill	The reservation process will start when we receive a call from somebody interested in taking a cruise. Usually they will have some idea of what cruise they wish to take, but we should be able to help them identify a cruise based on dates and other criteria. We then need to walk them through the process of selecting the cruise, cabin, meal plans, and all the other options. We need to obtain their information and credit card data. Finally, we provide them with a reservation confirmation number and the reservation is completed.
Analyst	What makes the reservation process successful?
Bill	I think we can measure success in how many calls are turned into actual reservations. I say this first because I don't want to overemphasize efficiency. Clearly, we want to do the process as fast as possible, but actually getting the reservation is more important. Also, the agent needs to be polite and helpful, so that the customer leaves satisfied.
Analyst	OK, let's continue with the workflow, how will the agents do this with the customer?
Bill	In most cases, the reservation process should be done in real-time with the passenger on the telephone. Only in rare cases should the agent need to check or do something that would require them getting back to the passenger.
Analyst	What type of information should the agent get first?
Bill	The agent should first get the person's name and telephone number. This way if the call is disconnected or something happens, the agent can get back to the person. Then the agent should find out if the person already knows what cruise they want to take. Actually, the way I see it, there are many sub-workflows depending on the nature of the reservation. I can see the following subtypes: (1) the person knows exactly what cruise they want and the agent is just creating the reservation – this is the fastest and easiest. (2) the person does not know what cruise and the agent must help the person choose a cruise. In these cases, it is likely the person will want to think about it – industry practice is to hold a reservation for 48-hours. Other cases include: the person is part of a group that we set cabins aside for. In this case, the cabins are already reserved and we are assigning individuals to the cabins.
Analyst	OK, let's get into the details a little bit. Let's take the first case and walk through it.
Bill	If the person knows the cruise, then we need to collected their information such as name, address, etc. We get the cruise information such as ship, date, and cruise type, we help them select a cabin and select a meal plan. Then based on the cruise we offer them transportation options to get to/from the cruise, hotel night in Miami if needed, and we offer them whatever shore excursions are available for that cruise. Once we walk through those options we need to determine the payment total and

	type. Nowadays, it is credit card charges. We generate a reservation confirmation, which is provided to the passenger. They can either pay 20% then, or they have 48-hours to make the down-payment of 20%. Once the down-payment is made the reservation is confirmed. They the system needs to send them a bill for the remainder 80%, which must be paid within 1-month or before the cruise departure, whichever comes first.
Analyst	Is it safe to assume these basic steps will be done for all reservation types?
Bill	Yes, The difference is if the person doesn't know which cruise then the agent must search through the cruises according to dates and other preferences. For groups the process is a little different. With a group, the group event organizer usually contacts us first to reserve a set of cabins, say for example, 10 cabins, and they promise to fill those 10 cabins in order to receive a discount. These cabins are 'reserved' in that they are set aside for people that belong to the group, but since we do not know any names yet, they are listed as 'group A reserved" in the database. When group members call about the group reservation they can select from these cabins only. Also, the group tends to have their meals together, etc.
Analyst	OK, I think I have enough to start a process model. I'll generate a model and then get back to you for validation. Thanks for your time.