

MNM3713: Case study for the exam.

ProfessionalTours – NOT THAT PROFESSIONAL

ProfessionalTours is a tour operating company, owned by Jason Machado that arranges holidays for overseas tourists visiting South Africa. The company has done very well in the past, but over the last few years their market share has dwindled against their most important competitors and their profits have gone down sharply. Because Jason Machado was worried about this state of affairs he commissioned a market research company to conduct a survey among customers that have travelled with *ProfessionalTours* in the past. The main focus of the research survey was on the level of customer service that the visitors received throughout their tour of South Africa.

The results of the survey were quite varied. In some areas *ProfessionalTours* did well, for instance in the communication with clients prior to their tour and the selection of areas in South Africa to be visited. On the other hand, the tour guides were found to be unhelpful and that many activities, such as meals and sightseeing excursions were not included in the initial tour price. This made the tour considerably more expensive than anticipated.

Jason Machado has now decided to arrange a breakaway with all his senior personnel to discuss the future of the business. He has commissioned you, an independent customer service consultant, to attend the breakaway and to assist the company in developing a service plan for the business. Help Jason by answering two of the three questions below.