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Agoda.com Customer Service Guideline

Customer Experience Group

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Contents

Agoda Customer Service Guideline

The purpose of this document is to give an overview of how to efficiently and effectively use and communicate with Agoda's Customer Service and Customer Experience Group (CEG).

I. Agoda Principles and Brand

When dealing with Agoda's CEG, it is important to **understand the following principles**. These help to ensure that customers in need of support get the best possible and most efficient help from not only Agoda but also Partner.

A. Online / Retail

Agoda is a pure online retailer and strives to provide the user with the best possible online experience. All information regarding product and booking conditions can be found online and should leave no questions unanswered.

As such, bookings are always made instantly and in real-time and availability and rate change dynamically.

B. Self-Service Functionality

In addition to a constantly optimized website, Agoda provides a self-service portal for all customers and all bookings. This is one of the most efficient ways to service customers and Agoda would generally divert its customers to use this functionality whenever possible.

II. Agoda Contact Channels

Agoda has 2 contact channels available for its Business Supplier Partners. This section gives a quick overview of the available channels and a short description of what they are used for.

A. Customer to Business Communication (C2B)

If a customer contacts Partner Customer Service, please refer the customer to the number or the emails which is conveniently located on the booking voucher.

B. Business to Business Communication (B2B)
1. Email

- Email address

For **operations not supported by an API**, Agoda provides support via Emails with dedicated email address for Partner.

(Average Response Time: 4 hours)

Partner	Email address
Partner Inventory	xxx@agoda.com (To be advised by Yang Yi)

- Email Format

When emailing Agoda, the email should contain the followings:

Subject	Body
Type of request	Agoda Booking ID
Check-in Date	Partner reference ID
Agoda Booking ID	Lead guest name
	Hotel name
	Hotel city and country
	Check in date
	Check out date

2. Voice

For **emergencies**, please dial the following number

(Less **than 48 hours** within check-in)

Languages	Number	Service hours for local language
Partner Inventory	(To be advised by Yang Yi)	24/7

Emergencies consist of the following cases:

- The hotel is fully-booked, relocation required.
- Partners do not receive any booking confirmation.
- API is down.
- Natural Disaster which affects multiple bookings.
- Political Unrest and travel warning issued.

III.   Hotel Voucher Recommendations

The hotel voucher sent by Partner to its partner property should be designed to prevent problems at check-in. Most importantly, the hotel has to understand that this reservation is Booked and Confirmed through Agoda.

Prior to launch, Agoda and Partner must agree and sign-off on the Hotel Voucher. Essential verbiage should always have an English translation including:

- Agoda booking ID (as hotel reference)
- Agoda logo
- Hotel name
- Hotel address
- Hotel contact details
- Period of stay
- Room type
- Occupancy
- Cancelation policy
- Special Requests
- Miscellaneous
  - Breakfast included
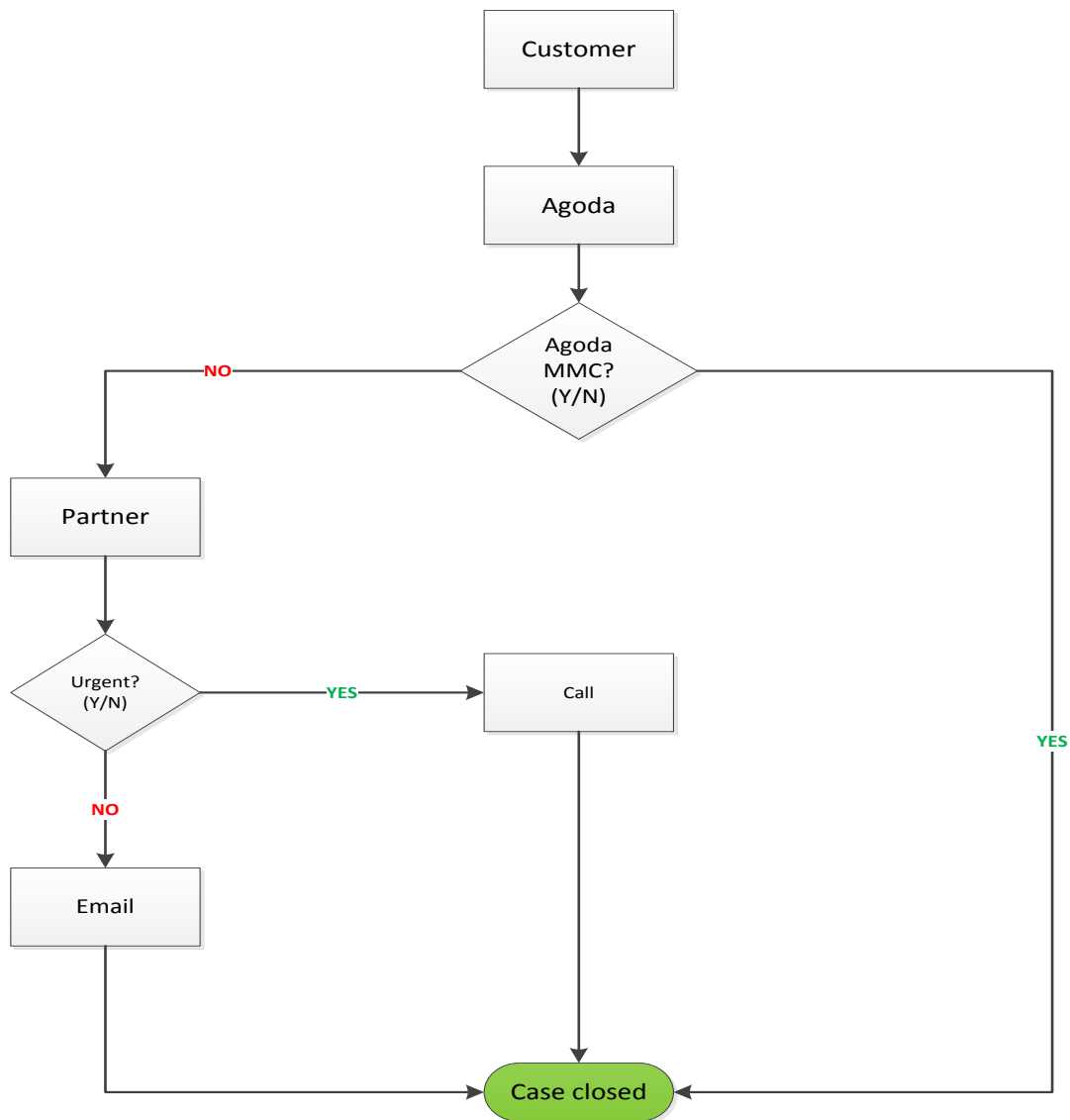 - Any other packages included…

IV. Workflows and Descriptions

This part of the document will provide workflows and should provide guidance on which channel to be used in each case.

A. Contact Workflow

The standard workflow for **every** customer contact
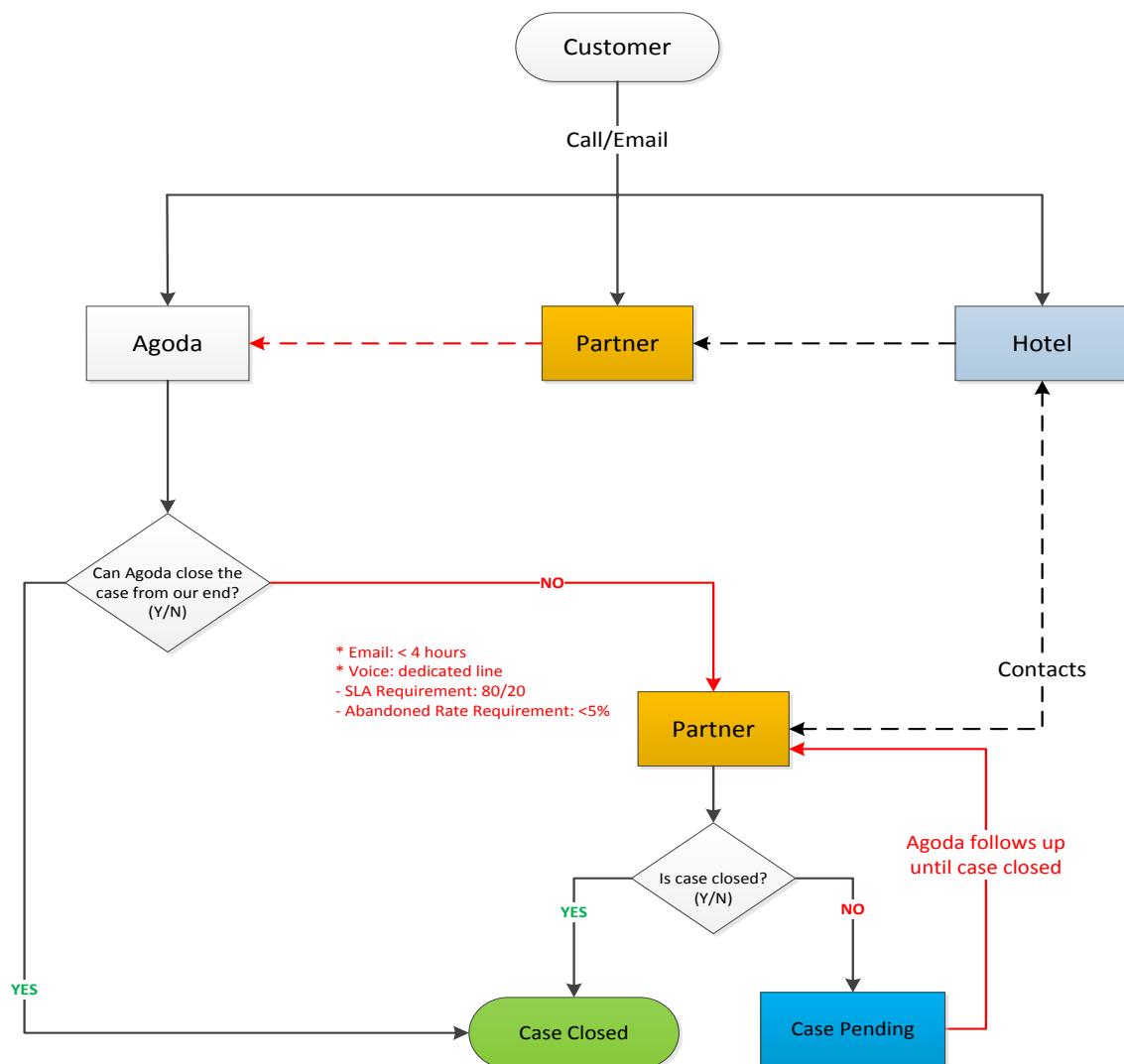
B. Descriptions

- ➢ **Operations**
  - ❖ Customer contacts Partner
  - ❖ Customer has to be directed to Agoda
  - ❖ Customer contacts Agoda

    - • Agoda CEG will try to use MMC (Manage My Customer)
      - ▪ If successful, Agoda will assist customer and close the case without contacting Partner
      - ▪ If not, Agoda will contact Partner

![agoda.com logo]

- Based on the urgency of the request, Agoda will contact Partner via different channels
  - Voice
  - Email

C. Scenarios

> **Standard Operations**

```
                          ┌─────────────┐
                          │  Customer   │
                          └─────────────┘
                                 │
                             Call/Email
                                 │
          ┌──────────────────────┼──────────────────────┐
          │                      │                      │
     ┌─────────┐  ◄ - - -  ┌──────────┐  ◄ - - -  ┌──────────┐
     │  Agoda  │           │ Partner  │           │  Hotel   │
     └─────────┘           └──────────┘           └──────────┘
          │
     ╱Can Agoda close╲                                    │
     ╲ the case from ╱ ────── NO ──────┐             Contacts
     ╲ our end?(Y/N)╱                  │                  │
          │                            ▼                  │
          │         * Email: < 4 hours                    │
         YES        * Voice: dedicated line          ┌──────────┐
          │         - SLA Requirement: 80/20         │ Partner  │ ◄ - -
          │         - Abandoned Rate Requirement: <5% └──────────┘
          │                            │
          │                      ╱Is case closed?╲
          │                 YES ╲    (Y/N)       ╱ NO
          │                  │   ╲              ╱   │      Agoda follows up
          │                  │                      │      until case closed
          ▼                  ▼                      ▼
    ┌──────────────┐   ┌──────────────┐
    │ Case Closed  │   │ Case Pending │
    └──────────────┘   └──────────────┘
```
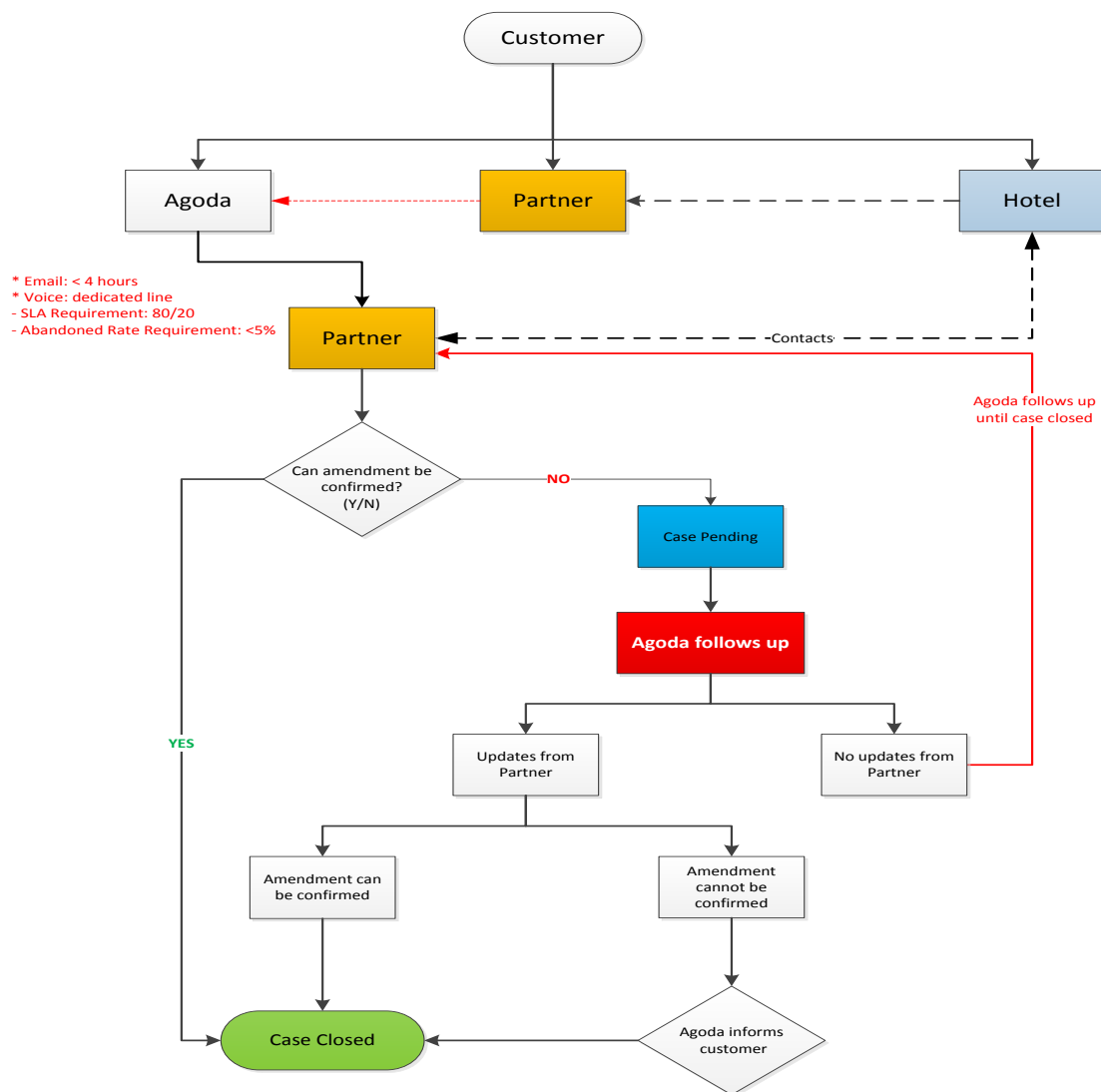
Steps

- ❖ Customer contacts Agoda
- ❖ Agoda can close the case without contacting Partner?
  - If yes, case closed

- If no, Agoda will contact Partner
    - Agoda calls/ emails Partner to get the answer
    - Partner owns the communication with the hotel
    - Partner gets back to Agoda with the answer
    - Agoda informs customer on their inquiry status
    - Case pending, Agoda will follow up with Partner until case closed
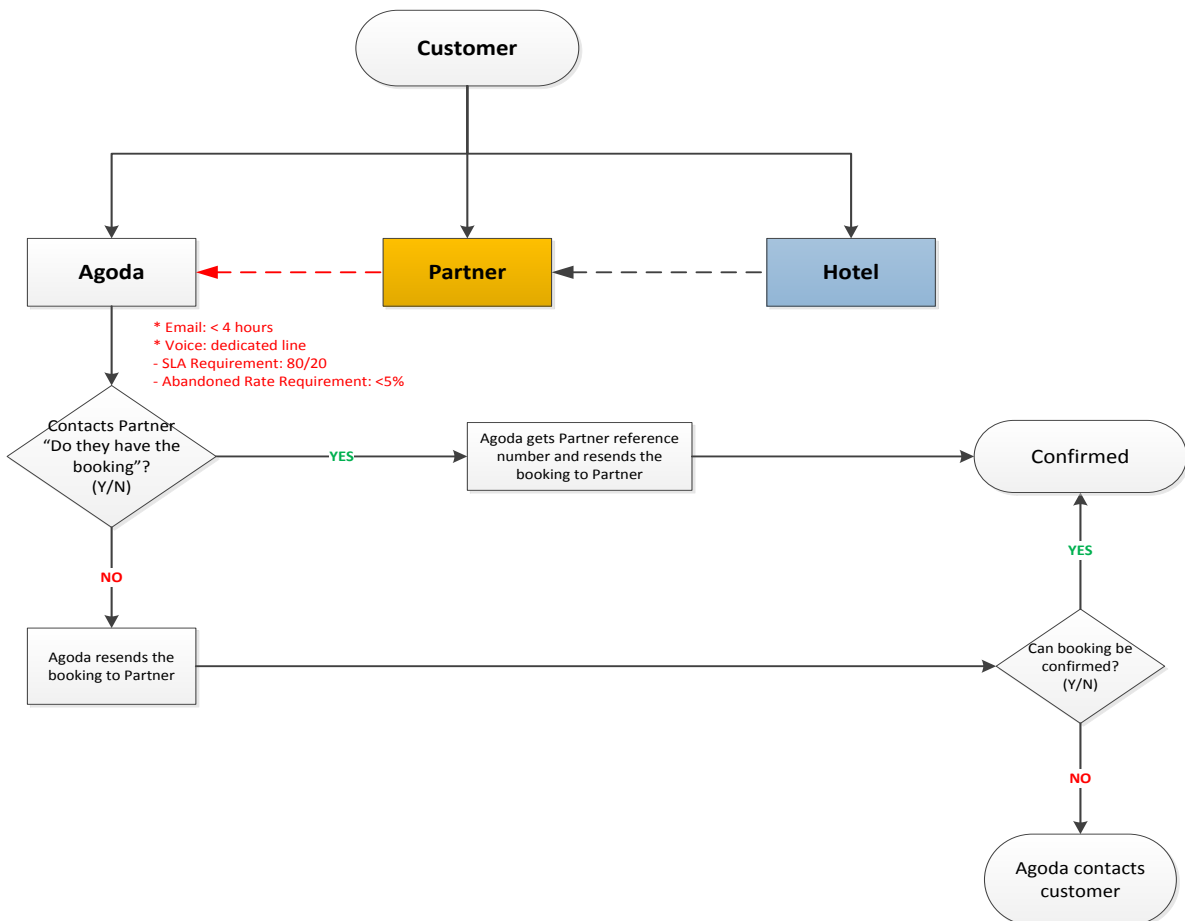
> **Amendment**

Steps

- ❖ Customer contacts Agoda for Amendment Request
- ❖ Agoda will contact Partner

❖ If amendment can be confirmed
- If yes, case closed
- If no, case pending, Agoda will follow up
  - o If there is an update from Partner
    - ▪ If amendment can be confirmed, case closed
    - ▪ If amendment cannot be confirmed, Agoda will contact customer
  - o If there is no update from Partner, Agoda will follow up until case closed.

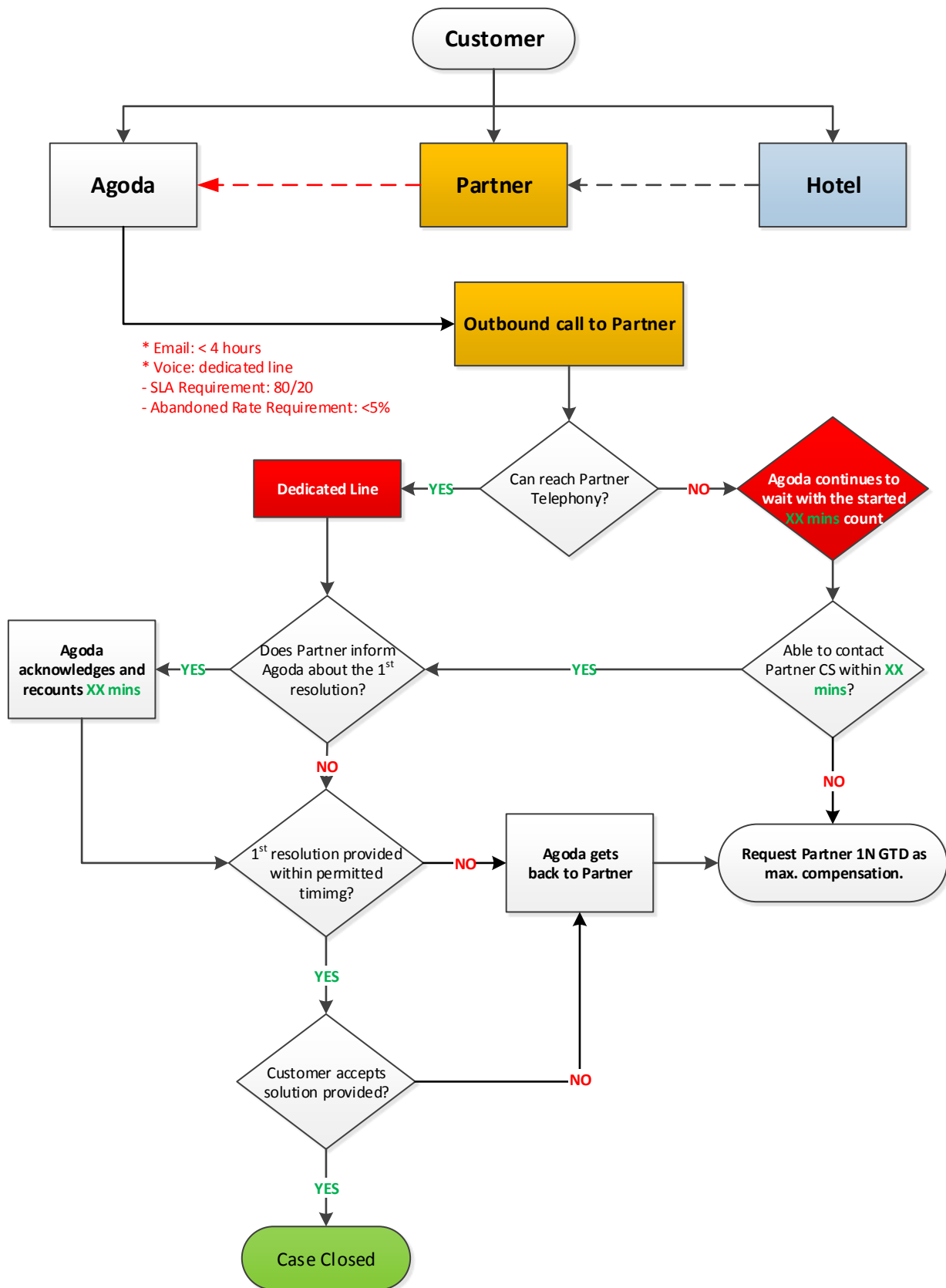➢ **XML Error Procedure** (*Agoda needs a copy of XML error log from Partner prior to launch*)

Steps

❖ Agent will contact Partner, does Partner have the booking?
- o If yes, Agoda will get Partner reference number and manually confirm at Agoda system, booking is confirmed
- o If no, Agoda will resend the booking to Partner

- Can booking be confirmed?
  - If yes, booking is confirmed
  - If no, Agoda will contact customer for further assistance

- **Allotment Reject Procedure** (AR procedure – Hotel unable to honor booking)

  - ❖ **Hotel is fully booked**: customer has a confirmed booking, but hotel rejected due to all rooms were booked. Therefore, hotel has arranged an alternative hotel for the customers.
  - ❖ **No record/ Hotel rejects customer**: customer has a confirmed booking. Hotel is not able to find the booking in their system, thus the booking is rejected.
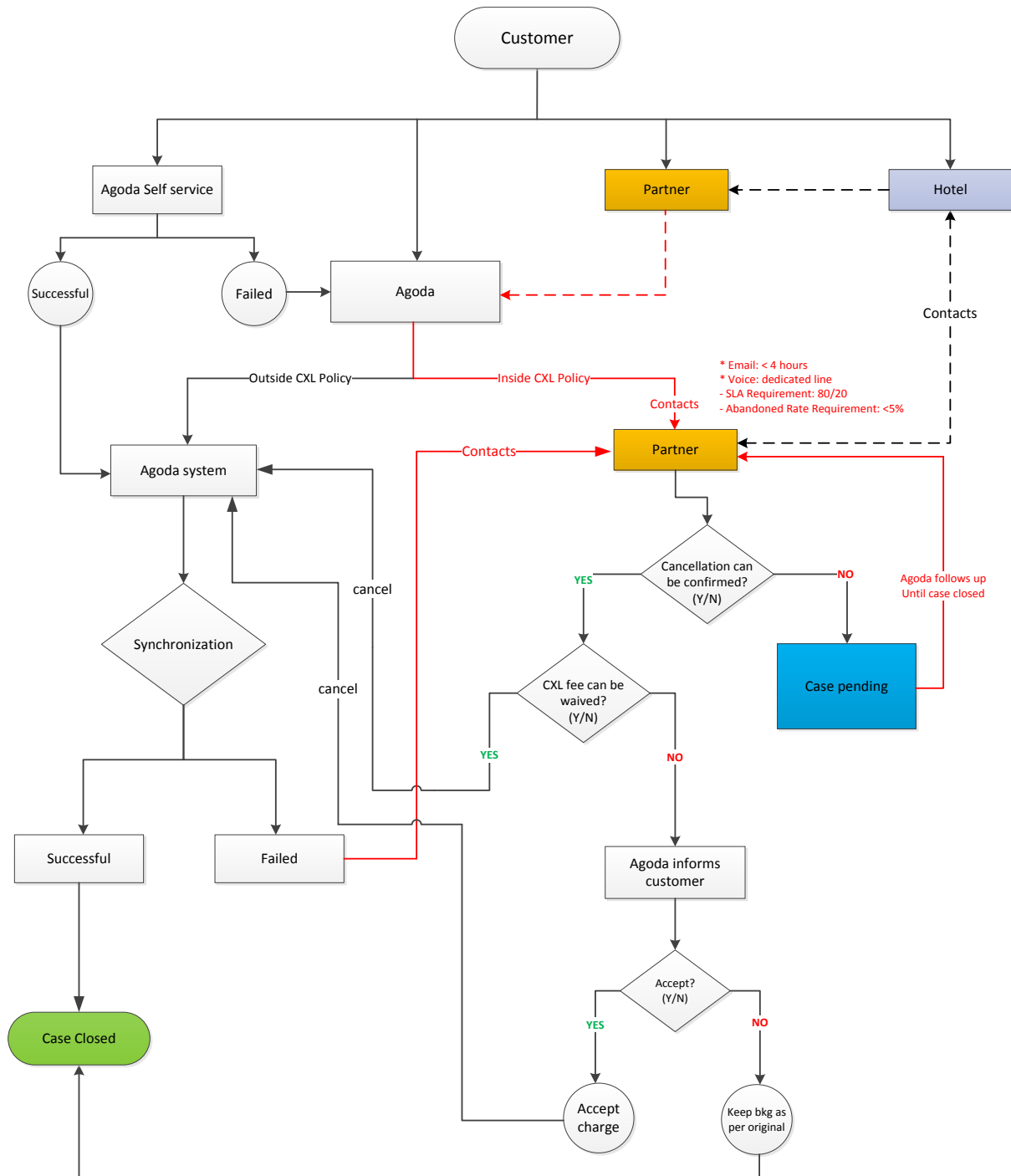
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Customer

Agoda **Partner** **Hotel**

Outbound call to Partner

* Email: < 4 hours
* Voice: dedicated line
- SLA Requirement: 80/20
- Abandoned Rate Requirement: <5%

Dedicated Line ◀ YES — Can reach Partner Telephony? — NO ▶ **Agoda continues to wait with the started XX mins count**

Agoda acknowledges and recounts XX mins ◀ YES — Does Partner inform Agoda about the 1st resolution? ◀ YES — Able to contact Partner CS within XX mins?

NO (below Does Partner inform)

NO (below Able to contact)

1st resolution provided within permitted timimg? — NO ▶ **Agoda gets back to Partner** ▶ **Request Partner 1N GTD as max. compensation.**

YES

Customer accepts solution provided? — NO ▶ (to Agoda gets back to Partner)

YES

Case Closed

Steps

- ❖ Customer contacts Agoda for the Allotment Rejected (AR), Agoda will call Partner
    - Can reach Partner Telephony?
        - o If no, Agoda will continue waiting and XX minutes count starts. Is Agoda able to contact Partner CS within XX mins?
            - If no, Agoda will request 1 night guarantee (1n GTD)
        - o If yes, does Partner inform Agoda about the 1st resolution?
            - If yes, Agoda will acknowledge and recount XX minutes
            - If no, is the 1st resolution provided within permitted timing?
                - If no, Agoda will request 1 night guarantee (1n GTD)
                - If yes, Agoda will inform customer about the solution
                    - If customer accepts, case closed
                    - If customer does not accept, Agoda will request 1 night guarantee (1n GTD)
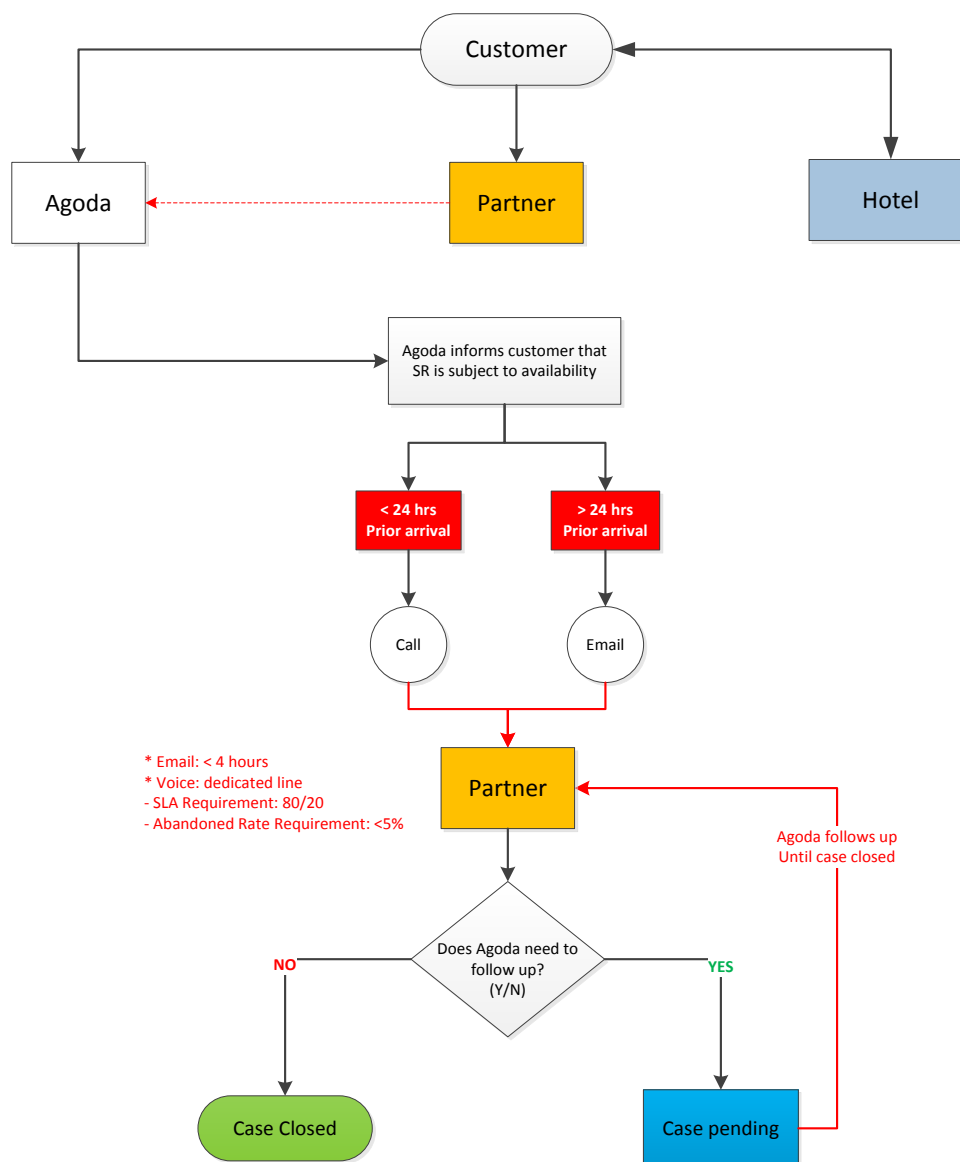
➢ Cancellation Request

Steps

- ❖ Customer contacts Agoda for Cancellation Request
  - • Outside cancellation policy, Agoda will cancel the booking via Agoda system and synchronize with Partner system

- o If the cancellation request is successful, case closed
- o If the cancellation request fails, Agoda will contact Partner to confirm cancellation
- Inside cancellation policy, Agoda will contact Partner to waive the cancellation fee
  - o Partner agrees to waive charge, Agoda will cancel the booking and waive the fee
  - o Partner does not agree to waive charge, Agoda will contact customer to reconfirm if he/she accepts to cancel with fee or keep the booking as per original
  - o Partner cannot give answer right away, Agoda will follow up until case closed

> **Special Request**

Steps

❖ Customer requests for a special request, Agoda will inform customer that special request is subject to availability and cannot be guaranteed

- Agoda will contact Partner based on arrival date
  - ○ Call, if less than 24 hrs
  - ○ Email, if more than 24 hrs
- Agoda needs to follow up?
  - ○ If yes, Agoda will follow up until case closed
  - ○ If no, case closed

Remarks:

- All Special requests are subject to hotel availability and cannot be guaranteed.
- In case customer strongly asks to confirm the special request, Agoda will follow up until getting the final answer from Partner.

D. Emergencies

Agoda will contact Partner immediately in the following emergencies:

➢ Booking failure (Connectivity)
➢ Technical issues
➢ Force Majeure
➢ Political unrest and travel warning issued

V. Policies

A. Booking Conditions / Cancellation Policy

Partner is responsible to ensure that the booking conditions are precisely matched on the website and the hotel is well aware of the same cancellation policy. Agoda acknowledges that the cancellation policy is governed by the hotel and subject to hotel's approval.

B. Breakfast

- If the rate is not inclusive of breakfast and customer needs to add breakfast so the customer has 2 options
  - To pay directly at the hotel.
  - To add breakfast in the original booking, Agoda will contact Partner before confirming any information to the customer.
- If booking is inclusive of breakfast but breakfast is not provided during check-in, Agoda CS will contact Partner CS to arrange breakfast at no cost for the customer.

C. Airport Transfer

- If the airport transfer is not included in the booking, Agoda will advise customer to contact the hotel directly.
- If the airport transfer is included in the booking, Agoda will contact Partner if required.

D. Special Requests

- All special requests are subject to the hotel's availability upon check-in.

- All special request will be forward to Partner and Partner will forward to the hotel.

E. Extra Bed

- Customer can pay extra bed charges directly with the hotel in case where extra bed fees were not included in the original reservation.
- Alternatively, Agoda will contact Partner should the customer request to have extra beds added in the original booking.

F. Dissatisfied with the room/hotel facilities/view etc.

- Agoda will send all complaint details to Partner and Partner will escalate to the hotel for verification and further assistance.

G. Shorten stay/cancel booking

- Agoda will always check booking cancellation policy.
  - If cancellation policy doesn't apply, Agoda will proceed cancellation via API.
  - If cancellation policy applies, Agoda will contact Partner for further assistance.

H. Extend stay

- Agoda will advise customer to make other reservations for the extended stay on the website.
- However, if customer insists to amend the original booking, Agoda will contact Partner for further assistance.

I. No booking found upon check-in

- Partner immediately contacts Agoda.

J. Agoda.com Standard Abbreviations

Abbreviation/ Jargons	Definition
API System	Application Program Interface System
Allotment	Room availability
Allotment Alert (AA)	Booking has not been confirmed (No confirmation e-mail sent)
Allotment Rejected (AR)	Booking is confirmed but hotel is unable to honor booking
CS	Customer Support
CEG	Customer Experience Group Department
Partner	Travel Agent (example: Partner, Qunar, Go Global, etc)
YCS	Yield Control system
PST	Partner Services Team

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