

Internship Report
On
Reservation Process of FirstTrip Limited

Submitted by
Md Khaled Hossain Showkot
ID: 191-43-403

Submitted to:
Mr. Siddiqur Rahman
Assistant Professor
Department of Tourism & Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

An Internship Report
On
Reservation Process of FirstTrip Limited

Letter of Transmittal

Mr. Siddiquir Rahman
Assistant Professor
Department of Tourism & Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

I am pleased to inform you that I have successfully completed my internship requirement. My name is Md Khaled Hossain Showkot, a student enrolled in the Bachelor of Tourism and Hospitality Management (BTHM) program at Daffodil International University, bearing ID: 191-43-403. And it has been both a privilege and a comprehensive learning experience to work on this report.

Throughout my learning, I have dedicated myself to performing to the best of my abilities and I have focused on understanding the key details of the industry and observing firsthand the practices within FirstTrip Limited. Your guidance and expertise have been invaluable throughout this process. I am deeply grateful for your support and advice.

I am open to and would appreciate any further suggestions or clarifications you might have. Thank you for your attention and guidance throughout this process.



Sincerely yours,
Md Khaled Hossain Showkot
ID: 191-43-403
Bachelor of Tourism & Hospitality Management
Department of Tourism & Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

SUPERVISOR'S CERTIFICATION

This is to certify that the report titled “Reservation Process of FirstTrip Limited” is an academically acceptable and original piece of work prepared by Md Khaled Hossain Showkot (ID 191-43-403)

I hereby confirm that I have reviewed this report and find it to be of a quality that meets the standards for enhancing the aviation and travel industries and the tourism & hospitality management (BTHM) program.

I wish him achievement and success.



Mr. Siddiqur Rahman
Assistant Professor
Department of Tourism & Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

First and foremost, I extend my deepest gratitude to Almighty Allah for bestowing upon me the strength and capability to successfully complete this report as per the requirements. I am immensely thankful to my supervisor, Assistant Professor, Mr. Siddiqur Rahman sir, for the invaluable guidance, advice, and suggestions throughout the preparation of this report.

Additionally, I express my appreciation to the Department of Tourism and Hospitality Management for offering BBA students the opportunity to engage in internship programs and develop reports based on these experiences. My sincere thanks go to the team at FirstTrip Limited. Working in such a welcoming and supportive environment has been a privilege, and I am grateful for the experience. Special thanks are due to my organizational supervisor, Md. Rasel Jony and Ibne Shariah Sanin for their constant motivation and support. Their assistance in learning professional etiquette, and values, and providing the necessary resources and information has been instrumental in the preparation of this report.



Sincerely yours,
Md Khaled Hossain Showkot
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Executive Summary

The report serves as a comprehensive documentation of my role as a Reservation Executive at FirstTrip Limited, an online travel agency (OTA) owned by the US-Bangla Group, providing an in-depth exploration of my experiences and insights gained throughout my tenure. This report includes detailed profiles of the company, and its parent organization, and a thorough analysis of operational procedures observed and practiced during my work.

FirstTrip Limited seeks to enhance travel experiences through technological innovation and customer-centric solutions. This report delves into the impact of effective reservation systems on customer satisfaction, operational efficiency, and market positioning, while also comparing FirstTrip Ltd.'s strategies with those of its competitors in the OTA landscape.

By comparing FirstTrip Limited to other OTAs and industry standards, you can learn a lot about the company's success and where it should focus its strategic efforts. Some suggestions for improving performance are to improve the design of the user experience, run focused marketing efforts, and use data analytics to provide more personalized service.

Table of Content

No	Prefatory Part	Page
1	Letter of Transmittal	i
2	Supervisor Certification	ii
3	Acknowledgement	iii
4	Executive Summary	iv

Chapter 1

Introduction

Serial	Topic Name	Page
1.1	Introduction	2
1.2	Background of this Report	2
1.3	Objective of the Report	3
1.3.1	Broad Objective of the Report	3
1.3.2	Specific Objective of the Report	3
1.4	Methodology	3
1.5	Secondary Data Sources	3

Chapter 2

An Overview of Organization Part

Serial No	Topic Name	Page
2.1	OTAs and The Organization Overview	5
2.2	Introduction of FirstTrip Limited	6
2.3	Mission and Vision	6
2.4	Products of FirstTip	6
2.5	Services of FirstTip	8
2.5.1	Flight Ticket	8
2.5.2	Hotel Bookings	8
2.5.3	Holiday Packages	9
2.5.4	Visa Assistance Services	9

Chapter 3

Analysis

Serial No	Topic	Page
3.1	Reservation and Contact Center	11
3.2	Reservation Support Channels for Travel Agents	11
3.2.1	Email Support	12
3.2.2	Portal-Based Support	12
3.2.3	Advisory Call Center	13
3.3	Airline Reservation Systems	14

3.3.1	Direct Airline Booking Management	14
3.3.2	Refund, date change, and void tickets	14
3.3.3	Special Services Handling	14
3.3.4	Access to Airline-Specific Features	15
3.4	Global Distribution Systems (GDS) – Sabre, Amadeus and Galileo	15
3.4.1	Sabre	16
3.4.2	Amadeus	16
3.4.5	Galileo	16
3.5	Challenges in Reservation Management	17

Chapter 4

Findings, Recommendations and Conclusions

Serial No	Topic	Page
4.1	Findings	21
4.2	Recommendations	22
4.3	Conclusion	22
4.4	Reference	23

CHAPTER-1

Introduction

1.1 Introduction:

In the modern travel industry, effective reservation systems and contact centers are pivotal in delivering seamless customer experiences and operational efficiency. The Reservation Center is designed to handle online and offline bookings, ensuring customers can access information and make reservations through various channels, including the website, mobile application, and direct phone calls. By employing trained customer service representatives and utilizing cutting-edge technology, the center not only facilitates bookings but also builds long-term relationships with customers, fostering loyalty and repeat business.

1.2 Background of this Report

Historically, travel reservations were primarily conducted through traditional travel agencies, where customers relied on agents to facilitate bookings. However, the advent of technology and the rise of the internet have transformed this landscape. With the growing demand for online travel services, FirstTrip Limited developed a robust Reservation System designed to streamline the booking process. This system not only allows customers to reserve flights, hotels, and holiday packages online but also enhances the overall user experience by providing a user-friendly interface that simplifies navigation.

In conjunction with the Reservation Center, the Contact Center plays a crucial role in addressing customer inquiries and resolving issues. With a focus on customer satisfaction, the Contact Center is equipped to handle questions related to pricing, travel policies, cancellations, and any other concerns that travelers may have. This dual approach ensures that FirstTrip Limited can meet and exceed customer expectations, ultimately driving organizational objectives and enhancing its market position.

At FirstTrip Limited, the Reservation and Contact Center serves as the backbone of the company's customer service operations, providing travelers with an array of services, including booking assistance, inquiries about travel itineraries, and support for any issues that may arise during the booking process.

1.3 Objective of the Report:

The report's objectives are categorized into two main segments,

- Broad Objective
- Specific Objective

1.3.1 Broad Objective

The overall objective of this report is to analyze the Reservation operation at " FirstTrip Limited, an online travel agency (OTA) owned by the US-Bangla Group ".

1.3.2 Specific Objectives

- To analyze the reservation process of FirstTrip Limited.
- To explain the airline reservation system.
- To identify the problems related to the reservation process of FirstTrip Limited.
- To provide recommendations based on the problem of FirstTrip Limited.

1.4 Methodology

The qualitative research method is utilized here. Most of the data were collected from secondary sources and few data were collected through working experience, personal observation and study. This methodology aims to clearly understand the process of the reservation system.

1.5 Secondary Data Sources

- Standard Operational Procedure (SOP) files.
- Official website of FirstTrip Limited.
- LinkedIn Profile

CHAPTER-2

An Overview of Organization Part

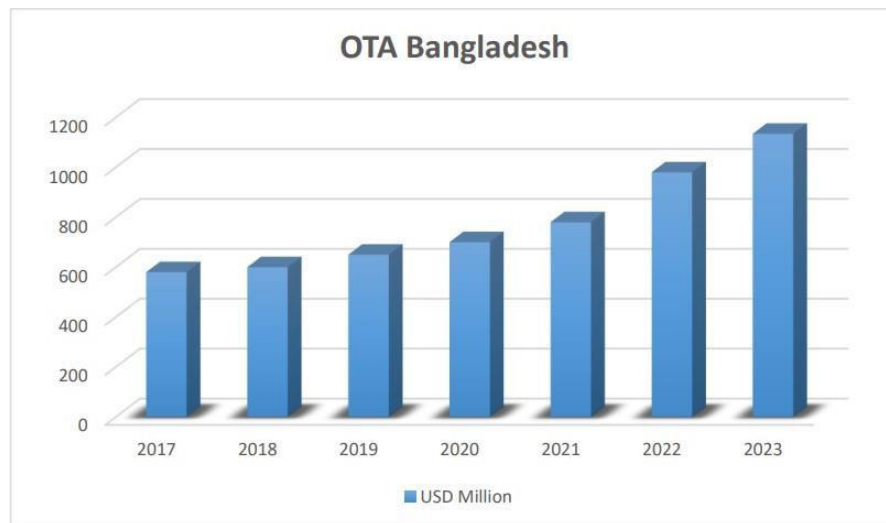
2.1 OTAs and the Organization Overview

OTA stands for Online Travel Agency. The internet has transformed how travelers plan their trips and choose destinations. Nowadays, travelers can research potential locations online instead of relying on traditional brick-and-mortar travel agencies. In Bangladesh, travelers are increasingly turning to OTAs, driven by their growing tech-savviness and reliance on smartphones.

Currently, OTAs hold 45 percent of the travel market, and this share is expected to rise to 80 percent within the next 2-3 years. The upcoming inauguration of the third terminal in Bangladesh will likely lead to the introduction of several new international airlines, significantly increasing the number of inbound and outbound tourists. OTAs provide access to a wide range of travel providers, ensuring that travelers or travel agencies have the inventory they need for their next trip.

The main service of these OTAs' is Air ticketing. They also provide hotel, visa processing, passport application, tour packages, Meet and assist, and Umrah packages. Formally the OTA's operate in a B2B business model. The operations are expanding to B2C by 2024. Local travel agencies are the main customers of an OTA. It plays an intermediary role in the tourism industry.

The OTA Industry of Bangladesh over the Years:



2.2 Introduction of FirstTrip Limited

FirstTrip Limited established in 2022, is a concern of the US-Bangla Group which has set its sights on outclassing the online travel market in Bangladesh to bring the services you desire. As a tech-travel organization, First Trip Limited looks forward to viable courses as it moves interactively into the years ahead. First Trip Limited, an initiative of US-Bangla Airlines, is a fast-growing travel tech company in Bangladesh. With a mission to simplify travel arrangements, FirstTrip Limited constantly evolves its services to meet the needs of travel enthusiasts and leverages the resources of its parent company, known for its rapid growth since 2009. Through technological innovation, First Trip Limited provides smart solutions, offering exclusive pricing and deals on airline tickets and plans to introduce exciting tours, holiday packages, and hotel bookings. Recognizing the shift in consumer behavior toward online travel bookings, FirstTrip Limited has positioned itself as a leading online Travel Agency (OTA) dedicated to simplifying travel arrangements for its customers.

2.3 Mission and Vision

Mission

FirstTrip Limited's mission is to offer smart, efficient, and affordable travel solutions that meet the diverse needs of travelers. The company aims to use technology and data to improve the travel experience. The goal is to make every trip enjoyable, easy, and accessible for everyone.

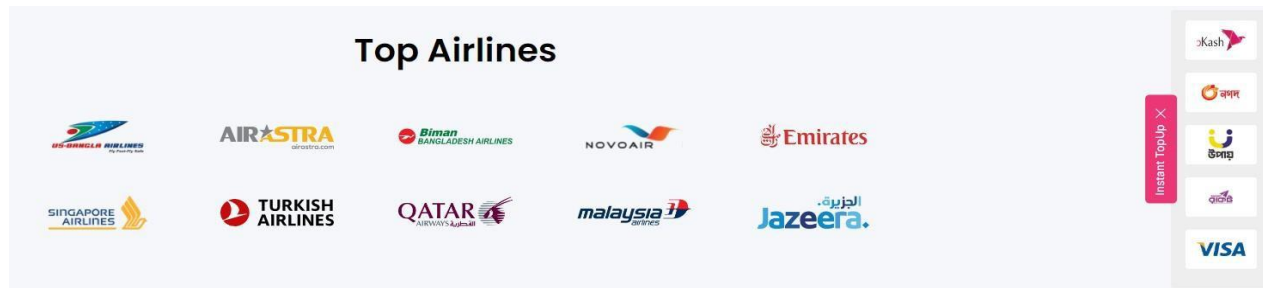
Vision

FirstTrip Limited aims to become the leading online travel agency in Bangladesh and a significant player in the South Asian travel market. The company plans to achieve this by promoting innovation, expanding its range of services, and improving customer experiences.

2.4 Products of FirstTip

Portal Overview

FirstTrip Limited operates as an online travel agency (OTA) through its digital platform or portal. The portal serves as the central hub for providing a wide range of travel services to customers, making the booking and travel planning process more accessible and convenient.

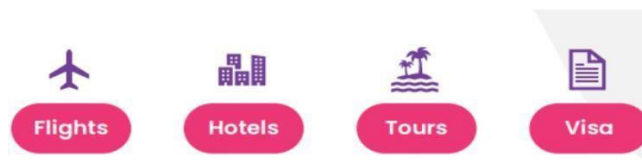


FirstTrip's portal is an integrated online platform designed to offer a comprehensive range of travel services, catering to the needs of modern travelers. As a user-friendly and dynamic digital platform, it streamlines the entire travel planning and booking process, including flights, accommodations, and holiday packages. The portal enables users to access travel services easily, providing a seamless experience that combines convenience, competitive pricing, and a wide range of options.

- **Search and Compare Flights:**

The portal enables customers to search for available flights from various airlines, both domestic and international. It provides a comparison of flight options, including fares, layover times, and flight durations, allowing customers to make informed choices.

- **Multiple Payment Methods:** The portal supports various payment options, including credit cards, debit cards, and mobile financial services like bKash and Nagad. This allows for a flexible and convenient payment experience.
- **Personalized User Accounts:** The portal allows users to create personal accounts where they can manage bookings, view travel history, and save preferred payment methods for quicker checkouts.
- **24/7 Customer Support Access:** Through the portal, customers can contact the support team for any booking assistance, travel advice, or problem resolution.



2.5 Services of FirstTip

2.5.1 Flight Ticket

- **Flight Booking:** Customers can search, compare, and book airline tickets from a range of domestic and international airlines. The platform provides real-time flight availability and pricing, allowing travelers to make informed decisions.
- **Exclusive Deals and Discounts:** Through partnerships with various airlines, FirstTrip Limited unlocks exclusive deals and discounted fares, empowering travelers to enjoy competitive pricing. These special offers inspire customers to save on travel expenses while experiencing exceptional service.
- **Flexible Booking Options:** The platform supports multiple ticket classes, including economy, business, and first class, catering to different preferences and travel requirements.
- **Multi-City Booking Feature:** For travelers planning to visit multiple destinations in one trip, FirstTrip Limited offers a multi-city booking option that allows the selection of different flight routes under a single booking process.

2.5.2 Hotel Bookings

- **Wide Range of Accommodations:** FirstTrip Limited provides a diverse selection of hotel accommodations, from budget-friendly lodgings to luxurious five-star resorts. The hotel booking service allows customers to filter options based on location, price range, amenities, and guest ratings.
- **User Reviews and Ratings:** To help customers make informed decisions, FirstTrip Limited integrates customer reviews and ratings for hotels. This feature provides insights into the experiences of previous guests, offering valuable information on service quality, cleanliness, and overall satisfaction.
- **Bundled Hotel and Flight Packages:** To offer added convenience and cost savings, FirstTrip Limited also provides the option to book hotels in conjunction with flights, giving customers an all-in-one solution for their travel needs.

2.5.3 Holiday Packages

- **Pre-Planned Holiday Packages:** FirstTrip Limited offers a range of pre-planned holiday packages that include destinations in Bangladesh and popular international spots. These packages usually cover flights, accommodation, sightseeing tours, and activities, providing customers with a complete travel solution.
- **Customizable Packages:** Customers have the option to customize holiday packages to suit their preferences. This includes selecting specific destinations, activities, and travel dates, giving travelers the flexibility to design a trip that meets their unique needs.
- **Specialized Tours and Themes:** FirstTrip Limited offers specialized tours such as honeymoon packages, weekend getaways, and adventure tours. These themed packages cater to niche markets, providing unique travel experiences that cater to specific interests.

Services



2.5.4 Visa Assistance Services

- **Visa Application Guidance:** FirstTrip Limited helps travelers navigate the visa application process for international destinations. The company provides comprehensive information on the necessary documents, application procedures, and fees required for different countries.
- **Document Preparation Support:** The visa assistance service includes support for document preparation to ensure accuracy and completeness, helping customers avoid delays or rejections in their application process.

Chapter 3: Analysis

3.1 Reservation and Contact Center

FirstTrip Limited is designed to streamline customer interactions, manage bookings, and provide comprehensive travel support through various communication channels. These channels include the online portal, email, phone calls, and assistance via sales representatives when needed. The Contact Center operates 24/7, allowing agents to quickly address any issues.

FirstTrip's reservation support system is equipped to handle these needs through multiple channels—email, the portal, and direct phone calls. FirstTrip also collaborates with airline reservation systems and Global Distribution Systems (GDS) such as Sabre and Galileo, which provide comprehensive booking and management capabilities. These systems enhance FirstTrip's capabilities by providing real-time data on flight availability, fare comparisons, and comprehensive booking management, allowing agents to access a wide range of travel options and services efficiently. Together, these elements create a robust framework for travel agents to manage their reservations effectively and provide high-quality service to their clients.

3.2 Reservation Support Channels for Travel Agents

After ticket issuance or booking, travel agents may need additional support to manage reservations or address issues that arise.

The travel agents or customers request their queries or support through email, portal, and call to FirstTrip reservation. They provide a PNR or booking reference number with mentioning the requirement. Then a reservation agent reviews that query and finds the solution by using airline reservation systems like Zenith, Novo, Air Arabia portal, and GDS system. After solving the issue, the reservation agent informs the travel agent or customer. Continuing this process ensures every issue gets resolved and handled with the requirements and confirmation from the travel agents.

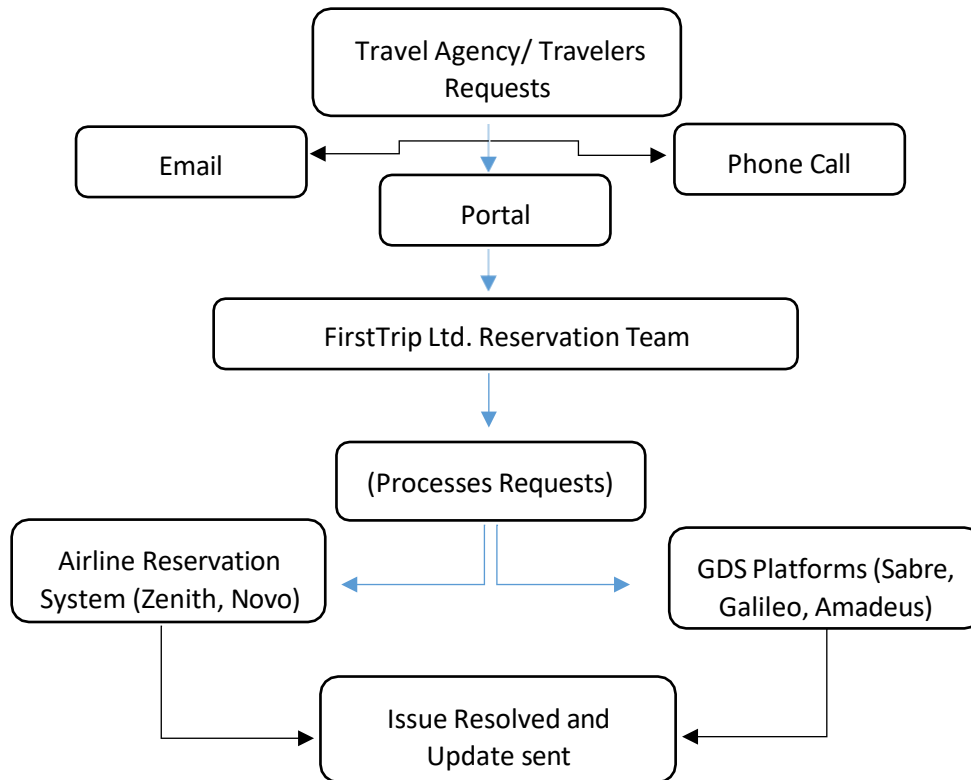


Figure 1: Structure of FirstTrip reservation

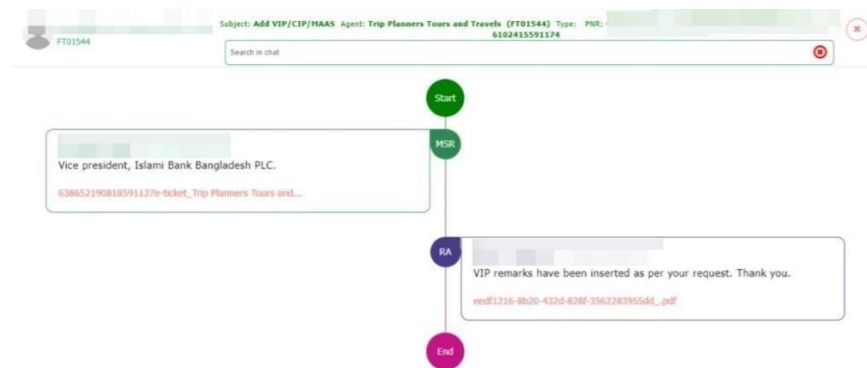
3.2.1 Email Support

- Agents can reach out to FirstTrip’s reservation team via email for assistance with any kind of service requests. Mail address: support@firsttrip.com.
- Email communication serves as an effective tool for addressing intricate issues, particularly in situations where detailed documentation is essential. It allows for clear and organized exchanges of information, ensuring that all relevant details are captured and easily accessible for future reference. FirstTrip reservations use Outlook to provide better service.

3.2.2 Portal-Based Support

- The FirstTrip Limited portal does not allow agents to manage bookings directly. They can modify reservations, check booking status, and update customer details through portal requests providing their booking reference/ PNR.
- Agents can also submit support requests through the portal, which routes their inquiries to the reservation team for further action.
- The portal provides a dashboard for agents to view all their bookings and access exclusive rates or deals.

A portal support chat with customers/ Travel agents:



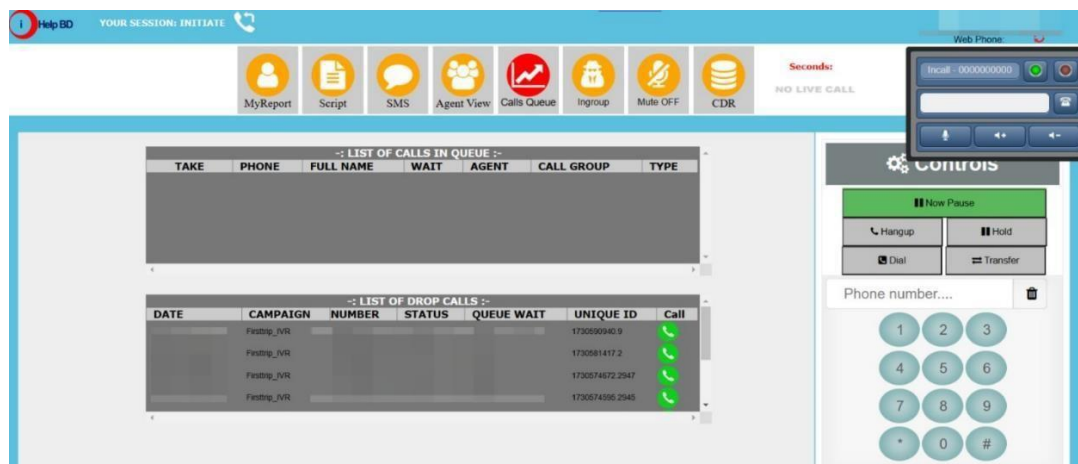
3.2.3 Advisory Call Center

Direct Call Assistance: For urgent matters or complex changes needing immediate attention, agents can contact FirstTrip's Reservation and Contact Center 24/7. This ensures quick problem resolution, such as last-minute flight changes or addressing travel disruptions.

Real-Time Issue Resolution: Phone support is ideal for solving time-sensitive problems, such as clearing waitlists, confirming seat upgrades, or dealing with overbooked flights.

Language Support: FirstTrip's Contact Center offers comprehensive multilingual support to accommodate agents from diverse regions, ensuring effective communication of their needs. This commitment enhances collaboration and serves to meet the various requirements of our global team.

This web phone system is used by Firsttrip Limited for its call center operations.



3.3 Airline Reservation Systems

FirstTrip utilizes various reservation systems to support its operations and provide comprehensive booking management services to travel agents. These systems are crucial for handling reservations, ticketing, and customer service. The primary reservation systems used by FirstTrip include airline reservation systems and Global Distribution Systems (GDS) like Sabre and Galileo. Here's a detailed breakdown of these systems and how they are utilized:

3.3.1 Direct Airline Booking Management:

FirstTrip collaborates directly with the reservation systems of various airlines, including USBangla Airlines. This integration allows FirstTrip to manage bookings, issue tickets, and make changes to reservations in real time. Airline reservation systems are used for direct communication with the airline regarding flight schedules, seat availability, fare rules, and special requests. These systems facilitate immediate updates to passenger information and allow the issuance or re-issuance of e-tickets based on changes to travel plans.

3.3.2 Refund, date change, and void tickets:

Refunds: Travel agents request refunds via FirstTrip's channels (email, portal, or phone). The airline's reservation system or GDS determines eligibility based on fare rules (refundable or non-refundable). GDS automates refund calculations, including penalties and taxes, ensuring accurate and timely processing.

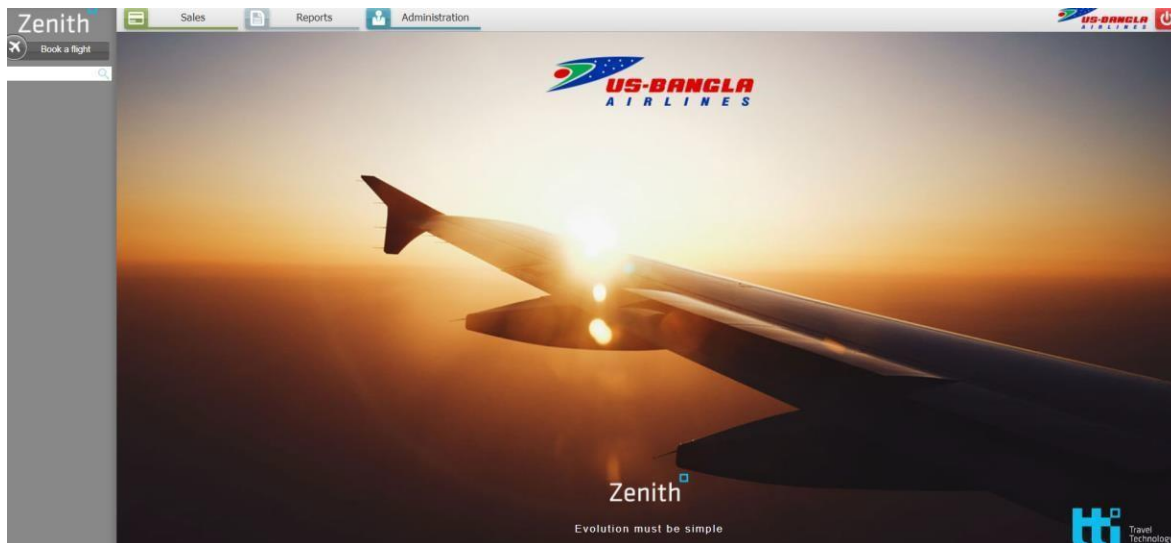
Date Changes: Agents can request date changes, subject to fare rules and availability. Changes are processed through the GDS, with any additional fare or fees calculated.

Voiding Tickets: Tickets can usually be voided within 24 hours of issuance without penalties, depending on the airline's policy.

3.3.3 Special Services Handling:

Through the airline reservation systems, FirstTrip can handle special requests such as meal preferences, wheelchair assistance, or seat upgrades. This integration ensures that customer requests are accurately communicated to the airlines and reflected in the booking. Loyalty programs, Meet and assist (MAAS) and frequent flyer details can also be managed within these systems, enabling agents to apply reward points or upgrade travel classes based on accumulated mileage.

(Zenith) Us Bangla Airlines reservation system:



3.3.4 Access to Airline-Specific Features:

Each airline's reservation system may offer unique features or services, such as managing group bookings, adding extra baggage, or handling last-minute changes. FirstTrip can utilize these features to cater to specific needs or requests from travel agents and their clients.

3.4 Global Distribution Systems (GDS) – Sabre, Amadeus and Galileo

- **Comprehensive Travel Booking Solutions:**

FirstTrip uses GDS platforms like Sabre, Amadeus, and Galileo to access a wide range of travel services from multiple airlines. This provides agents with a consolidated view of different travel options, including domestic and international flights.

- **Real-Time Availability and Fare Information:**

GDS platforms provide real-time data on flight availability, schedules, and fares, allowing agents to make informed booking decisions. This access ensures that agents can find the best travel options for their clients and offer competitive rates. The GDS systems also update booking status and fare changes automatically, helping agents stay informed about any modifications that may impact travel plans.

3.4.1 Sabre

Sabre Corporation is a technology company that primarily serves the global travel and tourism industry. Established in 1960 as an American Airlines subsidiary, Sabre became an independent company in 2000. Sabre offers a range of technology solutions tailored to various sectors within the travel industry, including airlines, hotels, travel agencies, corporations, and travelers.



3.4.2 Amadeus

Amadeus is a leading technology provider for the global travel and tourism industry. Founded in 1987 and headquartered in Madrid, Spain, Amadeus offers a wide range of solutions that serve various sectors within the travel ecosystem, including airlines, hotels, travel agencies, corporations, and travelers themselves.



3.4.3 Galileo

Galileo is a computer reservations system (CRS) and a global distribution system (GDS) utilized in the travel industry. Developed by Travelport, Galileo offers travel agencies and professionals access to real-time information on flight schedules, availability, fares, and booking options from airlines, hotels, car rental companies, and other travel service providers.

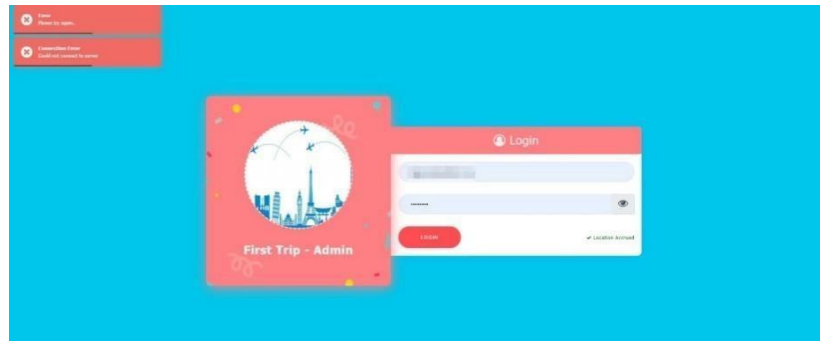


3.5 Challenges in Reservation Management

FirstTrip Limited encounters several challenges in its reservation management operations, which can impact its ability to meet organizational objectives. These challenges are related to technology, market competition, and evolving customer expectations:

Technological Reliability

- **System Downtimes and Technical Glitches:** The reliability of FirstTrip's reservation systems is crucial for maintaining seamless operations. However, system downtimes, slow response times, or technical glitches can disrupt the booking process, leading to lost sales opportunities and decreased customer satisfaction. Unreliable technology can also hinder the ability to provide timely support to travel agents, affecting overall service quality.



- **Integration Issues with GDS and Airline Systems:** FirstTrip uses multiple systems, such as Sabre and Galileo, for booking management. Any technical issues with integration can lead to discrepancies in reservation details or failures in processing bookings, which can cause service delays or errors.

Agency Debit Memo

- An ADM (Agency Debit Memo) is a notice typically sent by an airline to a travel agent, requesting payment of a specific amount. A common reason for issuing an ADM is noncompliance with the rules associated with an air travel ticket after it has been issued.

This is what a debit memo looks like:

IATA BSP AGENCY DEBIT MEMO		AIRLINE CODE N°	005	CK 2	MEMO N°	001000007	CK 1
		MEMO ISSUE DATE	15OCT2014				
AIRLINE NAME		SAUDI ARABIAN AIRLIN					
Tel / Fax		+96626864059 / +96626864059					
Address		ABDULL ST ALKHALDIH BLD 7					
Postcode		21321					
City		JEDDAH					
Country		KSA					
AIRLINE CONTACT		Name: Saudi Arabian Airlines					
Telephone/Fax: 0864059		Ticket Date of Issue: 09JAN2014					
Email: azhammadi@saudiairlines.com.sa		ADM Billing Period: 2014104					
		Passenger Status: Pending					
REASON FOR MEMO		Reason For Issue					
(UN) Under Collection FARE UNDERCOLLECTED.		RELATED DOCUMENTS					
AT FARE CHARGED FOR ONE WAY ROUTING. FARE RA1		1. 0054734210164 6					
S&B TO ARR 3ED \$41.65DDW5VR YNR 29.32Y25VR NU							
C57R.07 = 200404.10 = SAR3165.00. FARECONT							
808.10							

An ADM policy by Biman Bangladesh Airlines:

Agency Debit Memo Policy

Agency Debit Memo (ADM) Policy | Biman Bangladesh Airlines
Biman Bangladesh Airlines ADM Policy For Booking, Ticketing & Refund Abuse

In compliance with the IATA Resolution 830a and 850m of the Passenger Agency Conference Resolution Manual, Biman Bangladesh Airlines (BG) hereby publishes its Agency Debit Memo (ADM) policy for Booking, Ticketing and Refund Abuse.

Effective Date

Biman Bangladesh Airlines will implement this ADM policy with effect from **31 August, 2020**.

1.1. Booking Abuse:

The following table provides details of ADMs that will be raised as a part of the violation of [Biman Bangladesh Airlines Booking Policy](#): [ADM is assigned on a per passenger per segment basis]

South East Asia	Far East	Middle East/KSA	Europe	Domestic
ADM = \$12	ADM = \$15	ADM = \$20	ADM = \$25	ADM = \$5
Kathmandu	Bangkok	Abu Dhabi	London	Barishal
Kolkata	Kuala Lumpur	Dammam	Manchester	Chattogram
Delhi	Singapore	Doha		Cox's Bazar
Chennai	Canton	Dubai		Dhaka

Market Saturation

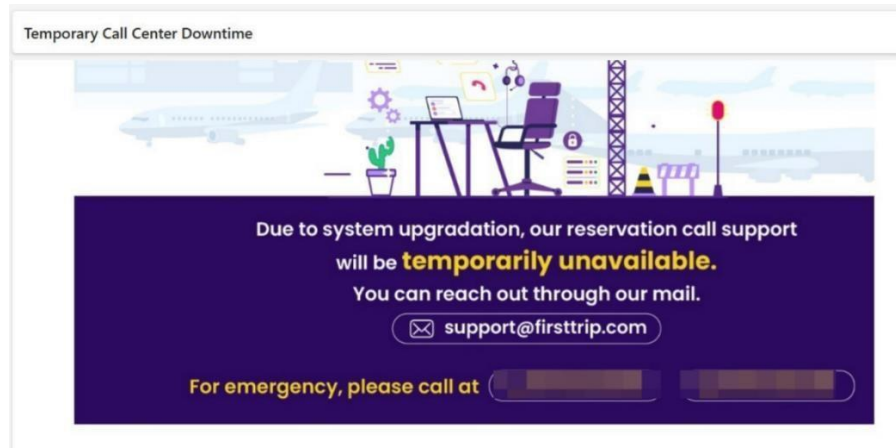
- ❑ **Innovate Constantly:** To stay competitive, FirstTrip needs to regularly introduce new features of reservation services, or offers to attract and keep customers. This ongoing need for innovation can put a strain on resources and make managing reservations more complicated.

Customer Expectations

- **Rapidly Changing Preferences:** As customer preferences evolve, travelers are increasingly expecting more personalized and flexible travel options. FirstTrip needs to regularly update its services and technologies to meet these changing demands.
- **High Standards for Service Speed and Accuracy:** Customers expect quick responses to their booking inquiries and accurate information regarding their reservations. Any delays or errors can lead to dissatisfaction and loss of customer loyalty.

Call support downtime

- Downtime in FirstTrip's call center causes delays in handling customer inquiries and booking support, leading to missed sales opportunities and frustrated customers. It disrupts the efficiency of operations, slowing down response times and impacting service quality. Frequent downtimes can also harm FirstTrip's reputation if the issues are not addressed.



Chapter 4:

Findings, Recommendations

And Conclusions

4.1 Findings

During my time as a reservation executive at FirstTrip Limited, I learned important details about the airline reservation process. Here are some viewpoints that I identified:

Efficiency in Booking Process: FirstTrip's reservation system makes booking easier and faster for travel agents and customers. By connecting to systems like Sabre, Galileo and Zenith, the system gives real-time access to flights and accommodations, which helps create a smooth booking experience.

Technical Support Channels: FirstTrip offers support through email, a website portal, and phone calls. This makes it easy for travel agents to quickly solve problems. Fast assistance helps improve customer satisfaction and loyalty. The reservation system sometimes faces downtimes and technical issues, affecting reliability and potentially impacting customer trust.

Top-up Service: Travel agents and customers can easily submit transaction requests through the user-friendly portal. Once a request is made, an executive reviews and approves it after taking necessary actions. But travel agents and customers appreciate a flexible top-up service, like automatic top-up.

Growth in Digital Travel Demand: Bangladeshi travelers increasingly prefer digital solutions. This trend indicates that FirstTrip has ample growth opportunities by investing in technology and improving its digital platform to meet changing consumer expectations.

Efficiency of GDS and airline reservation systems: GDS and airline reservation systems make booking easy and fast by connecting travel agencies to many airlines and hotels, showing up-to-date info, and personalizing options for travelers. They help travel agencies save costs, though fees can be high for airlines. The airline's fare policy can change at any time. To avoid issuing an ADM, we must check the fare policy for each reservation regularly.

Call support: FirstTrip ensure the best call service. FirstTrip's call support allows travel agents and customers to get quick help by contacting a reservation agent who can resolve issues using airline systems and GDS tools. This ensures that each inquiry is handled efficiently, with solutions communicated directly back to the customer. Server downtime negatively impacts customer trust and disrupts operational efficiency.

4.2 Recommendations

Upgrade Reservation Technology: Investing in advanced technological infrastructure can help improve the reservation system's reliability and reduce instances of downtime. This ensures a consistent experience for users, minimizing disruptions in bookings and improving customer satisfaction.

Automatic Top-up: Travel agents and customers can submit transaction requests through the portal and then an executive reviews and approves each request after taking necessary action. FirstTrip needs to focus on the automation of transactions from the travel agents and customer ends. It reduces the time needed for transactions and ensures reliable service.

Training on GDS and airline reservation systems: If the airline fare policy is not met an ADM will be issued against that reservation. So, the training will help everyone stay updated on its features and improve the efficiency in managing every reservation and it will reduce the chances of ADM issues.

Upgrade Call support system: To avoid call server downtime and its risk FirstTrip Limited should upgrade their call support system to Vici dial and 3CX call support. This will be very effective for handling urgent queries of travel agents or customers.

4.3 Conclusion

In my role as a reservation executive at FirstTrip Limited, I helped align the company's reservation operations with its strategic goals. By ensuring efficient and accurate booking processes, I helped maintain a high standard of customer satisfaction, which is crucial for FirstTrip's reputation and competitive edge. My responsibilities included managing bookings through various channels—the FirstTrip portal, email and direct calls—addressing real-time inquiries, and resolving post-booking issues such as date changes, refunds, and cancellations. Working closely with both airline reservation systems and Global Distribution Systems (GDS) like Sabre and Galileo, I ensured smooth reservation management from the backend.

4.4 Reference

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