

Travel and Hospitality

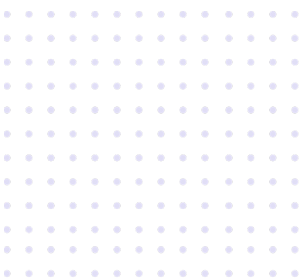
Customer Service Benchmark Report



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Executive Summary

A pulse of how 3,000 of the world's top travel and hospitality companies deliver support on email and social channels.

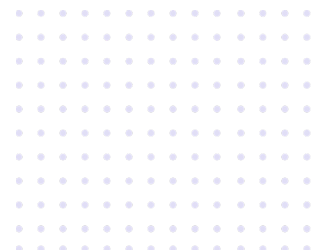
The travel and hospitality industry was greatly affected by the COVID-19 Pandemic. Customer service teams at airlines, hotels, cruise lines, event and venue spaces, and car rental companies were propelled to the front lines as a flood of cancellations, concerns and confusion resulted in spikes in ticket volume as company policy and government regulations evolved constantly.

As personal and business travel starts to resume, the quality of customer service remains as critical today as in the early days of the pandemic. Even pre-Covid, we were seeing a huge shift in customer expectations for immediate, omnichannel and effortless customer support, and this has only further solidified post pandemic. Today, travelers expect to be able to reach out on their preferred channel and get a meaningful and thorough response quickly.

In this edition of Netomi's **Customer Service Benchmark Report**, we looked at how 3,000 of the world's largest travel and hospitality companies provide support on two of the most popular digital platforms: email and Twitter. We found that travel and hospitality brands are failing to meet expectations. Only 12% of companies offer support on both channels, nearly 38% companies don't offer email support and only 46% have Twitter profiles.

Shockingly, the companies that have email addresses or enable direct messaging on Twitter often completely ignore their customers: 70% of emails and 46% of social messages are never responded to. Even if companies respond, customers are left with unanswered questions: 97% of email responses do not provide a meaningful, thorough answer, compared to 72% of responses on Twitter.

A silver-lining: our **Customer Service Benchmark Report** found that the companies that respond on email and Twitter do so quickly: 57% respond to emails within the first 3 hours and 22% respond within the first 15 minutes on Twitter.



Key takeaways

- 1 Omni-channel is rare:** Just **3%** of all travel companies respond with non-automated responses on both channels
- 2 Email and social support is hard to find:** Nearly **38%** travel companies don't offer email support and **55%** of companies don't have a Twitter profile
- 3 Customers are ignored:** Nearly **70%** of all emails are ignored and **46%** of direct messages on social media are never responded to
- 4 Travel companies are not empathetic:** Only **11%** of travel and hospitality companies show empathy in email responses and **26%** don't show any empathy on social media support
- 5 Email response times are fast; social are even faster:** Of the companies that respond, **57%** of travel companies that prioritize email respond within the first 3 hours and more than **1 in 5** companies respond to direct messages within the first 15 minutes
- 6 Responses are not thorough:** **97%** of email responses do not provide a meaningful answer in the initial email response and **72%** of companies don't provide a relevant response on social media
- 7 Larger companies provide faster support on social compared to email:** The largest travel and hospitality companies (5,000+ employees) were the slowest responders on email, with an average response time of over **27 hours**, but the quickest on Twitter, responding to social messages in **5.8 hours**, on average
- 8 The airlines with the best social support are:** Spirit Airlines, airBaltic, Cathay Pacific, RwandAir and Virgin Atlantic; the airlines with the fastest social support are Ryanair, SpiceJet, Horizon Air, Virgin Atlantic and Spirit Airlines
- 9 Response times differ around the world:** Travel and hospitality companies based in North America have the fastest response times on Twitter, responding, on average, in just under **13 hours**, while companies in Latin America are the slowest (average **27 hours**)
- 10 Personalization is lacking:** **28%** of companies did not respond to a customer by their first name in email responses or on social media

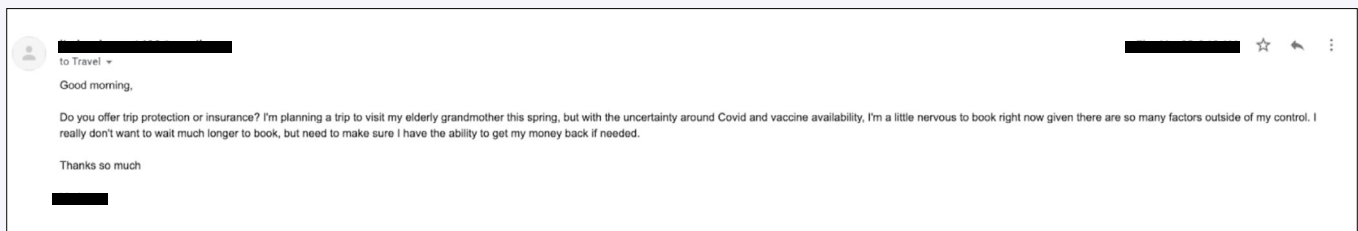
Methodology

Our study includes over 3,000 travel and hospitality companies from 114 countries with 47 native languages.

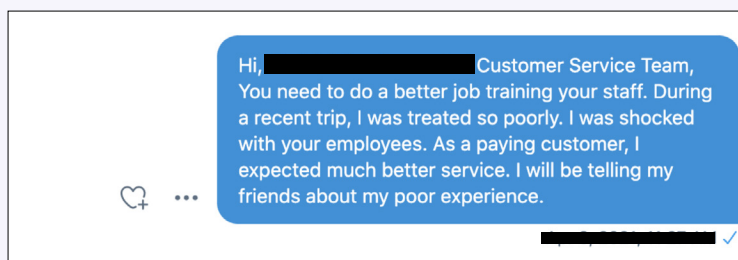
We used apollo.io to find the largest 3,000 travel and hospitality companies globally.

We manually checked corporate websites to find support-related or corporate email addresses. Of the 3,000 companies, we were able to find 1,876 email addresses. We also checked for Twitter accounts for every company, and found that only 1,366 companies had profiles and only 670 enabled direct messaging.

We sent an email to each company—translated to the native language of their home country—as a customer looking for cancellation / refund policies for an upcoming booking in light of COVID-19 uncertainty.



We also send a direct message to each company on Twitter reporting about a poor experience during a recent trip.

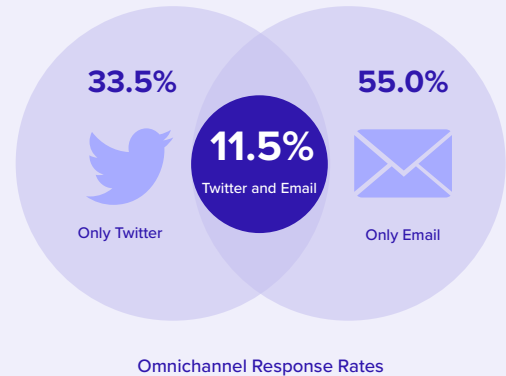


Netomi's research team created a proprietary index to measure the quality of customer support: the **Support Performance Index (SPI)**. The SPI is a 100 point scale that is measured differently on each channel. The overall SPI is an average of a company's **Email-SPI** and **Social-SPI**. The **Email-SPI** is measured by personalization (5 points), empathy (10 points), relevance (25 points), CSAT survey (5 points), automated response (5 points) and resolution time (50 points). The **Social-SPI** is measured by personalization (5 points), empathy (25 points), relevance (25 points), automated response (5 points) and resolution time (50 points).

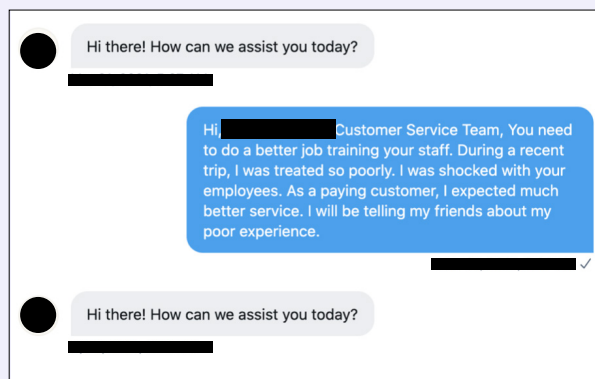
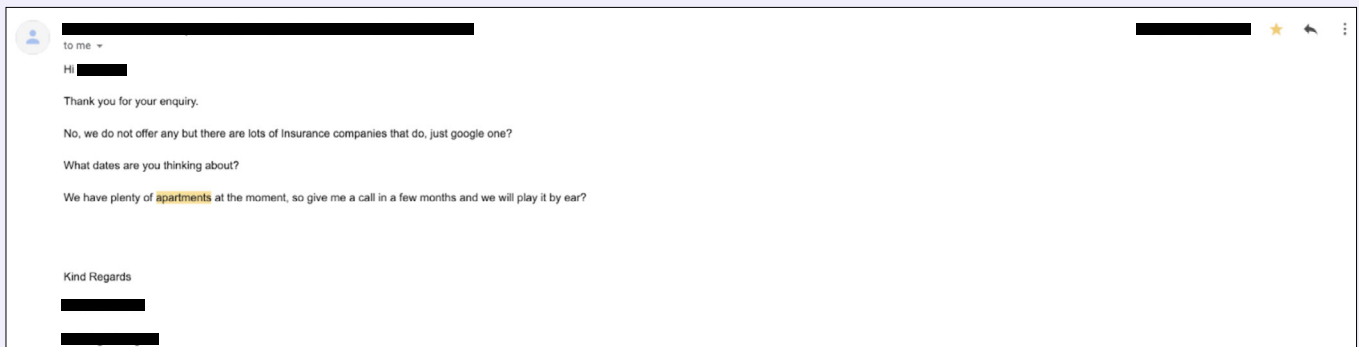
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Omni-channel customer support is extremely rare: only 12% of travel companies offer support on two channels

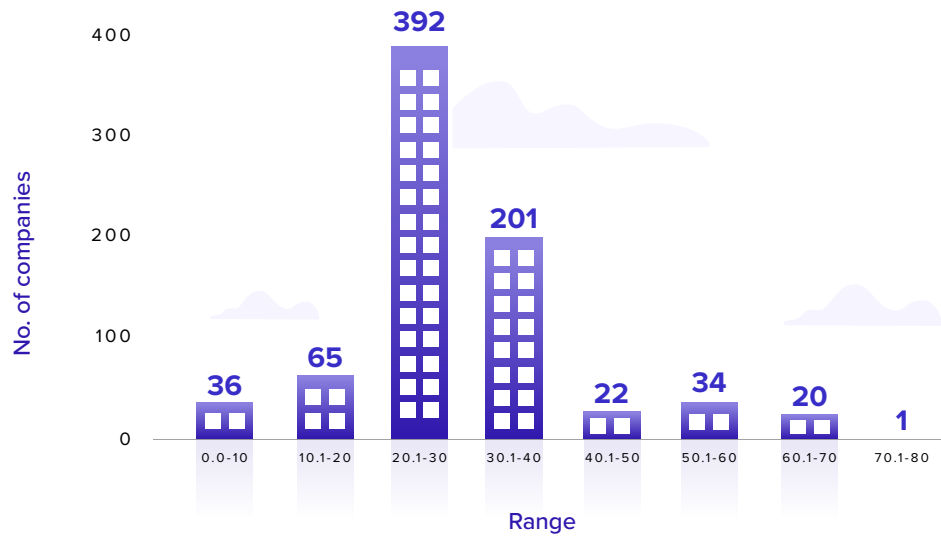
Consumers demand convenience and choice. When they have an issue, people want to reach out on their channel of choice, which can fluctuate depending on the issue they are facing. We found, however, that nearly **9 out of 10** travel and hospitality companies don't offer support on the leading digital channels. Of the companies that respond to customer service messages, we found that only **12%** respond on email and Twitter. Email is the more used channel with **55%** of companies responding, compared to just **34%** on Twitter.



Of the companies that provide both email and social media support, resolutions are not thorough and meaningful. More than **3 in 4** companies (**76%**) of companies average between **20 - 40** on the Support Performance Index (SPI), which measures response time, relevance, personalization and empathy of a response.



SPI Analysis of Companies that Respond on Email and Twitter



When looking at the average industry performance of companies that provide omni-channel support, cruise lines perform the best with an average SPI of **34.23** (out of 100), followed by ground transportation companies (busses, car rentals, trains) (**31.77**) and airlines (**30.77**). The average SPI for all companies that offer omni-channel support is **28.97**.

SPI Score by Sub-Industry

Airlines		30.77
Cruises		34.23
Hotels		28.28
Ground Transportation		31.77
OTAs		27.35
Venues and Events		25.40

SPI Leaderboard



Company	SPI Score (out of 100)	Sub-Industry
 Wakanow	77.69	 OTAs
 Thomas Cook	68.87	 OTAs
 Almosafer	67.54	 OTAs
 TRIDENT HOTELS	65.59	 Hotels
 YOTEL	65.47	 Hotels
 ADDRESS HOTELS + RESORTS	64.87	 Hotels
 WelcomeBreak	63.87	 Hotels
 INTERCONTINENTAL HOTELS & RESORTS	62.50	 Hotels
 Carnival	62.36	 Cruises
 TAJ	61.48	 Hotels



EMAIL SUPPORT ANALYSIS



2

Nearly 2 in 5 Travel Companies Don't Offer Email

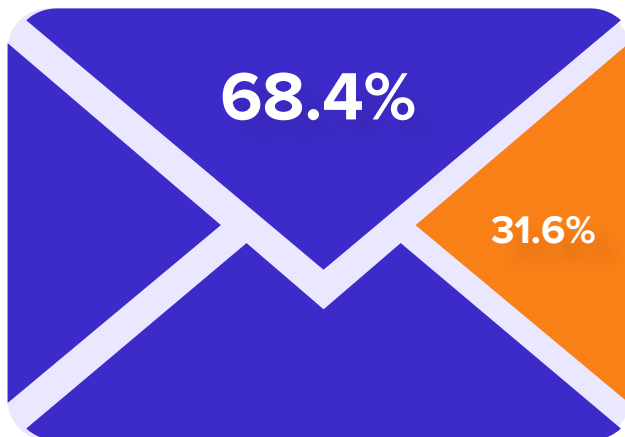
Even though email remains the preferred channel of choice, nearly 2 in 5 travel and hospitality companies (**38%**) don't have a readily available email address. Of those companies that have an email address, shockingly **68%** ignore customer emails and never respond to a simple question about trip protection and insurance.

62.5%



Travel and hospitality companies with an email address

- Valid email address
- No email address



Do travel and hospitality companies respond to emails?

- Yes
- No



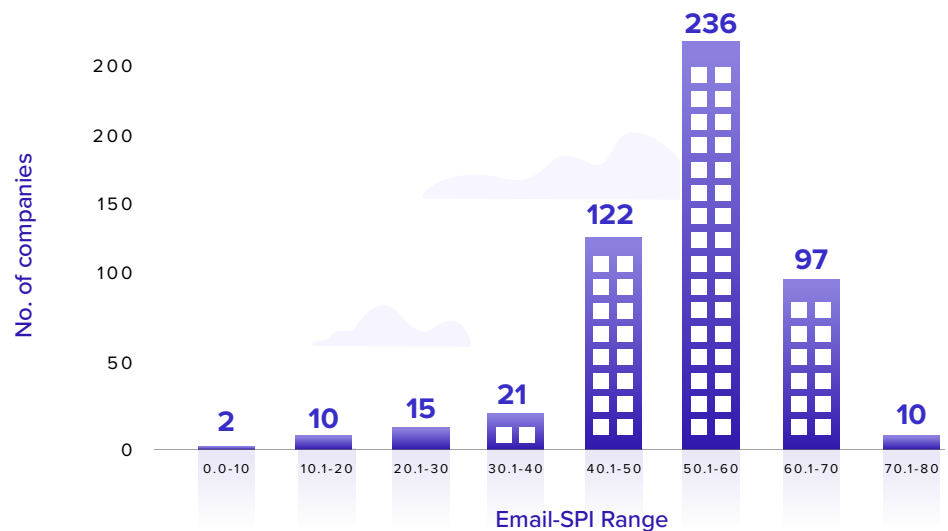
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Travel companies often fail to provide a meaningful, thorough email response
















The average **Email Support Performance Index (SPI)** score was **52.7** out of a possible 100 points. The Email-SPI looks holistically at the response including personalization, empathy, relevance, CSAT survey and response time. This low average signals that even if companies are responding to emails, the quality of the response needs to improve to ensure customers get the information that they need and are not required to reach out on another channel.

The best performing travel company on email is **Wakanow**, an online travel agency, which scored **77.7** out of 100. Other top performers are Aero (**74.08**), Pegipegi (**73**), and Soaring Eagle Waterpark and Hotel (**72.58**).

Travel & Hospitality Company Performance on Email-SPI



Email-SPI Leaderboard

Company	Country	Email-SPI	Sub-Industry
 Wakanow	 Nigeria	77.67	 OTAs
 Aero	 Mexico	74.08	 OTAs
 pegipegi	 Indonesia	73.00	 OTAs
 Soaring Eagle Waterpark and Hotel	 United States	72.58	 Hotels
 Italian Delights TOURS	 Australia	72.17	 OTAs



Airlines



Company	↓ Email-SPI
Cape Air <small>We're your wings.</small>	66.42
UNITED AIRLINES	65.58
AIRLINK	64.53



Hotels



Company	↓ Email-SPI
Waterparks and Hotel	72.58
EAGLE'S NEST RESORT	70.17
ITC'S HOTEL GROUP	69.94



Cruises



Company	↓ Email-SPI
Fred. Olsen Cruise Lines	61.83
WINDSTAR CRUISES	61.42
PONANT <small>YACHT CRUISES & EXPEDITIONS</small>	60.50



Ground Transportation



Company	↓ Email-SPI
fjordline	67.42
PERURAIL	64.96
ROSS Rental Cars <small>We serve your ride</small>	63.29



Venues and Events



Company	↓ Email-SPI
SQUAW VALLEY	64.58
BELLINGHAM MAZE	64.25
LONGWOOD GARDENS	63.21



OTAs



Company	↓ Email-SPI
Wakanow	77.67
pegipegi	73.00
Italian Delights TOURS	72.17

Wakanow Help Team [redacted] to me [redacted] ☆ ↶ ⋮

Dear [redacted]

Thank you for contacting **Wakanow**.

We acknowledge your mail and most willing to assist you.

Kindly provide your travel destination/ take off country , to advice you appropriately on the Covid-19 protocol . However, please find below the insurance plan/price we offer .

#15,200 for 30days single trip

#30,000 for 3months single trip


#40,000 for 6months multiple trip

#55,000 for 1year multiple trip

We await your response .

Thank you for choosing **Wakanow**

Wakanow.
W: www.wakanow.com
Nigeria: Phone: +234-12773010, +234-7009252669
Ghana: Phone: +233-(0)307082484, +233-(0)242435515
Kenya: Phone: +254 207 640 120
E: info@wakanow.com/ ghanainfo@wakanow.com/ info@wakanow.co.ke
WhatsApp Nigeria: +234-9087873524 **Ghana:** +233 596913909



Thank You for choosing **Wakanow**

Best Regards

Wakanow Support Team

cs@pegipegi.com [redacted] ☆ ↶ ⋮

to me [redacted]

🗨 Indonesian ▾ > English ▾ [View original message](#) Always translate: Indonesian

Dear [redacted]

Thank you for choosing Pegipegi as your vacation partner.

We are happy to inform you. For matters of insurance, Pegipegi collaborates with several well-known insurance partners in Indonesia, presenting the most complete protection package for Mr. Steve's trip. For procedures for buying travel insurance, you can check the following link: <https://www.pegipegi.com/help/asuransi-8/bagaimana-cara-membeli-asuransi-perjalanan-di-pegipegi-35>

And regarding refunds or refunds, it refers to the policies of each airline, generally all tickets can be refunded but will be subject to a cancellation fee. For refunds, it can be in the form of funds or in the form of a voucher or refund coupon that can be used for your next trip.

Thus we convey this information, thank you for Mr. Steve's attention.

If you have any further questions, please do not hesitate to contact us via email cs@pegipegi.com or through our whatsapp chat service on 0819 4897 777.

Are you ready for adventure today? #Pegipegi

Best Regards,
 [redacted]

4

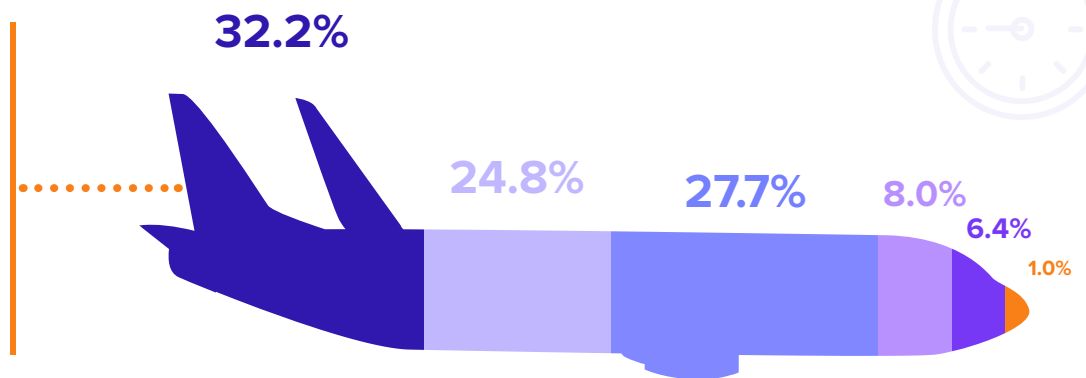
On Time Responses: 57% of travel companies that prioritize email respond within the first 3 hours

Customers today expect fast responses. The travel companies that have email addresses are generally quick to respond: **32%** respond within the first hour; **57%** respond within the first three hours; and nearly **85%** respond within the first 24 hours. This means, though, that **15%** of companies don't respond to customer emails on the first day.

The fastest responders are: Falkensteiner Hotels & Residences (**2 min, Austria**); Johnson's Beach & Resort (**2 min, United States**); ALTOUR (**3 min, United States**) and Clarity Travel, (**3 min, UK**)

Email Response Time

- 0-1 hours ●
- 1-3 hours ●
- 3-24 hours ●
- 24-48 hours ●
- 2-7 days ●
- 7+ days ●



Fastest Responders



Company	Country	Sub-Industry	Response Time
FALKENSTEINER Hotels & Residences	Austria	Hotels	2 min
Johnson's Beach The Russian River	United States	Hotels	2 min
ALTOUR	United States	OTAs	3 min
CLARITY The Business Travel Experts	United Kingdom	OTAs	3 min



Airlines



Company	Response Time
 PRIVATE JET SERVICES	6 min
	14 min
	17 min



Hotels




Company	Response Time
	2 min
	2 min
	4 min



OTAs



Company	Response Time
ALTOUR	3 min
	3 min
Almosafer	5 min



Ground Transportation



Company	Response Time
	7 min
	10 min
	11 min



Venues and Events



Company	Response Time
PORTHVAN ENTERPRISES LIMITED	3 min
	5 min
BreakFre	7 min



Cruises



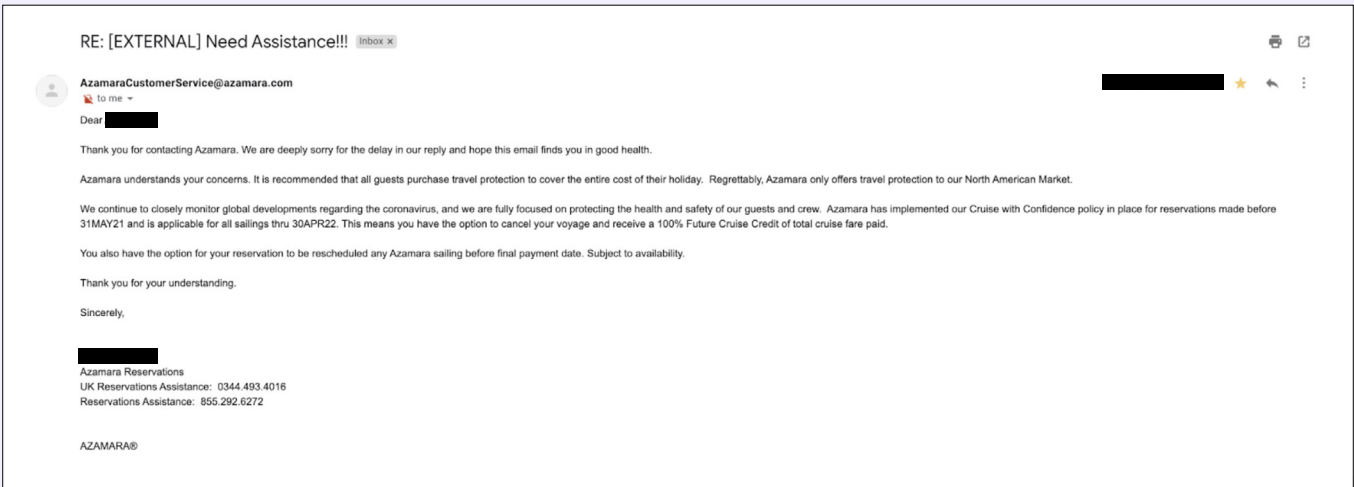
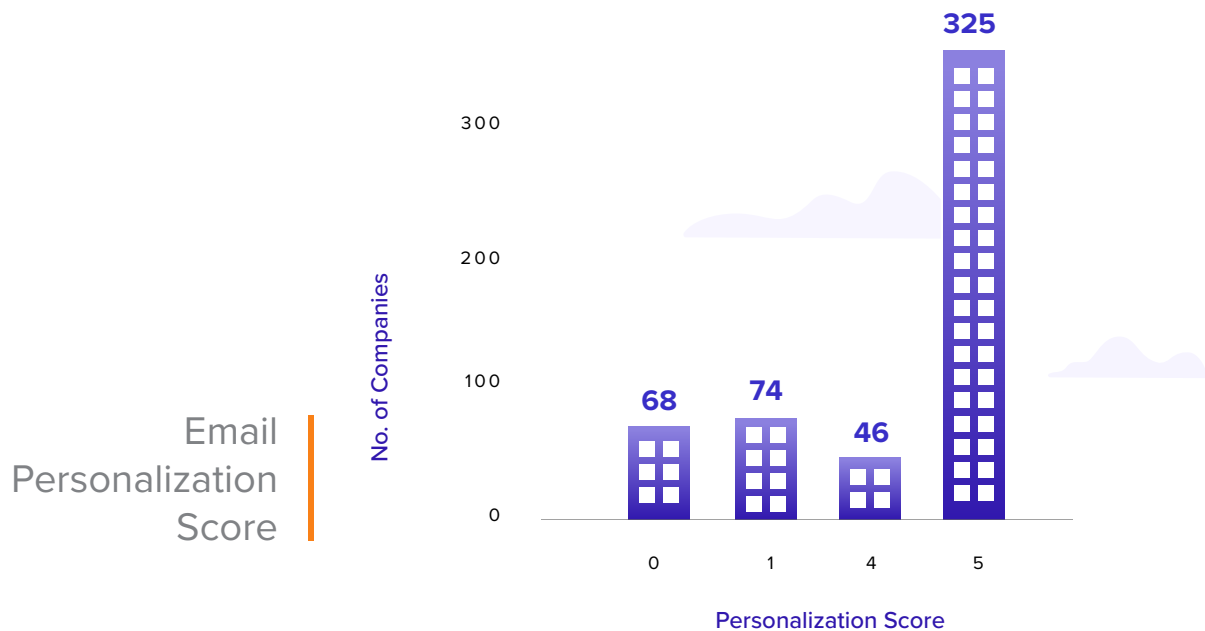
Company	Response Time
	6 min
	31 min
	38 min

5

Guests are greeted by name: Email personalization is a bright spot for travel and hospitality companies

Personalization is a defining element of good customer support, and by and large, travel and hospitality companies are delivering personalized support on email. In our study, we defined personalization by addressing a customer by name and an agent humanizing the response by using their own name.

While 28% of companies did not respond to a customer by their first name, over **3 in 5 companies (63%) fully personalize email responses.**



Azamara delivered a highly personalized response

6

Email responses leave unanswered questions: 53% of emails do not fully resolve a customer's question

In our study, we asked travel and hospitality companies about trip protection or insurance options in case of a cancellation due to Covid-19 vaccination and uncertainty. As a customer, you would expect an email response to inform you about:



Insurance availability and options



An explanation of the policy if one exists

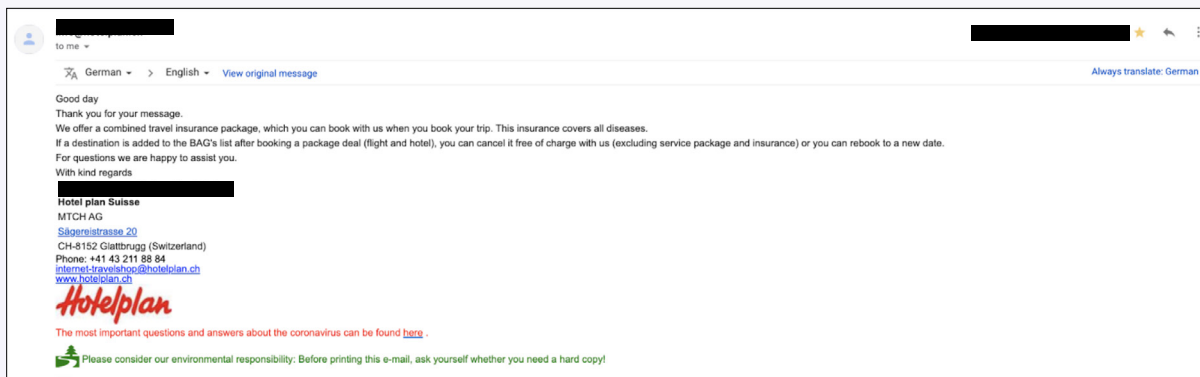
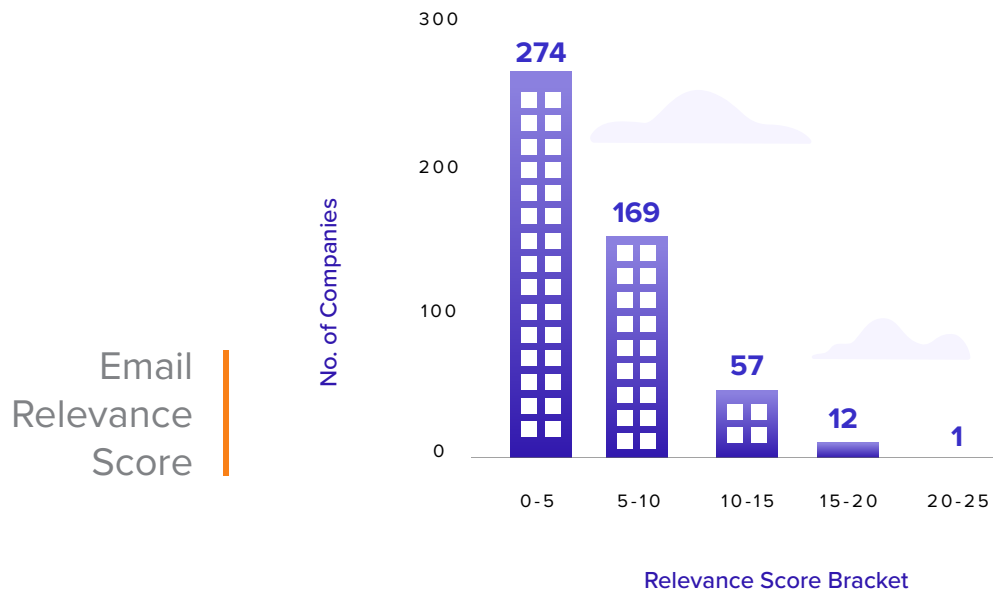


A link with more information and the ability to purchase



Cancellation or trip modification policies

Surprisingly, more than half of companies that responded to emails (53%) scored on the lowest bracket on our Relevance Score, not including key information that would answer a person's question. A whopping 97% lacked key information which would likely see a person responding for clarification or reaching out on a different channel. This leads to increased customer frustration and costs.



Only one company, Hotelplan Suisse, scored a nearly perfect Relevance Score, providing a fully thorough response that would satisfy a customer's inquiry

7

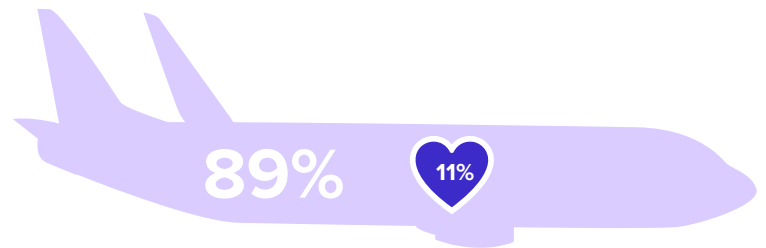
Empathy is extremely rare for travel and hospitality companies

In the email to travel and hospitality companies, the customer referenced concerns about booking a reservation due to uncertainties around COVID-19. This is a concern which can be nearly universally understood, and especially given the impact the pandemic had on the industry, one would expect customer service agents to address a person’s concerns and feelings.

Of the companies that responded to emails, only **11%** showed empathy by acknowledging a customer’s concern over COVID-19’s potential impact on their travel plans. Furthermore, only 1% discussed health and safety measures their company was taking to mitigate risks around COVID.

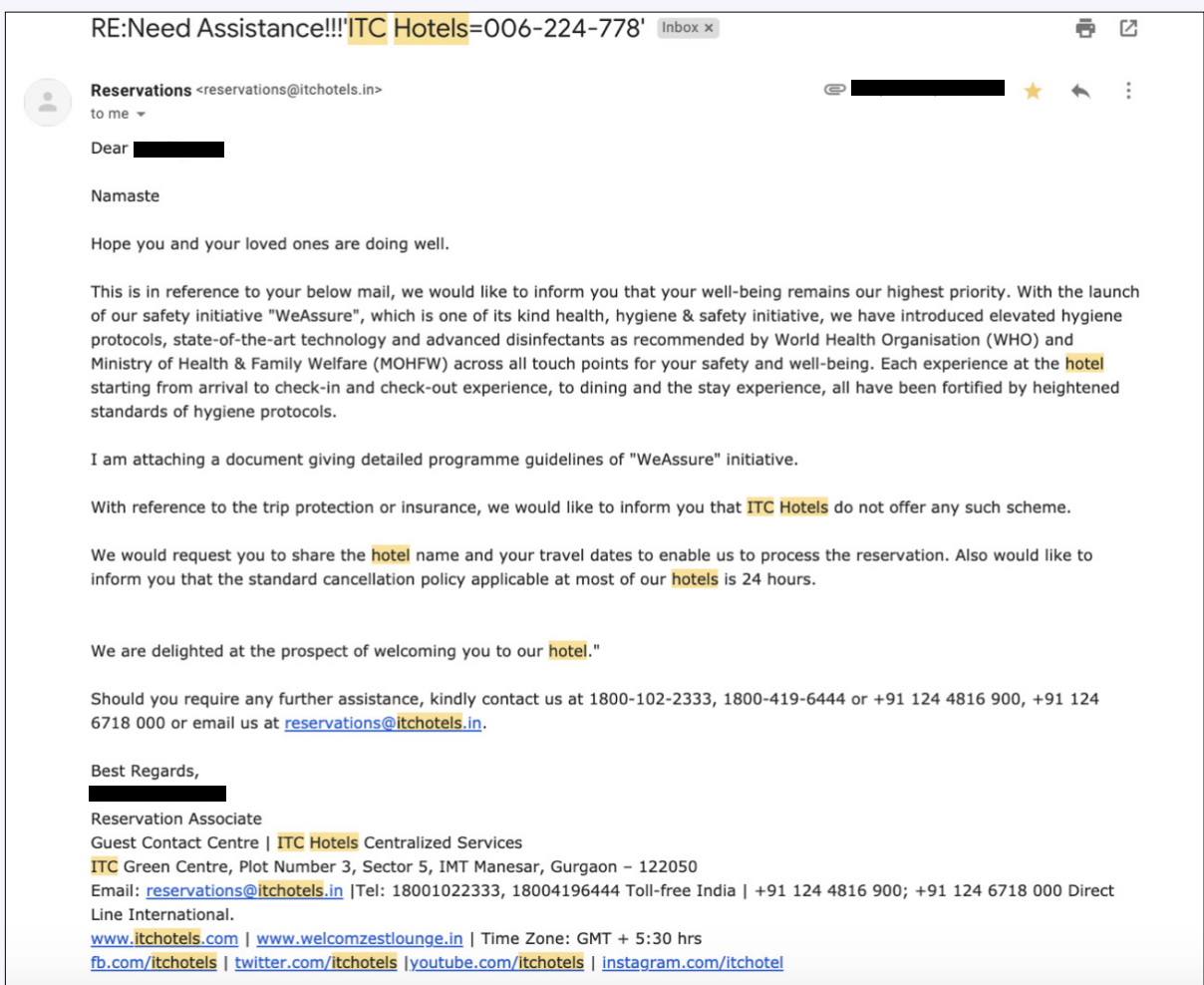
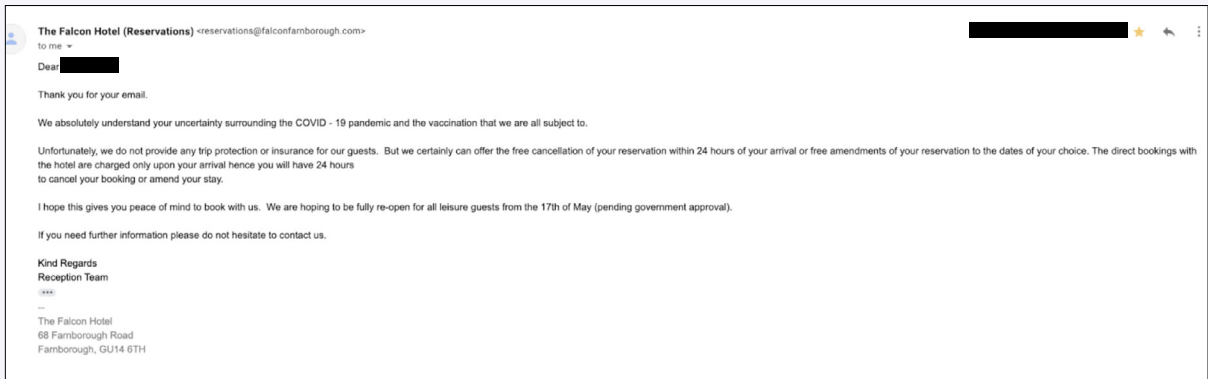
Are travel and hospitality companies empathetic over email?

Yes ●
No ●



Most Empathetic Companies

Company	Country	Sub-Industry
 TRIDENT HOTELS	 India	 Hotels
 SLEEPING BEAR BED & BREAKFAST	 United States	 Hotels
 LONGWOOD GARDENS	 United States	 Venues and Events
 ITC'S HOTEL GROUP	 India	 Hotels
 AERCO	 Mexico	 OTAs



Examples of company responses that displayed empathy



8

Which industries provide the best and fastest resolutions?

Travel and hospitality industries prioritize email customer support differently. Ground transportation companies have the highest Email-SPI (**53.68**) and respond fastest (**9.2 hours**). Airlines scored lowest on the Email-SPI (**48.89**) and have the second-slowest response time (**16.36 hours**), faster only than cruise lines (**23.16 hours**).



GROUND TRANSPORTATION



Email-SPI: 53.68
Response Time: 9.20



HOTELS AND RESORTS

Email-SPI: 53.42
Response Time: 12.43



OTAs

Email-SPI: 52.54
Response Time: 12.53



VENUES AND EVENTS

Email-SPI: 51.66
Response Time: 9.64



CRUISES

Email-SPI: 51.24
Response Time: 23.16



AIRLINES

Email-SPI: 48.89
Response Time: 16.36

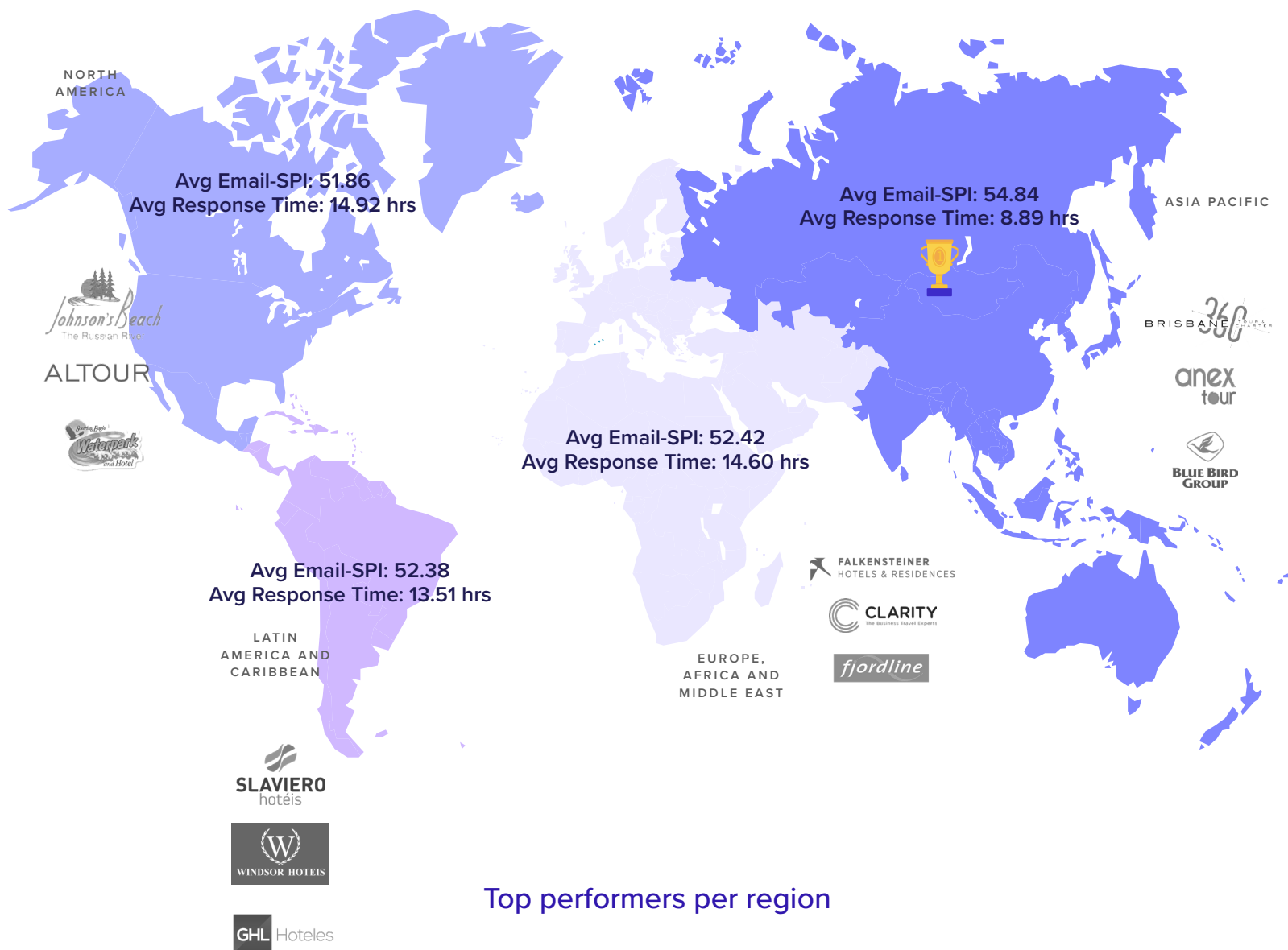
*Response Times are in hours



9










Where in the world is email support the best? APAC.

Travel and hospitality companies in the Asia-Pacific region (APAC) are the fastest email responders, getting back to customers, on average, in just under **9 hours**. Companies in APAC are **1.5X** faster than companies based in Latin America (LATAM), **1.6X** faster than Europe and the Middle East (EMEA) and **1.7X** faster than North America (NA).



When we look at email customer support performance based on the country where companies are based, we found that companies based in Switzerland deliver the slowest email customer support responding, on average, in nearly **42 hours**. Mexican-based companies are the second slowest email responders, averaging **26.7 hours**, followed by Indonesian countries at **18.7 hours**. The fastest email responses come from companies in the UAE (**1.3 hours**), followed closely by Brazil (**1.46 hours**), Ireland (**1.5 hours**) and Singapore (**1.5 hours**).



Country	Avg Response Time (hrs)
 United Arab Emirates	1.29
 Brazil	1.46
 Ireland	1.53
 Singapore	1.54
 Germany	2.34
 Sweden	3.17
 Canada	3.60
 Netherlands	5.60
 Spain	5.61
 Norway	6.19

Country	Avg Response Time (hrs)
 Australia	6.53
 France	7.41
 South Africa	8.34
 India	12.82
 United States	15.47
 Indonesia	18.68
 United Kingdom	20.43
 Mexico	26.71
 Switzerland	41.52



Swedish and Norwegian-speaking companies provide the best email customer support, scoring the highest Email-SPI Scores, **58.19** and **58.62**, respectively. In terms of response time, travel and hospitality companies in English-speaking countries ranked **19 out of 27** languages, with an average response time of nearly **14 hours**. Portuguese-speaking companies were the fastest, at **1.7 hours**, followed by Swedish-speaking companies (**3.2 hours**) and Arabic-speaking companies (**4.2 hours**). German speaking companies were the slowest responding, on average, in just over **24 hours**.



Hallo!

NORWEGIAN

Email-SPI: 58.62
Response Time: 6.19



Hej!

SWEDISH

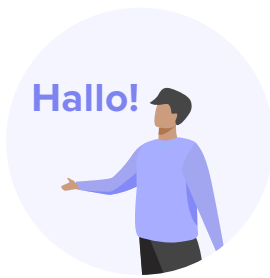
Email-SPI: 58.19
Response Time: 3.17



Olá!

PORTUGUESE

Email-SPI: 55.86
Response Time: 1.70



Hallo!

DUTCH

Email-SPI: 54.91
Response Time: 5.01



Halo!

INDONESIAN

Email-SPI: 54.72
Response Time: 18.68



مرحب

ARABIC

Email-SPI: 54.03
Response Time: 4.21



Bonjour!

FRENCH

Email-SPI: 53.40
Response Time: 7.41



Hello!

ENGLISH

Email-SPI: 53.01
Response Time: 13.77



Hallo!

GERMAN

Email-SPI: 50.02
Response Time: 24.09



Hola!

SPANISH

Email-SPI: 48.97
Response Time: 16.19

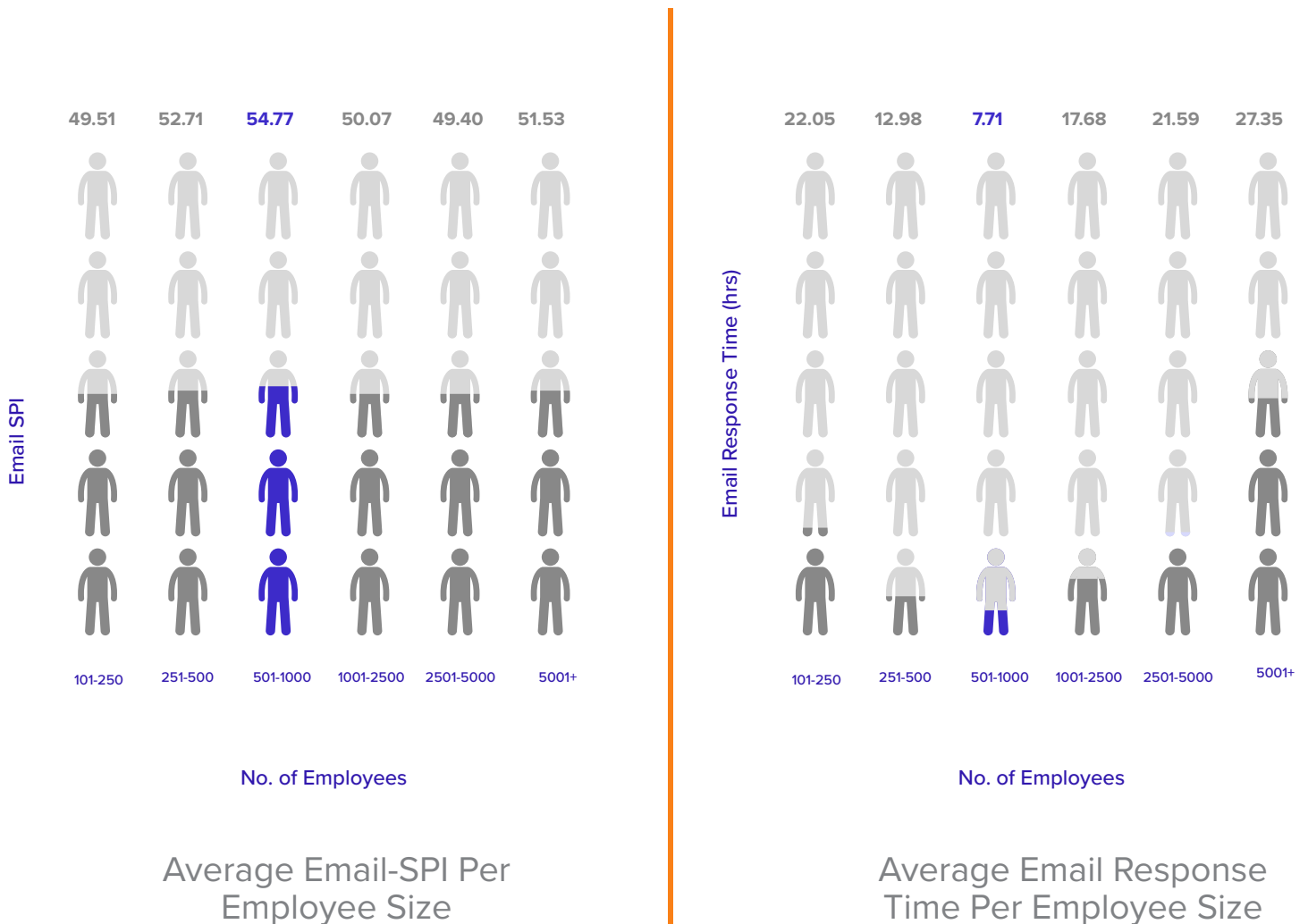
*Response Times are in Hours

10

Larger companies don't provide better email customer service

Mid-size companies (based on employee count) outperform larger and smaller companies in both average Email-SPI score and average email response time. These companies, with between 501-1,000 employees, had a **1.7X faster** response time and scored **4%** higher on the Email-SPI than other companies.

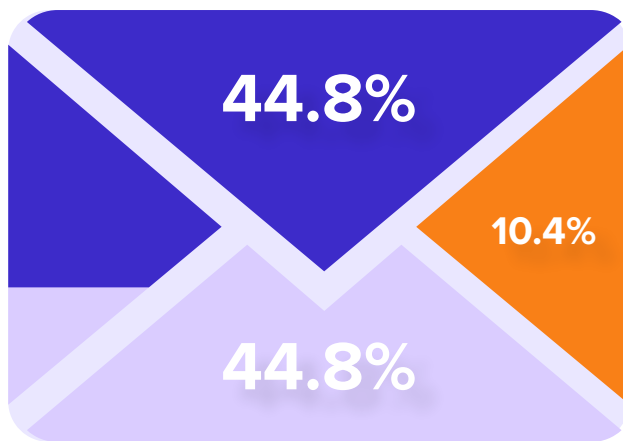
It should come as no surprise that small companies were some of the worst performers. Companies with less than 250 employees responded, on average, in **22 hours** and had the second lowest average Email-SPI (**49.51**). What was surprising, however, was that the largest travel and hospitality companies (5,000+ employees) were the slowest responders on email, with an average response time of over **27 hours**.



11

A spotlight on how the largest 25 global Travel and Hospitality Companies Provide Customer Support

Of the largest companies by employee size, **45%** failed to respond to customer service emails, the same percentage of those that provided a full email resolution. Approximately **10%** of companies, including Hertz and Lufthansa, sent only an automated response, failing to follow up to provide a full resolution. The best performers on the Email-SPI were all based in the United States: United Airlines (**65.58**); Marriott International (**61.24**), Booking.com (**58.92**), and Intercontinental Hotels Group (**57.83**).



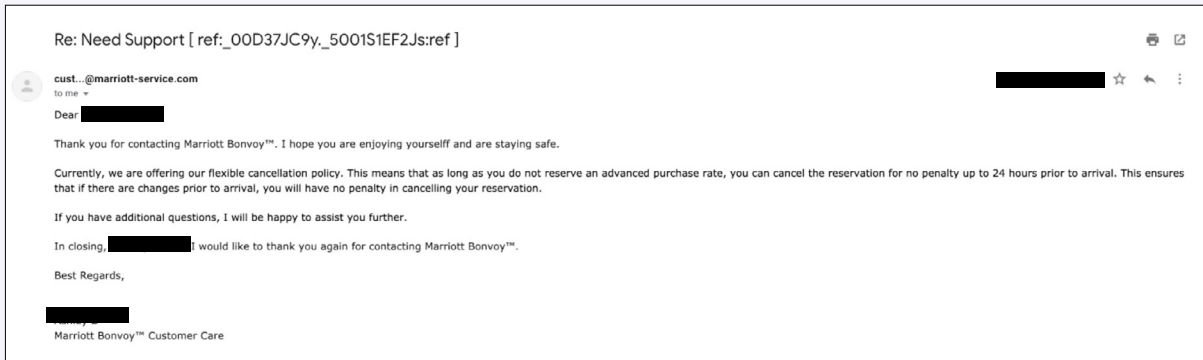
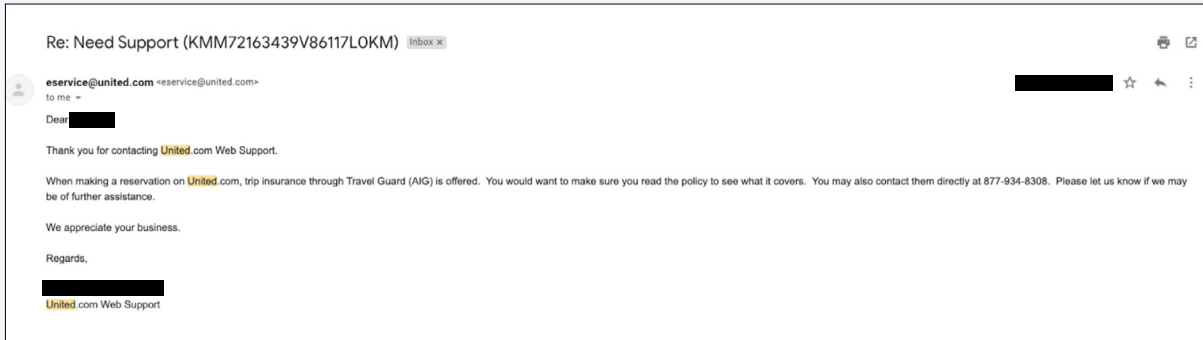
How well do the largest global travel and hospitality brands offer email support?

- No Email Response
- Automated Email Response Only
- Email Response Received

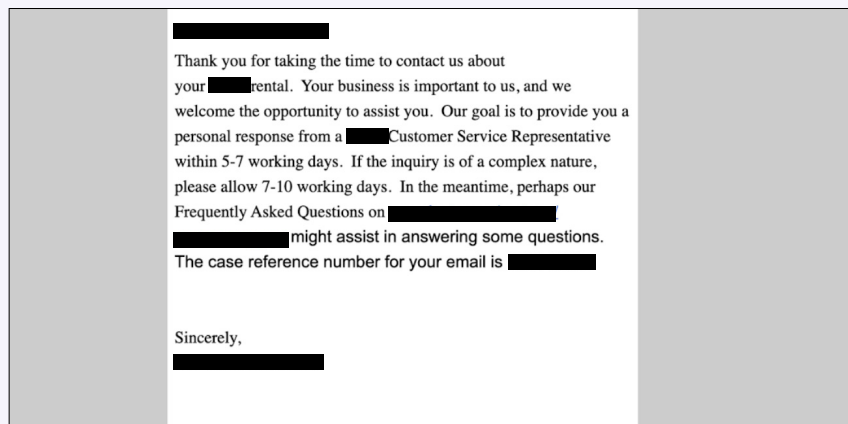


Company	Email Status	Email-SPI
	 Proper email received	61.24
	 Proper email received	15.07
	 Proper email received	52.48
	 Proper email received	65.58
	 No email received	0
	 No email received	0
	 No email received	0
	 Proper email received	52.96
	 No email received	0
	 Proper email received	54.75
	 No email received	0
	 No email received	0
	 Proper email received	57.83

Company	Email Status	Email-SPI
	 Proper email received	52.46
	 Automated email received	3.00
	 No email received	0
	 Proper email received	54.23
	 Automated email received	2.00
	 No email received	0
	 Proper email received	56.63
	 Proper email received	48.81
	 Proper email received	58.92
	 No email received	0
	 Proper email received	53.71
	 No email received	0



Examples of companies that responded with a proper email



Example of a company that provided an automated email response

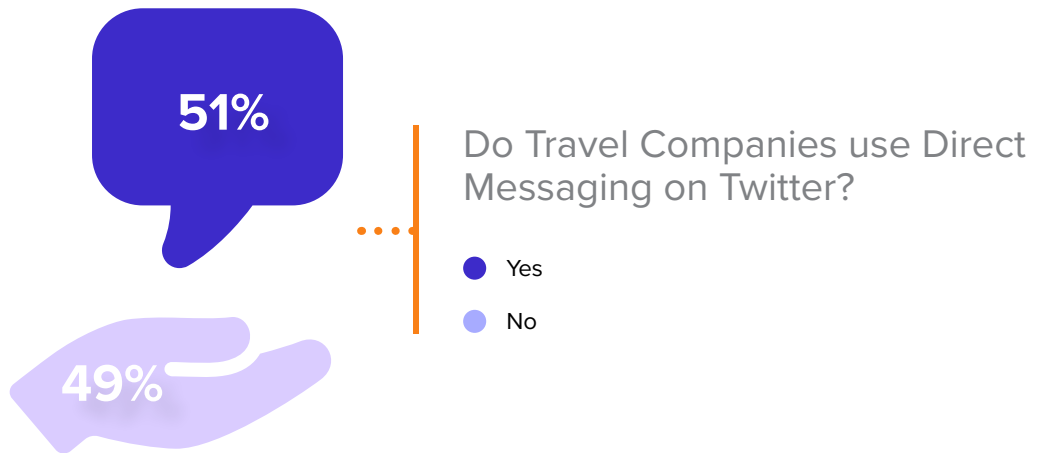
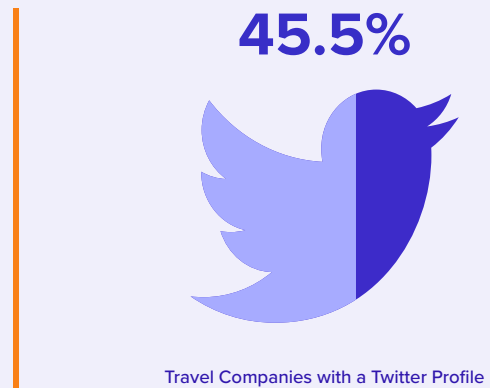
SOCIAL MEDIA SUPPORT ANALYSIS



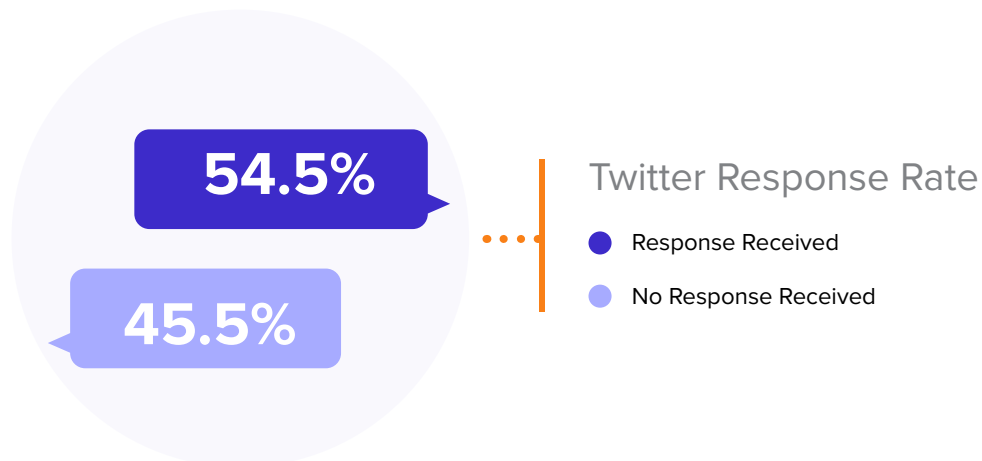
12

For travelers, social support is hard to come by with more than half of companies not having a Twitter account

Twitter has become a core channel for customer support, especially in the travel industry. We found that of 3,000 global travel companies, though, only **46%** had Twitter profiles. While frustrated customers often post complaints publicly, direct messaging companies for individualized support is also a sought after channel. However, we found that only 670 companies (**49%** of those with a Twitter profile) offered direct messaging on Twitter.



Of all of the companies that offer direct messaging on social media, only **55%** ever respond to a customer's message. Shockingly **46%** of all Twitter Direct Messages are completely ignored.



13

Travel companies provide better support on social media than on email

The Social Support Performance Index (SPI) varies slightly from email, but still measures a response by personalization, empathy, relevance, if there is an automated message acknowledging a message, and resolution time. We were pleased that **52%** of companies scored between **50.1** and **70** on the Social-SPI, but only two companies Spirit Airlines (Airline, US) and Almosafer (Online Travel Agency, Saudia Arabia) scored above **80**.

Social-SPI Leaderboard

Company	Country	Social-SPI	Sub-Industry
	 United States	84.50	 Airlines
	 Saudi Arabia	80.50	 OTAs
	 Latvia	77.89	 Airlines
	 United Kingdom	77.72	 Hotels
	 United States	77.17	 Hotels

S Thanks for reaching out to us. Our Guest Service team will look into your concern as soon as they can. Thanks for your patience.

S Hi [redacted] we are sorry if your experience with us was anything less than stellar. May we have more info about the issue? Please also include your full name, reservation code and email address. We will look into it and get back with you for further assistance.

S [redacted] Social Media Support**

S I'd like to follow-up on your original request. Do you still need assistance? I'd like to help, but I need the information previously requested in order to move forward.

S [redacted] Good afternoon [redacted]

S we are totally sorry for hearing that dear [redacted]

S please tell me the issue & I'll assist you as a good way 🙏

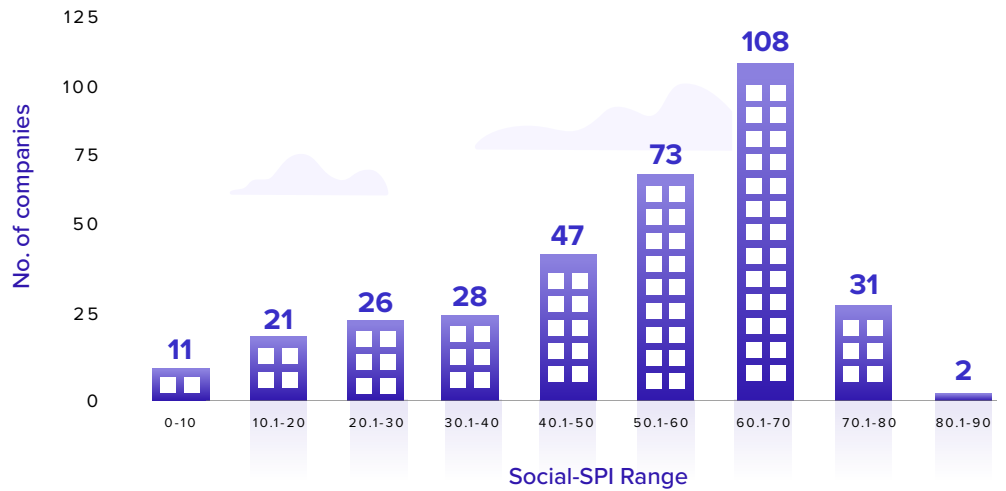
S Dear [redacted] sure that we are at your service any time, So please don't be hesitated to contact us & have a nice day 🌸

Start a new message

Examples of companies that scored high on the Social-SPI Leaderboard

The average Social-SPI is **50.88**, compared to an average **52.7** on the Email-SPI.

Travel & Hospitality
Company Performance
on Social-SPI



Airlines



Company	Social-SPI
spirit airlines	84.50
airBaltic	77.89
CATHAY PACIFIC	75.83



Hotels



Company	Social-SPI
Premier Inn	77.72
Best Western	77.17
YOTEL	76.06



OTAs



Company	Social-SPI
Almisafer	80.50
Thomas Cook	76.17
WONDER GROUP	69.50



Ground Transportation



Company	Social-SPI
OLA	72.17
NetworkRail	72.17
EUROSTAR™	71.50

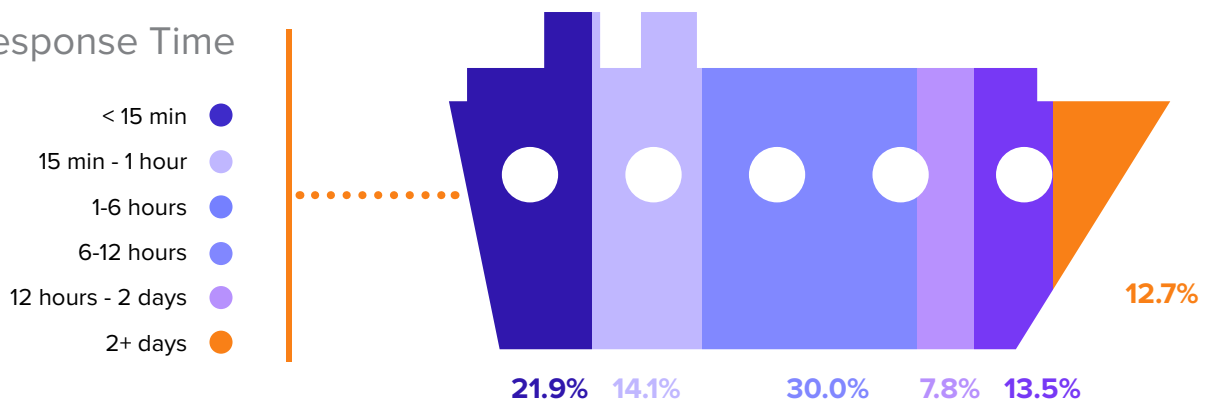
14

Social responses are swift with 1 in 5 companies responding within 15 Minutes

On social media, there is an inherent expectation for quick responses. In general, travel and hospitality companies are responding quickly to direct messages on Twitter, with **22%** responding within the first **15 minutes**, **36%** within the **first hour**, and a whopping **66%** within the first **six hours**. However, **28%** of companies took longer than **12 hours** to respond.

The fastest respondents on Twitter got back to customers within **one minute**: Address Hotels + Resorts (UAE), Network Rail (UK), Ryanair (Ireland), SpiceJet (India), and Royal Caribbean Cruises (US).

Twitter Response Time






Fastest Responders on Twitter

Company	Country	Sub-Industry	Response Time
	 United Arab Emirates	 Hotels	1 min
	 United Kingdom	 Ground Transportation	1 min
	 United States	 Cruises	1 min
	 Ireland	 Airlines	1 min
	 India	 Airlines	1 min



Airlines



Company	Response Time
 RYANAIR	1 min
 SpiceJet <i>Red. Hot. Spicy.</i>	1 min
 HORIZON <small>AIR</small>	2 min



Hotels



Company	Response Time
 ADDRESS <small>HOTELS + RESORTS</small>	1 min
 citizen	2 min
 OYO	4 min



OTAs





Company	Response Time
 EaseMyTrip <small>.com</small>	2 min
 Almosafer	3 min
 travelocity	4 min



Ground Transportation



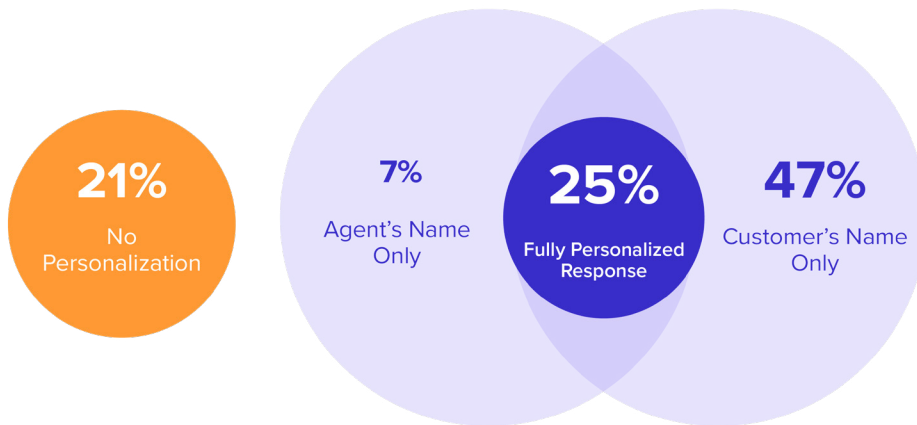
Company	Response Time
 NetworkRail	1 min
 Thrifty <small>CAR RENTAL</small>	1 min
 Alamo	2 min



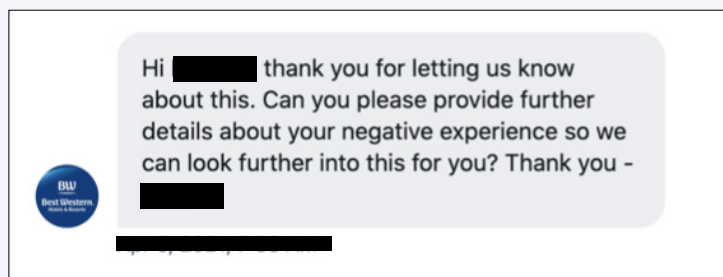
15

75% of travel and hospitality companies don't fully personalize social media responses

When a person reaches out to a company on Twitter, only **25%** will receive a fully personalized response addressing them by their first name and humanizing the response with an agent using their own name. For all of the other responses, **7%** include only an agent's name, **47%** include only the customer's name and **21%** don't personalize at all.



Do travel and hospitality companies personalize responses on Twitter?



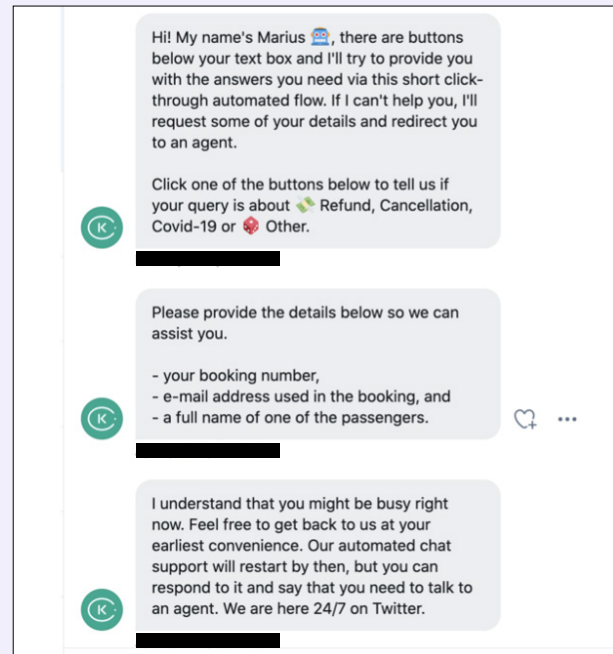
Best Western was one of the few companies that sent a personalized response

16

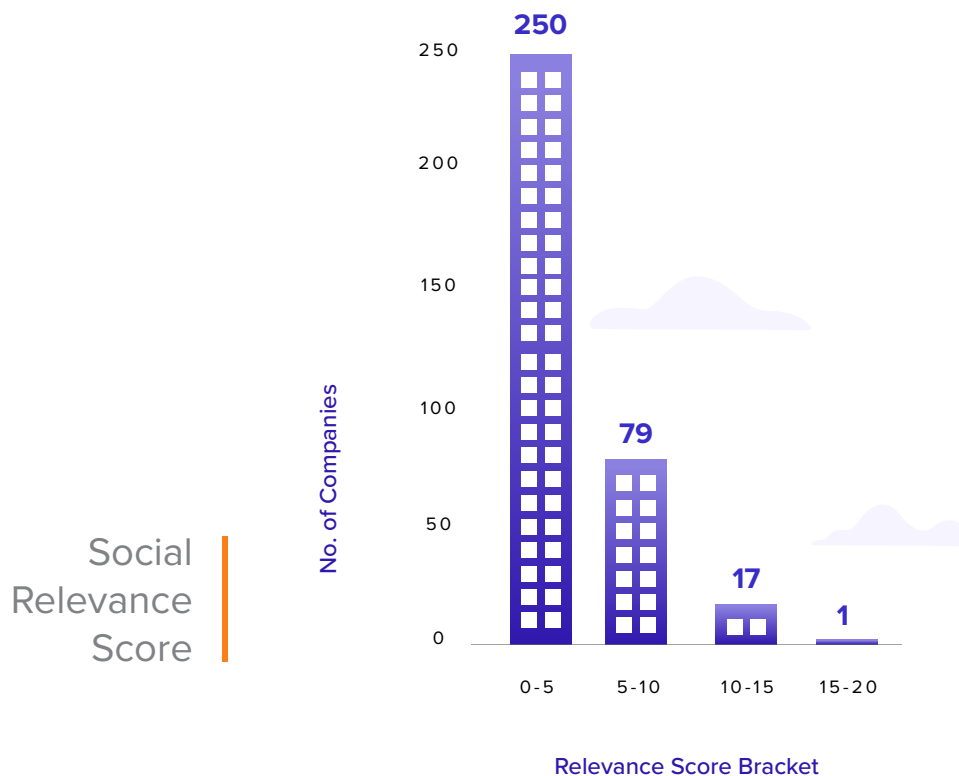
72% of companies don't provide a relevant response on social media

What good is a response if it doesn't provide relevant information or address a person's concern? When we analyzed the relevance of responses from travel and hospitality companies on social media, we found that nearly **3 in 4** did not offer meaningful information.

Specifically, we looked to see if a company sought details on a person's recent experience (booking number; specific hotel / flight / city; email or mobile number). We also analyzed whether proper next steps were provided (i.e. report it on a different channel or details promoted within the interaction). We found that **72%** of responses did not contain any relevant information, while only one company, Kiwi.com, provided a very thorough response.



Kiwi.com provided a thorough and relevant response



Twitter Relevance Score Leaderboard

Company	Relevance Score (out of 25)	Sub-Industry
 KIWI.COM	16	 Hotels
 YOTEL	15	 Hotels
 Thomas Cook	15	 OTAs
 RLH CORPORATION	15	 Hotels
 motel 6	15	 Hotels
 Americas Best Value Inn	15	 Hotels
 XIAMENAIR	13	 Airlines
 tajawal:	13	 OTAs
 PRINCESS	13	 Cruises

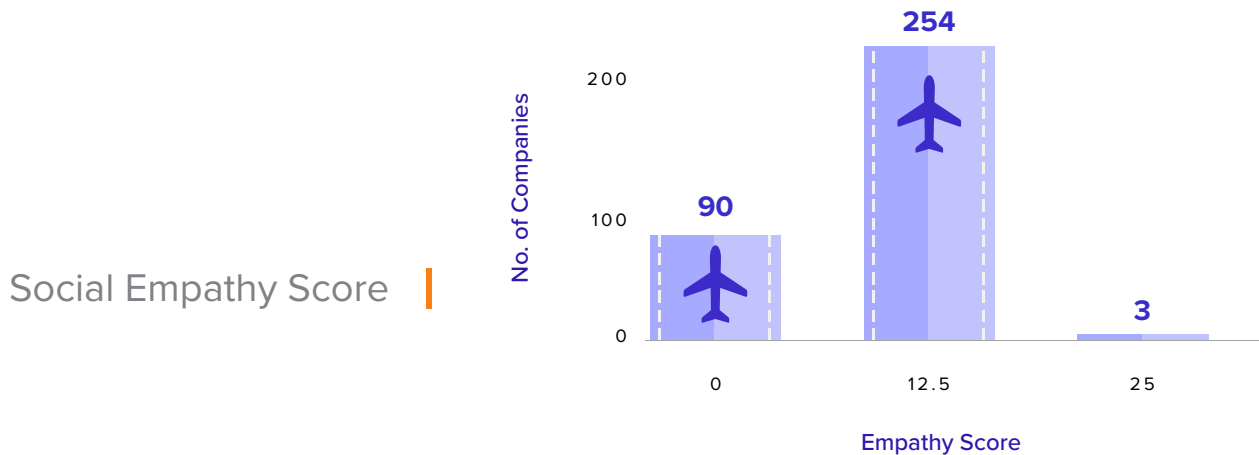


17

Empathy and apologies are rare for travel companies on social media

In our study, the customer complained about a recent experience with a company’s staff. We would expect a company to acknowledge the experience, offer an apology, or even provide some sort of gesture to make up for the poor experience. Over **1 in 4** travel and hospitality companies (**26%**) failed to acknowledge a customer’s complaint, and less than **1%** apologized and offered a refund.

The most empathetic companies on Twitter were Odalys Groupe, Aerolineas Argentinas and airBaltic.



Most Empathetic Companies on Twitter



Company	Empathy Score (out of 25)	Sub-Industry
Odalys	25	Hotels
airBaltic	25	Airlines
Aerolíneas Argentinas	25	Airlines
Zoomcar	12.5	Ground Transportation
YOTEL	12.5	Hotels




Hello,

It is with great regret that we learn of your comment and your disappointment following your stay in one of our establishments. However, in order to transmit your remarks to the management of the establishment in question, could you please specify its name and also communicate the reference of your booking?

Finally, we would like to bring to your attention that on social networks, we do not have the competence to rule on a compensation. Indeed, you should know that following your stay, you have the possibility to write a complaint to our dedicated service, they are the only ones who have the capacity to analyze the facts and to rule on it. In this way, we invite you to send a registered letter (preferably in order to ensure a follow-up) to the attention of the Odalys Vacances Service Réclamations, 2 rue de la Roquette - Passage du Cheval Blanc - Cour de Mai, 75011 Paris.

We hope to have the opportunity to regain your trust by offering you a service that meets our personal requirements.


Sincerely yours,
The Odalys team



Hello, [REDACTED] Thanks for reaching out to us. We are sorry to hear about the inconveniences you have experienced, while using our services. Unfortunately, without more details on the said situation we won't be able to provide any further comments in regards to this.

We can kindly invite you to fill out the claim form on our web page: airbaltic.com/en/submit-a-cl...

Our colleagues from Customer Relations department will investigate this matter further and will provide you with more detailed answer on your particular case. Once more - our regrets for the unpleasant experience. Thank you.



Hi Patricia! We´re so sorry for what happened with your flight experience. You can make a claim by here: aerolineas.com.ar/en-us/reservas...



Examples of companies that scored high on the Twitter Empathy Score Leaderboard

18

Ground Transportation companies provide the best social media support

When we look at the support provided by specific types of travel and hospitality companies, ground transportation outperformed other industries, with an average Social-SPI of **56.34**. Venues and event spaces have the worst social customer support, with the lowest Social-SPI of **28.43** and a shocking **78 hour** average response time. Airlines were the fastest responders with an average resolution time of **8.5 hours**, followed by ground transportation companies (**10 hours**), cruise lines (**13 hours**), and hotels (**20 hours**).



GROUND TRANSPORTATION

AIRLINES

CRUISES

Social-SPI: 56.34
Response Time: 9.93

Social-SPI: 56.03
Response Time: 8.52

Social-SPI: 50.26
Response Time: 12.87



OTAs

HOTELS AND RESORTS

VENUES AND EVENTS

Social-SPI: 47.68
Response Time: 21.62

Social-SPI: 47.57
Response Time: 19.82

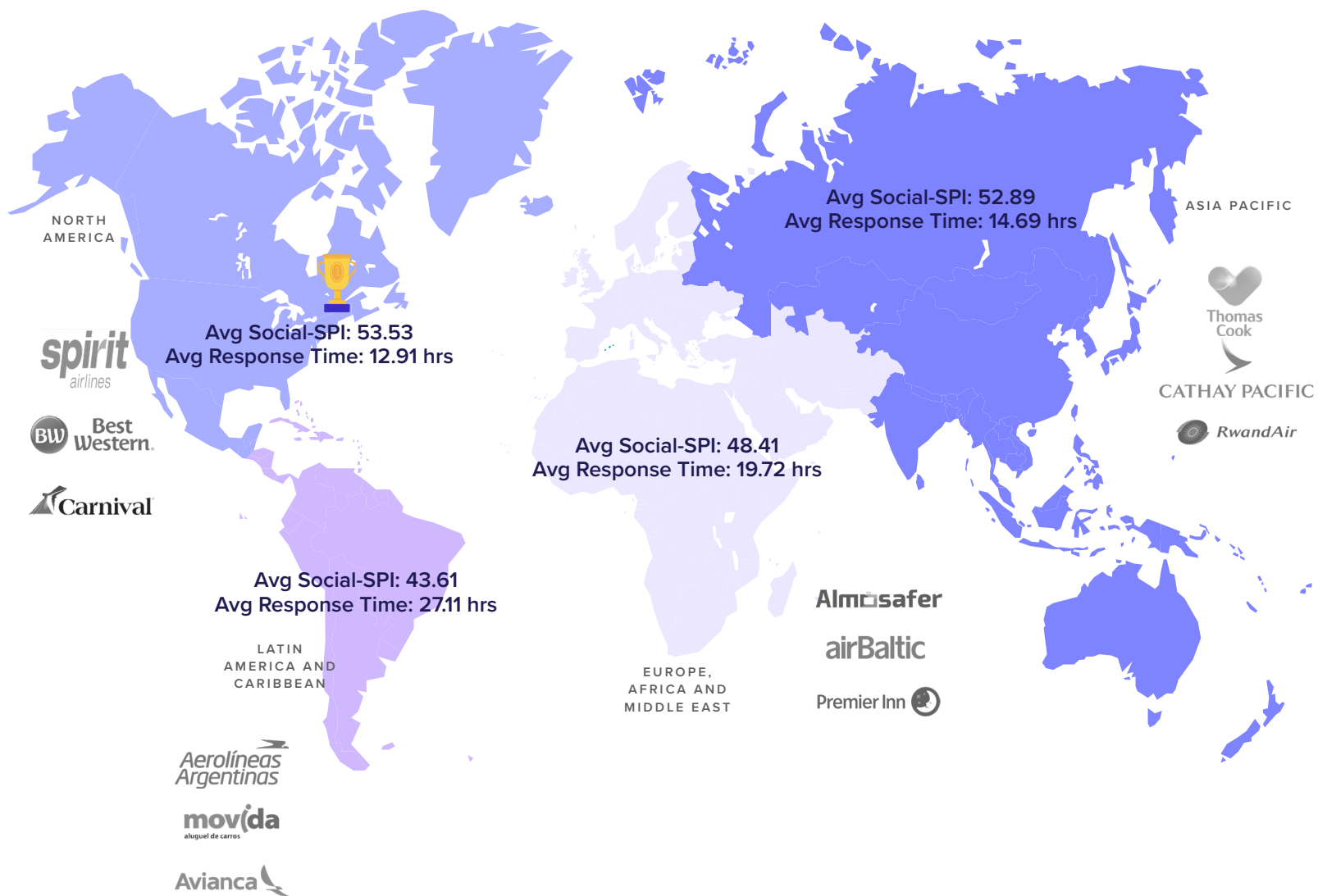
Social-SPI: 28.43
Response Time: 77.61

*Response Times are in hours

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Travel companies based in North America provide the best overall social media support

Travel and hospitality companies based in North America are the highest performers on the Social Support Performance Index (SPI) and also have the fastest response times, responding, on average, in just under **13 hours**. Companies in Asia Pacific (APAC) were close, with an average Social-SPI of **52.89** and response time just shy of **15 hours**. Companies in Latin America (LATAM) provided the worst social media support, with an average SPI of only **43.61** and the slowest response time of over **27 hours**.



Top performers per region

We also analyzed how companies based in different countries provided support on social media. Travel and hospitality companies based in Belgium perform the best, with an average Social-SPI ranking of **63.04**, followed by the Netherlands (**57.59**), Canada (**54.87**) and the United States (**54.08**). The worst performing countries on the Social-SPI are Brazil (**36.32**), France (**36.85**) and Spain (**37.25**).

When it comes to response time, Belgium-based companies are the fastest (**2.23 hrs**), followed by The Netherlands (**3.57 hrs**), Turkey (**6.02 hrs**), Saudia Arabia (**8.64 hrs**), Canada (**11.13 hrs**) and the United States (**12.45 hrs**). The slowest responders on social media are companies based in France (**51.76 hrs**), Spain (**41.98 hrs**), Brazil (**36.54 hrs**) and Switzerland (**26.75 hrs**).



Country	Avg Social-SPI	Avg Response Time (hrs)
Belgium	63.04	2.23
Netherlands	57.59	3.57
Canada	54.87	11.13
United States	54.08	12.45
United Kingdom	52.20	17.59
Turkey	51.43	6.02
India	48.67	19.11
Saudi Arabia	47.51	8.64
Germany	47.29	21.41
United Arab Emirates	47.07	14.84
Switzerland	42.75	26.75
Spain	37.25	41.98
France	36.85	51.78
Brazil	36.32	36.54

20

Large travel companies provide the best social support

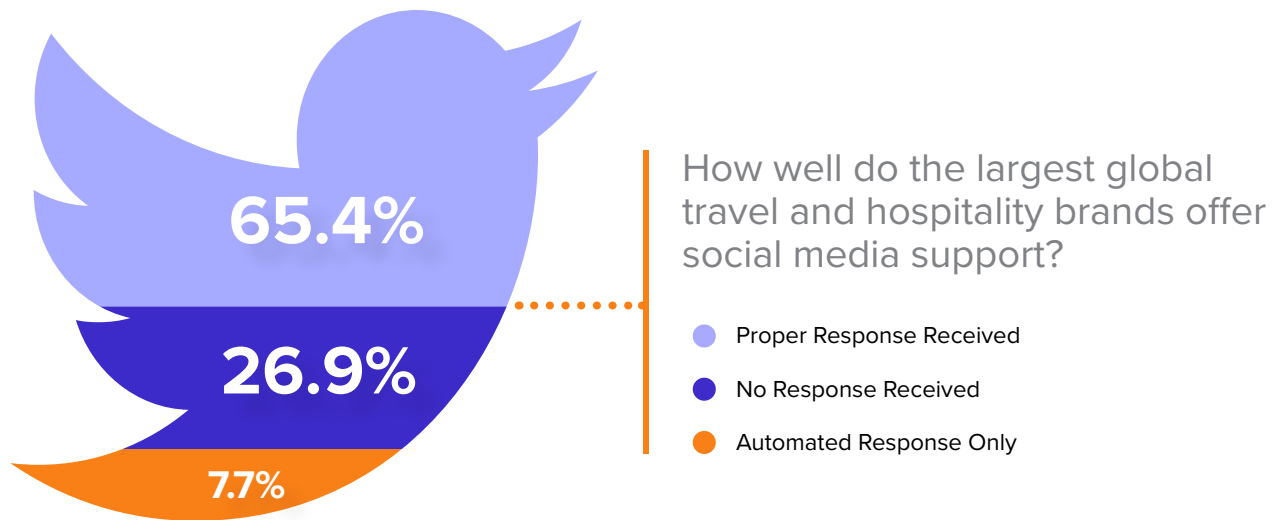
Perhaps unsurprisingly, companies with the most employees (5,000+) have the highest Social-SPI (**57.39**) while the companies with the fewest employees score the lowest (**45.81**). The largest companies are also the quickest, responding to social messages in **5.8 hours**, on average. Mid-size companies, on the contrary, are **4.3X** slower to respond, with an average response time of nearly **25 hours**.


















































21

A spotlight on how the largest 25 global travel and hospitality companies provide customer support

Social media has established itself as a key channel for customer service for travel and hospitality companies. We found that **65%** of the largest travel and hospitality companies respond to direct messages on Twitter, while **27%** failed to ever acknowledge a customer's message.



Company	Reply Status	Social-SPI
 ACCOR HOTELS Feel Welcome	 No response received	0
 YAMATO HOLDINGS	 No response received	0
 Marriott INTERNATIONAL	 No response received	0
 Lufthansa	 Proper response received	69.17
 Hilton	 Proper response received	65.61
 UBER	 Proper response received	62.83
 HYATT®	 No response received	0
 American Airlines	 Proper response received	69.50
 UNITED AIRLINES	 Proper response received	45.70
 DELTA	 Proper response received	42.38
 ANA	 Proper response received	58.50
 SNCF	 Automated response received	5.00
 Emirates	 Proper response received	66.28

Company	Reply Status	Social-SPI
 ROYAL CARIBBEAN CRUISES LTD.	 Proper response received	67.17
 Southwest	 Proper response received	67.61
 AIR INDIA	 Proper response received	68.83
 QATAR AIRWAYS	 Automated response received	5.00
 BRITISH AIRWAYS	 Proper response received	65.42
 LATAM AIRLINES	 Proper response received	56.22
 NetworkRail	 Proper response received	72.17
 Lyft	 Proper response received	67.50
 TUI	 Proper response received	64.48
 MGM RESORTS INTERNATIONAL	 No response received	0
 FOUR SEASONS	 Proper response received	63.25
 INTERCONTINENTAL HOTELS & RESORTS	 Proper response received	67.17

Conclusion

For travel companies, customer service is becoming even more critical as travel resumes around the world. When an issue arises during pre-booking, day-of or following a trip, travelers expect quick, effortless and meaningful resolutions on their channel of choice. In our Customer Service Benchmark Report - Travel and Hospitality Edition, we found that on average, global travel brands need to provide better digital customer support. We found that customers today are often ignored, and even if they get a response, it often doesn't include all relevant information.

To scale 24/7 support across an increasing number of channels, adoption of customer service AI is on the rise in the travel industry. AI-powered virtual agents (also referred to as Conversational AI or chatbots) work alongside human agents to provide immediate resolutions to hundreds of frequently asked questions on email, chat, social and messaging platforms. These virtual agents can also gather information from a customer before routing to a human agent, helping to decrease resolution times. Leveraging customer service AI also helps travel companies scale up support operations in seconds when there is expected or unexpected (weather delays, etc.) ticket volume spikes.

In an industry where airplane / train / bus seats, hotel rooms or cabins, and rental cars are remarkably similar, travel brands will increasingly compete on the customer experience they provide. If a person encounters a problem and has to reach out on multiple channels to get a response, or wait hours or days for a reply, the likelihood of them complaining loudly on social media skyrockets, and the probability of them ever doing business with a company in the future diminishes significantly.

Customer experience is the new global currency. Travel companies must prioritize customer experience to thrive in the post-Covid world.



About Netomi

Netomi's Customer Experience AI platform automatically resolves customer service issues at the highest rate in the industry. Our patented AI delivers unsurpassed accuracy and customer satisfaction, yet is surprisingly easy to deploy and use. It works seamlessly alongside your live agents and business systems to provide autonomous resolution via chat, social, voice, AND email. Netomi enables a world-class customer experience, while simultaneously reducing support costs and unlocking hidden revenue.

Let's improve your email customer experience and delight your customers.

Get in touch at netomi.com

You're in good company...

