

**Purpose:**

Report on

**Topic**

A GoZayaan's Report introducing Digitization in Customer Experience: Impacts of Automation Services to overcome the challenges in streamlining processes

By

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Student ID: 20104038

An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of Bachelor of Business Administration (BBA)

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BRAC University  
February, 2024.

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**A GoZayaan's Report introducing Digitization in Customer Experience: Impacts of Automation Services to overcome the challenges in streamlining processes**

*Figure 1-Source:GoZayaan Facebook Page*

## Declaration

I hereby declare that

1. The internship report submitted is my original work during the completion of my bachelor's degree at BRAC University.
2. The report does not contain any particulars from previously published or writings from a third party, except where it is appropriately cited through full and actual referencing.
3. The report also does not contain any particulars that were accepted or submitted for any other degree/diploma
4. I have acknowledged all the main sources of help

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## Letter of Transmittal

Tania Akter, MBA, MSc  
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66 Mohakhali, Dhaka 1212.

I am writing to submit my internship report with the title “A GoZayaan’s Report introducing Digitization in Customer Experience: Impacts of Automation Services to Overcome the challenges in Streamlining Processes” in order to complete my internship program successfully. It was my honor to work in the Operations department at GoZayaan Limited. I am grateful for the opportunity that was given to me to participate in this renowned organization and advance its goal when I was an executive there.

Throughout the preparation of my report, I made every effort to follow all the instructions and adhere to the outline that was provided by the BRAC Business School office. As an Executive, I was honored to work with the encouraging team, which gave me valuable mentorship direction and exposure to numerous challenges in the notion of marketing and operations. This report summarizes the overall abilities, knowledge, and experience that have acquired working as an executive over there. It demonstrates my commitment to the company and my profession, along with my academic development. I am endeavoring to include all sorts of essential data. Hopefully, this report will meet your expectations. Thank you for your consideration.

Sincerely yours

---

**Sheneen Hossain**

ID: 20104048

Brac Business School

BRAC University

## Acknowledgment

I am writing to thank you for allowing me to work as an executive in the operation development. This has been a wonderful experience, and I am very appreciative of all the help and guidance that have gotten from every team member here.

Without the significant assistance of several people, this job would not have been as successful as it has been. I would like to show my, I want to express my deepest sincerity and respect to my manager Safwaan Rizvee for his guidance and mentoring. My overall skills and knowledge in the field have improved gradually as a result of their experience, and openness to share information.

Also, I want to express my sincere gratitude to the entire Customer Experience team in particular Mrs Tanha Islam, Abid Anwar and B M Rahat for their constant reception and provision of a pleasant working atmosphere. They provided me the opportunity to participate in several initiatives and activities, which gave me useful knowledge of the industry.

Lastly, I want to say how honored I am for the associated facilities, tools, and people that were made accessible throughout my journey, which was a major factor for my career growth and development.

## Executive Summary

With the development of technology, the industry of travel and tourism has experienced a transition throughout time. As a result, the change has made it possible in large part for online travel agencies to allow clients to plan and book their travels from the comfort of their residences. GoZayaan is one of the first travel agencies (OTA) in Bangladesh, which has been taking a leading change in the tourism industry by offering the clients A1 stop service for all sorts of travel requirements. This internship report will analyze how GoZayaan utilizes automation in the journey of customers and overcomes challenges along the way. Also, the paper will look into the advantages of digitization along with the obstacles GoZayaan is putting into practice and possible solutions for this.

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## Chapter 1: Overview of the Internship

### 1.1 Student Information

**Name:** Sheneen Hossain

**ID:** 20104038

**Program:** Bachelors of Business Administration

**Major:** Marketing

### 1.2 Internship Information

#### 1.2.1 Period:

I joined GoZayaan in October 2023 as a 'Customer Experience Executive' (full-time) and currently working here.

**Company Name:** GoZayaan

**Department:** Operation

**Address:** Level 5, House 1/A, Road 16/A, Gulshan 1, Dhaka 1212

#### 1.2.2 Internship Company Supervisor's Information:

**Name:** Safwan Rizvee

**Position:** Manager, Customer Experience

#### 1.2.3 Job Scope:

My primary role as a customer experience executive in GoZayaan Ltd. is to ensure that the clients in the company have a hassle-free and smooth first experience from when they book their travel to the end of the journey. Besides, my role involves working closely with the company's customers to understand their preferences and evaluating the factors that can help the company improve its services.

Moreover, the other part of my responsibilities is handling client queries, addressing their complaints, and offering customized assistance throughout their entire journey. In addition, I was also required to collaborate with the marketing and product team to create plans, which helped to modify the customer experience along with evaluating the outcome to detect upcoming trends of traveling.

Alongside in my role, I had to keep proper documentation of all the communications with the customers, maintain the accuracy of our clients and the confidentiality of their database. On the other hand, to improve my performance, I tried to keep myself updated with all the industry trends and practices, so I can adapt to the changes of the operational, free work that can have an impact on our company. Overall, in the role that I was hired for, my prime objective was to assure that our clients were fully satisfied and pleased with our service so that they could refer GoZayaan to others.

### 1.3 Internship Outcomes

**Student contribution to the company:** My contribution to the company is significant as a customer experience executive at GoZayaan Ltd. here I help to build a strong and high-end relationship with our customers through increasing retention and loyalty rates by providing exceptional customer service, and support. By my work, I also tried to identify the ideas where my company can improve the service by providing valuable insights to our products and marketing teams. Also, through analyzing their feedback and identifying the current trends in the travel industry, I was able to make proper recommendations to improve overall customer experience along with helping increase growth and profitability of the firm. Hence, I can say that I have to perform critical work to bring success to go in as it helps to ensure that we meet and exceed our customers' expectations, and deliver on the promise of providing a unique experience of travel.

**Benefits to the student:** As a part of the operation team in the role of customer experience executive, GoZayaan has proven to be an exceptionally effective opportunity for me as a student. As working in this sector, I was able to acquire valuable knowledge and skills in the travel and tourism industry, along with having the opportunity to work with experience professionals who are passionate about their role, besides, I have also gained valuable experience in handling the customer, data analysis and problems solving which will be invaluable for my future career. Alongside working in a booming company like goes, and also provided me with the opportunity

to connect with the industry professionals which will be helpful for my future job search, working in GoZayaan has been rewarding and valuable in my student journey.

## Chapter 2

### 2.1 Organizational Overview

GoZayaan is known as one of the best OTA platforms which has the main focus from travel assistance to the customer directly and is based in Bangladesh. For this reason, it is known as a B2C company (Business-to-Customer). This organization was established in 2016 and has drastically grown as one of the country's most reliable and popular assistance agencies for travel. From reserving flights, hotels, and tours to providing travel packages with EMI options along with other services for smooth travel of the customer are among the many services in which the firm specializes. All the affordable prices offered in the company's user-friendly apps and website are supported with efficient customer services, GoZayaan is committed to providing clients with the best quality travel services. In the future the company aims to transform the online travel agency uprising from the traditional travel agency practices by giving the customers control over their choices and providing hassle-free travel experiences.

GoZayaan is part of accomplished travel agency experts who are passionate about what they serve and what they provide their clients with the best quality service and forgiving the clients several range of options the company allied with several airlines, hotels with other travel service providers. The company also has a remarkable performance in their growth rate and success where it currently holds the largest share market into reserve, where they are trying their best to guarantee the satisfaction of the customers. The firm is Working hard in order to fulfill their commitment to provide limitless Travel experience for their clients.

## 2.2 Management Practice

### 2.2.1 Leadership Style

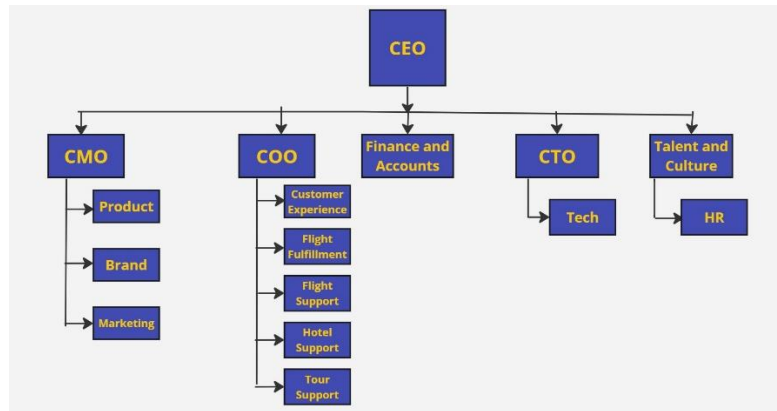


Figure 2: Organizational Structure of GoZayaan  
[Source: Made by Miro]

Participatory Management is considered the core value of GoZayaan. It's a type of leadership that promotes employee participation in organizational operations and includes them in the decision-making processes. Workers are encouraged when they get the opportunity to take ownership of their work by this leadership style, which motivates them to become proactive. Besides, the leaders who tend to practice participatory management develop an environment where the employees feel free to open up about their thoughts, opinions, and concerns and believe their ideas are taken into account when making decisions. The development of collaboration through this cooperative strategy which will help to boost their job satisfaction and inspiration. Through this it can be possible for Gozayaan to build a more self-driven and engaged workplace when this approach of management is kept up. As a small company if they can foster a culture of innovation and creativity where the employees are given the freedom to work proactively in their jobs and participate in decision-making.

### 2.2.2. HR Planning Process

2.2.2.1. The system of Recruitment and selection: To attract and recruit top talents, the Talent and Culture department of GoZayaan uses an effective hiring and selection process which includes several processes. The first step is to create appealing job posts that include clear work criteria and details which make the top talents easily understand the role and analyze their requirements. On

the other hand, in the traditional interview style, the recruits participate in a discussion with HR along with the appropriate department manager to understand more about their background, experiences, and beliefs. Through this method, the HR and the company try to evaluate the talents more thoroughly which provides them a clear idea of how effectively they might fit into the company's culture.

**2.2.2.2 Training and Development:** The talent and culture team of GoZayaan mainly uses a hands-on training approach where the employees are provided with real-world experiences in order to help them develop specialized skills related to their professions. Programs that are included are mentorship, job shadowing, and supervising. Moreover, the planning of succession is also a significant component of the training and development strategy. Here it means to find and develop employees who have the potential to take on the position of leadership within the company in the future. Through the provision period of training the firm tries to enhance a strong leadership pipeline which as a result supports the company's continuous expansion and prosperity. The Talent department also organizes "Leaders101: where the potential candidates get the opportunity to sit and talk with the leaders one-on-one during these meetings which helps them to learn from their experiences. This also provides leadership management and insightful lessons which becomes a source of motivation and engagement. Lastly, the new employees also can exchange effectively the best practices and expertise among the various firm departments through organizing discussion interdepartmental. As a result, encouragement, teamwork, and creativity will enable the firm to effectively utilize the new talent's possessed backgrounds.

**2.2.2.3 Performance Evaluation:** One of the most significant standard procedures of GoZayaan is conducting biannual assessments. All the old and new employees are evaluated twice a year by the Talents team along with their direct supervisors. Besides, are assured of continuous feedback on their work along with guidance into the areas where their talents need to improve for which this routine assessment is quite useful. Moreover, this evaluation procedure is an effective method for managers to identify high-achieving talents who might be capable enough for higher promotions or compensation inside or outside of their department. On the other hand, to honor and inspire those outstanding achievements GoZayaan also arranges an annual event 'Performance of the Year' award which is usually held at the end of the year. Hence, with the help of this initiative, the

management of the company is strongly inspired to a high-performance standard throughout the year with this event, which acts as a tool for motivation.

## 2.3 Marketing Practice

**2.3.1 Promotional Plan:** The approach that Gozayaan uses for marketing is holistic by using a small internal team of 10-12 people. They also work closely with the other departments like predictions and sales in order to come up with and implement strategies for effective communication. Some Mobile Financial Services (MFS) that our company is partnered with for smoother online transactions are bKash, Nagad, Upay, and Tap. Moreover, the other banks that the company collaborates with to provide better discounts to customers are Standard Chartered, UCB, BRAC Bank, City Bank, EBL, MTB, and LankaBangla. The discounts that we offer through partnering up with these financial services help the brand to strengthen more. Moreover, by collaborating with organizations like Lotto, Grameenphone, and Aarong the brand launched several campaigns for promotions is also helping the brand to make strong. A new market campaign of GoZayaan called 'Go Limitless' was launched in April 2022 to adapt the company to the changing demands of modern travelers. This new campaign focuses on hassle-free travel service experiences, customization, safety of the brand, and convenient offers across all services. Through this, the company is trying to promote flexibility, personalization, and priority. In the middle of 2022, this OTA platform sponsored three mountaineers from Bangladesh who dreamt of climbing the country's peaks. Alongside effective innovation of products is consistently integrated with the purposeful uniqueness of GoZayaan's market approach. The company's capability to effectively communicate with modern travelers is demonstrated through its current marketing initiatives where the company aims to create a major impact on the tourism sector in Bangladesh along with South Asia as a whole.



Figure 3: Go Limitless Campaign of GoZayaan  
[Source: GoZayaan Facebook Page.]

**2.3.2 Brand Positioning:** The campaign ‘Go Limitless’ is a significant tagline for GoZayaan. The tagline works as a constant reminder for travelers with limitless ambition, to travel and be independent, to travel during any holiday or time of the year. The company believes that this campaign will encourage travelers to follow their passion and break traditional barriers by getting inspiration from these wonderful adventures. Play this new promotional campaign GoZayaan Was able to thoroughly gauge the preferences of the consumer and current market trends, which led to this ad. For their marketing strategy, they use both situational and perceptual promotion to advertise their services. Besides it also entails shaping up the consumers' minds, while simultaneously drawing highlights to their products to meet up the unique demands of the target market. This tactical strategy of the company aims to broaden the market and improve its operational activities.

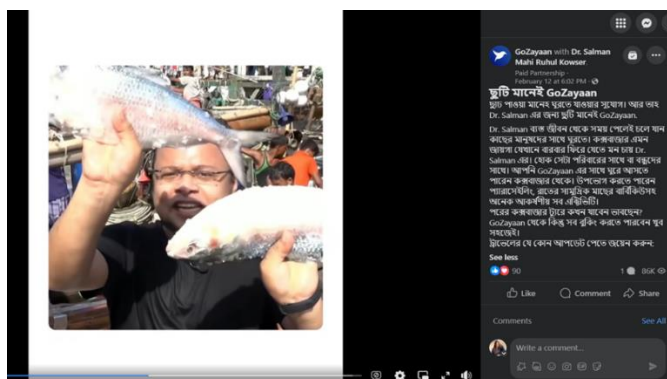
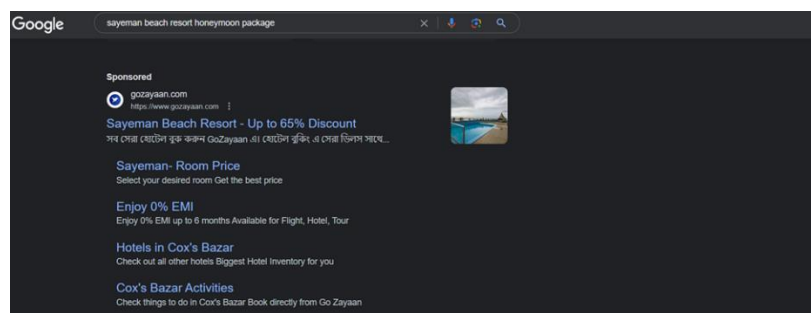


Figure 4: Brand Awareness of GoZayaan through Social Media Platform  
[Source: Facebook Page GoZayaan]

**2.3.3 Marketing Channels:** it has been quite effective for GoZayaan to utilize the influencers email, social media and SEO market along with other channels for Brand awareness. Enhancing the

online presence of the company along with connecting with a wider range of audience have made possible by conducting all large scale, social media marketing. Besides, the company tries to engage with the consumers directly through content, and promotes the travel experience of their regular customer by using the social media sites like Instagram, Facebook, and LinkedIn. This technique of the company also helps them to draw new leads, foster loyalty and increase exposure of the brand. GoZayaan have also effectively ensured that their clients are always kept informed and involved by using strategies like posting about unique discounts, travel ideas and personalized and targeted emails. These techniques help the company to provide their consumer retention and repeat booking of flight, hotels, and tours.

Besides improving the visibility of the GoZayaan website in the search engines, the company tries to optimize their contents and website with relevant meter tag keywords and high-quality backlinks. For this reason, even when customers search for a specific hotel or flight for booking, the GoZayaan website pops in at the top of the page. As a result, it helped to boost up their organic traffic, and enhance the visibility of the brand, along with drawing potential customers who are actively looking for travel services.



*Figure 5: SEO Promotion of GoZayaan  
[Source: Chrome Search Engine]*

**2.3.4 Complex Marketing Gaps:** As one of the most renowned OTA platforms GoZayaan plays a vital role in completing several marketing gaps in Bangladesh, tourism sector, which are briefly discussed below:

1. **Accessibility to several options:** The OTA platform GoZayaan tries to connect Travelers with extensive options of travel from which they can easily compare, and choose their desired hotels, airlines, and tour packages from a single platform. as a result, they can save their effort and time by removing the need to visit several physical agencies and websites.



2. User-free booking process: the interface in which the app and website of GoZayaan are developed, is very user-friendly for a customer. It helps to simplify the booking process where, with only a few clicks, customers quickly enter their travel. Search several options and make reservations. The struggle of going to several agencies or contacting different service providers at a time is solved by the company's easy method.
3. Transparency in offers and price: By providing in-depth details about the fair taxes and extra fees, required the platform tries to ensure price transparency. Besides, it tries to offer everything at low prices, promotional discounts, and special offers which are difficult to identify through other channels. Also, the customers are equipped to the best deals and make the right judgment due to the transparency of the platform.
4. Ratings and reviews of customers: The company always tries to integrate all the suggestions and ratings of the user in order to provide the inside full information about the quality of services provided by different suppliers. by analyzing genuine reviews from other travelers, help new travelers to make wise decisions and avoid any sort of problems.
5. Personalized recommendation: GoZayaan is also able to give effective recommendations and travel ideas that are aligned are relevant to their clients' interests before their booking helping to improve their overall experience.

#### 2.4 Accounting, practice, and financial performance of GoZayaan:

As a private limited company due to the company policy that data-related information along with their financial performance cannot be disclosed. However, the information that can be stated is that the air ticket sale daily on the OTA platform of GoZayaan is BDT 7 to 6 lacs. Besides their daily revenue is approximately BDT 80 lakhs and currently the company holds around 8% market share in the tourism industry. In order to maintain proper transparency, and provide information to the investor, the company tries to keep a record of all the service sales on Google Sheets Where they update regularly.

Despite that, when it comes to payments to the vendors, the company tries to follow a significant accounting practice. For example, they create a payment check for the vendor, along with certain documents in a significant format, which are regularly submitted to the accounts and finance

department. The initial step of this process starts with sending an email to the accounts department head, the COO, the manager of the fulfillment and sales team along a member of the account department in CC on the email. This email includes significant details like the customer's name invoice number, payment amount, and the vendor's payment amounts along with an Excel file that portrays the complete breakdown of the client purchase.

Secondly, in the next step, all the Excel breakdown vendor invoices, customer invoices, money received, and proof of the customer payments are printed down and then stapled together where the relevant team managers sign on each page with the signature of the COO and the head of the accounting department in the front page. Lastly, all the documents are submitted to the accounting department in order to receive the vendor payment check. Hence this summarizes the overall process of handling the financial aspects of GoZayaan. In the end, the company undergoes a yearly audit conducted by an authentic audit firm, chosen by the company's investors in order to ensure the adherence and transparency of all the financial regulations.

## 2.5 Operational Performance of GoZayaan

Most of the inventory that is sourced by GoZayaan comes from all around the world. For instance, the company has an international hotel vendor who provides the OTA platform with several international hotel properties. On the other hand, for domestic resorts and hotels, the company manually reaches each property and makes deals with them. Currently, the hotel and product team are working hard to increase the domestic properties available on the OTA platform of GoZayaan.

Moreover, for international tour packaging, the company realizes international vendors by securing partnerships, with a few companies of specific destinations or DMCs as they are quite renowned in the industry. These vendors provide GoZayaan with international travel activities at B2B price where good quality tour packages along with activities are provided for specific countries.

Lastly, GoZayaan relies on GDS partners to supply most of the air tickets and flight bookings for its OT platform. For instance, the most popular software of GDS in the world like Travelport and Amadeus systems are used by GoZayaan for the flights.

**2.5.1 Operational Performance Analysis:** Some latest data of their current operating performance in the month of January 2024 are discussed below

## Product Overview:

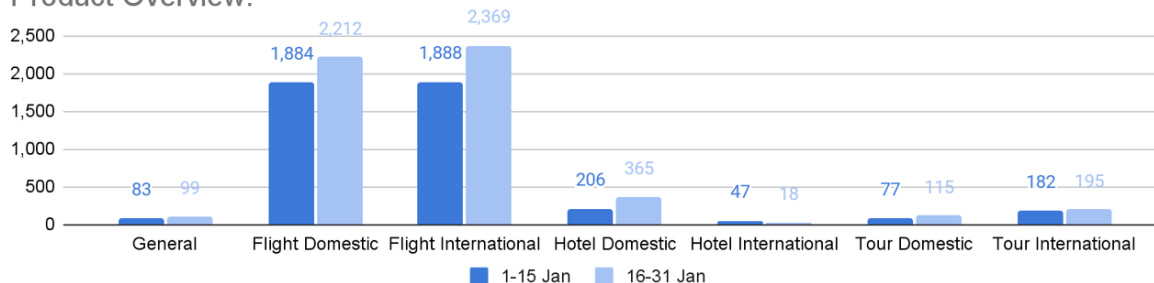


Figure 6: Monthly Product Review of GoZayaan.  
[Source: GoZayaan's Bi-Weekly Operational Report]

The sales data from GoZayaan demonstrates how airplane, hotel, and tour sales have changed over time. Domestic flights sales fell slightly from 2,369 to 2,212 (1-15 January to 16-31 January), while overseas sales increased slightly from 1,884 to 1,888. Domestic hotel bookings increased from 365 to 206, while overseas hotel bookings dropped from 47 to 18. Domestic trips increased from 77 to 115, while overseas excursions ranged from 83 (general) to 195 (16-31 Jan). In all, 4,500 flights were sold, 2,500 hotels were booked, and 583 vacation packages were purchased.

### Flight Query Type 16-31 January 2024

Flight Query Type	1-15 Jan	16-31 Jan	Comparison
Flight Fare	477	1,084	127%
Booking Process	171	487	185%
Baggage	42	85	102%
Group Fare	3	6	100%
Assisted booking	11	23	109%
Pay In Cash	3	11	267%
Date Change Request	304	735	142%
Cancellation Request	225	569	153%
Refund Policy & Update	58	142	145%
Name Change Request	26	83	219%
Ticket Handover Time	26	81	212%
Ticket Resend	8	34	325%
Invoice Resend	1	1	0%
Passport/Visa Copy	10	22	120%
Child/Infant Add	6	11	83%
Seat Allocation	11	36	227%
Wenrix	106	252	138%
Wheelchair Request	23	44	91%
Flight VIP Request	7	14	100%
Meal Request	1	3	200%
Frequent Flyer Number	0	0	0%

Flight Issues	1-15 Jan	16-31 Jan	Comparison
After Booking Issue	83	185	123%
After Ticket Handover Issue	149	339	128%
Booking Issue	39	96	146%
Payment Issue	62	128	106%
Search Issue	0	1	100%
Coupon Redeem Issue	1	1	0%

**\*\*After Booking Issues:** Payment success but booking failed, Web check-in issue, Didn't get the discount, Time/Date mismatch, Flight got rescheduled/canceled by the airlines etc

**\*\*Before Booking Issues:** Booking failed, Price changes, Travel restrictions and visa requirements, Difficulty finding the right flight, Slow website etc.

**\*\*Payment Issue:** OTP issue, Transaction limit issue, Payment gateway issue, Payment received after validation etc.

\*\*\*Comparison percentages are calculated with the last 1-15 January 2024 data.

Figure 7: Monthly Flight Related Issues of GoZayaan  
[Source: GoZayaan's Bi-Weekly Operational Report]

From the above given table, it can be analyzed that during the period of January, divided on an interval of 15 days' timeframe, the customer queries rose significantly, an average of 175% approximately. The customer queries fall under different categories as can be inferred from the given table. The highest level of query that we faced from our customers was ticket resend almost 325% when compared with the previous time frame. Whilst invoice resend and frequent flyer number scored the lowest (only 0%).

Furthermore, along with the queries, the issues related to flight significantly increased this possible reason might be due to the increased volume of sales that GoZayaan encountered in the period. Notably, the highest issue that we face is related to flight booking i.e. 146% more, and on the contrary, the coupon redemption issue scores the lowest i.e. 0%.

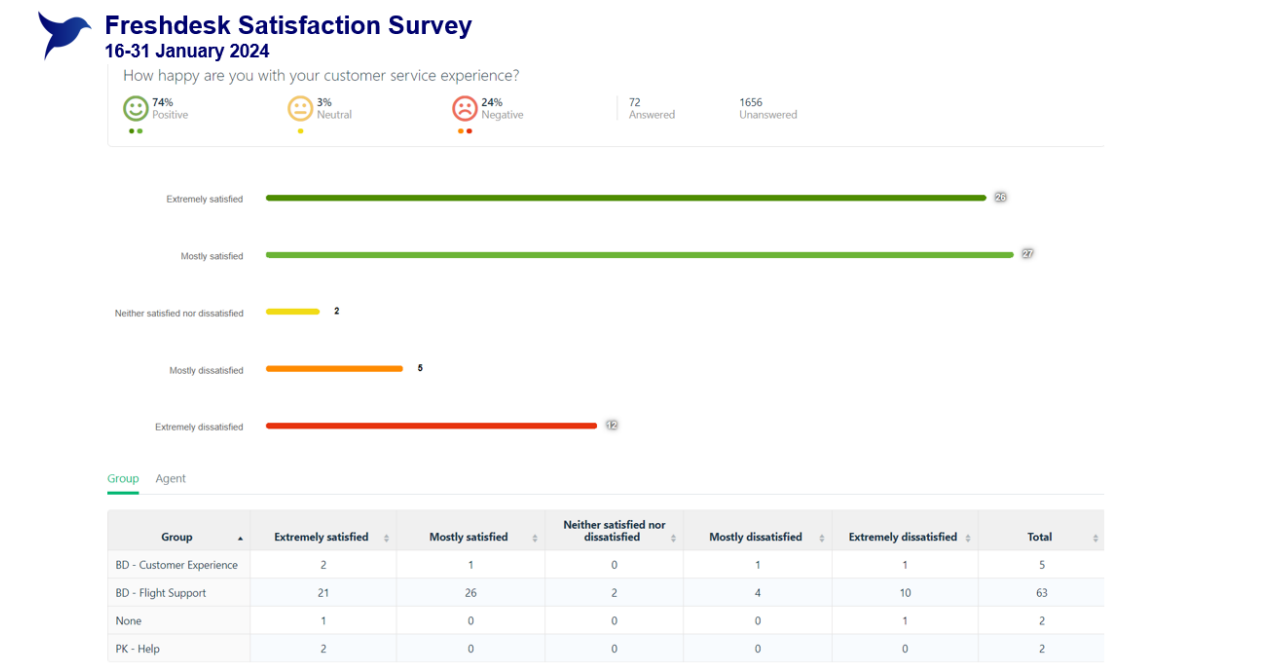


Figure 8: Customer satisfaction analysis of GoZayaan [Source: GoZayaan's Bi-Weekly Operational Report]

Customers are the top most priority of GoZayaan, stating that the talents of GoZayaan prioritize serving its clients most effectively and productively possible. The picture above depicts that the associated customers majorly are satisfied with GoZayaan's service, holding 74% positive reviews. However, there are also neutral and negative customer reviews encouraging the company to take appropriate measures and learn how to thrive in the future.

## 2.6 SWOT Analysis

The SWOT analysis is a fundamental business analysis model in order to outline the associated strengths and weaknesses while assessing the possible opportunities and threats of a company. In order to understand GoZayaan's position in the market concerning other core aspects the following SWOT analysis has been developed.

### **Strengths:**

- **Extensive Network:** GoZayaan's strong affiliations with different financial institutes and wide range of client base have enabled the company to be rigid in the industry offering a certain competitive edge over the rivals, for instance; 10% discounts with all Foodpanda vendors.
- The firm uses a multi-faceted marketing strategy by syncing with different departments such as product to sales, and accounts to design so it provides the company with a favorable position to be aligned and craft compelling communication strategies as well.
- **Strong Brand Awareness:** GoZayaan gained recognition of being a promising startup that actively provides value to every stakeholder the company works with, resulting in it thriving significantly and putting them in a favorable brand position.

### **Weakness:**

- **Technological issues:** Since GoZayaan is a tech travel-based company that uses its online platform to connect different stakeholders in one place e.g. airlines, hotels, tour operators,

etc. therefore technology issues arising from API connection or constraints can negatively affect the firm.

- Regulatory obstacles: GoZayaan significantly faces hardship expanding the company as the bureaucratic policies of Bangladesh is a bit stringent in the tourism sector and is not monitored properly hence the company has to look after a lot of nitty gritty while maintaining its operations.
- Restricted market share: GoZayaan's market share and development at times are restricted due to a lot of competitors and a very narrow scope market which is dominated by other travel agencies companies, tech and traditional based both.

### **Opportunities:**

- Potential growing industry: GoZayaan might benefit from Bangladesh's growing tourism industry as there is a potential market gap between traditional method and technology inclined services. Furthermore, GoZayaan is planning to expatriate its operations in the South East Asian markets, previously it started its operations in Pakistan which is very lucrative.
- Untapped niche markets: GoZayaan is planning to delve into niche markets specifically areas such as: adventure traveling, eco-tourism and cultural experiences to cater to and target different client groups.

### **Threats:**

- GoZayaan's expansion is endangered by high levels of competition faced by Bangladesh's small online tourism businesses giving mismatch prices and resulting price wars for GoZayaan and other competitors.
- Economic and political turmoil affects the tourism industry by affecting demand and operations resulting in the firm to incur significant losses at times.

- Changing consumer preferences: GoZayaan's business model faces significant problems when customers' preferences and behaviors move towards alternative vacation accommodations or direct booking from service providers.

## 2.7 Porters Five Forces Model

- **Bargain power of suppliers-** Suppliers have modest negotiation power in the tech tourism market as the option for price comparison makes the process transparent. GoZayaan works in agreement with its stakeholders therefore the existing client base provides them an advantage in negotiating favorable opportunities and prices despite their different distribution routes.
- **Bargain power of customers-** With suppliers the customers also prevail with the same advantages, comparing rates, services, and reviews on different platforms. It is quite convenient for the customers to shift the platforms based on their tastes and needs. To maintain competitiveness, GoZayaan consistently should provide competitive pricing, retain discounts and great customer service.
- **Threat of new entrants-** the risk associated with the entrance of new competitors are moderate. Establishing a strong brand presence, fostering relationships and winning customer confidence requires considerable expenditure and experience despite the easy barrier to entry in the online platform. However, GoZayaan has a strong competitive edge over its new competitors due to its strong brand and supplier tier.
- **Threat of substitutes-** the company does face a significant danger from substitutes. Customers can arrange travel services directly with service providers through traditional agencies and even alternative platforms. In order to differentiate itself GoZayaan actively differentiates itself from distinctive value propositions, personalized experiences, and many more.
- **Threat of rivalry-** The industry faces strong competition. GoZayaan competes with local and international online travel firms, as well as traditional ones. To obtain a competitive advantage, GoZayaan must continually innovate, upgrade its technology, and distinguish its offers, as competitors may provide identical services, pricing, and promotions. GoZayaan's extensive network and connections are beneficial, but it must also handle customer bargaining power, replacement possibilities, and severe competition in the online tourist business. To preserve its

market position, the company will prioritize customer happiness, technological developments, and strategic collaborations.

## Chapter 3

### 3.1 Introduction of the Report

The travel industry has positively been impacted by the advancement of technology, by remodifying the ways customers interact with OTA platforms like GoZayaan. This report introduces the automation journey in the entire experience of customers from booking a flight, hotel, or tour till the end of their travel along with addressing the challenges faced by GoZayaan. The objective is to analyze how this streamlined process helps its competitive advantages in the dramatic industry of travel. Also, the OTA's Operation aims to use digitization to provide personalized suggestions and recommendations for the customers. For instance, using this digitization process the company tends to optimize various travel aspects of the customer's journey easy booking experience, personalized offers, and efficient customer support. All the findings, conclusions, and recommendations obtained from this report will lead the OTA platform GoZayaan in the effective implementation of digitization and enhancing the overall experience of the customers. Overall, this report aims to identify the impact of digitization to enhance customer experience in travel tech industry in Bangladesh and how it can be utilized to over the challenges

### 3.2 Theoretical Framework

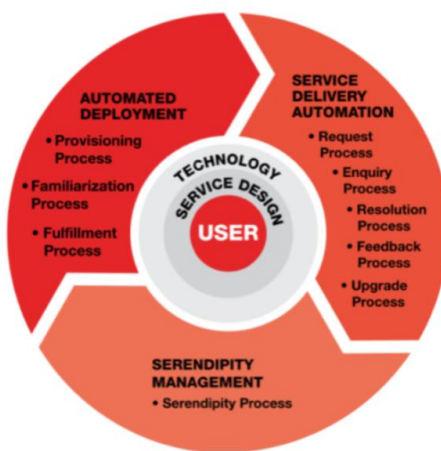


Figure 9: Service automation framework



*[Source: The Service Automation Framework: For the design of Automated Services 2020]*

### 3.3 Objective of the Report

#### Broad Objective

To obtain an in-depth understanding of the state digitization is used to bring the travel experience into the customer's hand in Bangladesh and how developed technological aspects are helpful for OTA travel industries to overcome the challenges.

#### Specific Objectives

1. Analyze the ways the OTA travel platform mitigates the gaps between travelers and a huge variety of travel options
2. Assess how reviews and ratings of customers are integrated to enhance the quality of the customers.
3. Utilizing digitization to provide personalized suggestions and recommendations to individual travelers
4. Understanding the process of providing efficient travel arrangements by technology
5. Identify the use of multi-disciplinary marketing approach with both clients and team members of the company

### 3.4 Methodology

The report will be based on a mixed method research design, which will focus on the fundamental aspects that include both primary and secondary data, along with quantitative and qualitative data to acquire, is strong understanding of the Bangladesh OTA industry and challenges

#### Primary Data:

- Qualitative data: This information will be collected through the survey with different OTA service users of the country
- Quantitative Data: GoZayaan maintains a primary database of the reviews and ratings of customers who use the online platforms for traveling regularly

#### Secondary Data

- Google Scholarly

- Financial Express
- Newspaper and different policies of government
- Journal and textbooks

### 3.5 Literature Review

Bhuyan, M., & Rahman, S. (2014) have experienced several OTA platforms in different industries, blooming in the market, like Foodpanda, Uber, and Pathao, etc. in the field of the travel industry, the travel tech company GoZayaan has been a recent phenomenon. This company has provided the opportunity for customers to book their international flights, hotels, and doors in local currencies. The company, strong image, and automated tools have revolutionized the travel industry by providing everything at the tip of customers' hands.

Besides Khan, M.Y.H., Anika, J.J., and Hassan, A. (2021) trace, the evolution of travel technology from the traditional booking method to online travel agencies (OTA) and mobile applications for efficient travel experience for customers. Moreover, Hossain, Z., Rahman, M., Hossain, K., & Kumar, S. (2023) explained how automation has become an important trend in the travel industry. According to Gupta, P., & Jana, S. K. (2023) Automation technologies, like virtual assistance, and chat boards, can provide real-time support to the customers which enhances their experience and reduce time response. It also can help in the booking process which makes it more efficient and less time-consuming for the customers.

Rather than any sort of benefits, there are certain obstacles that organizations like GoZayaan have to overcome while implementing the technologies of digitization. One of the most important challenges is people resisting to change the employees and the customers. Kumar, R. R., Sharma, K., & Sharma, A. (2023) discuss how many employees who are habitual in traditional practice may fear job loss or uncertainty about their roles in the digitization system. Moreover, customers also might have skeptical thinking about depending on digitalization for personalized service as they mostly prefer human interaction. Another challenge is the requirement of good quality infrastructure and technological capabilities. Mollik, M. S., Rahman, S. M., Rahat, M. R., Kulsum, C. U., & Sagir, S. A. M. (2024) give significance to the need for integrating several systems and platforms for effective implementation of automation. For this, the company needs to invest a huge amount in its IT infrastructure and assure compatibility between technological aspects.

Villegas, M. M., Orellana, C., & Astudillo, H. (2019) highlight the significance of implementing digitization in the customers for an OTA platform to overcome the associated challenges. In accordance to Li, C., Deng, L., & Law, R. (2023) Even though digitization can enhance the customer experience and streamline the processes several people are resistant to change and require an adequate infrastructure Tuhin and the technological capabilities.

This literature review helps to analyse these factors which are important for GoZayaan to enhance their strategies for effective implementation of automation in the journey of customers.

### 3.6 Findings

In order to get a better understanding of the topic, primary research has been conducted to a group of people who have been actively, 29% opted that they travel every three months while the highest number is 41.9% and 19.4% is the lowest respectively. This validates that the sample group is viable for the research conducted.

How often do you travel outside ?  
31 responses

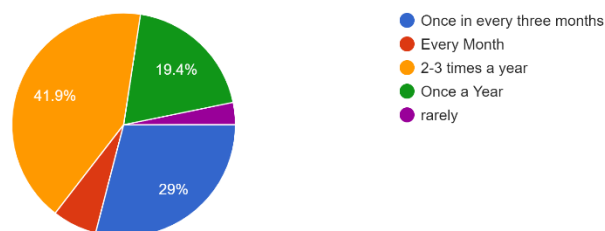


Figure 10- Online Survey.

A further filtration has been made by asking the target group that how many of them prefers to use online travel agency platforms while making their overall travel planning efficient and less hassle. The figure shows that approx. 52% tend to use travel agency platforms and the numbers are growing day by day. Moreover figure.3 depicts that GoZayaan impacts majority of the individuals planning to take a trip by availing them certain advantages also like; price comparison, checking out different hotels and flights, etc.

Do you prefer booking your flight using OTA (Online Travel Agency) platforms?  
31 responses

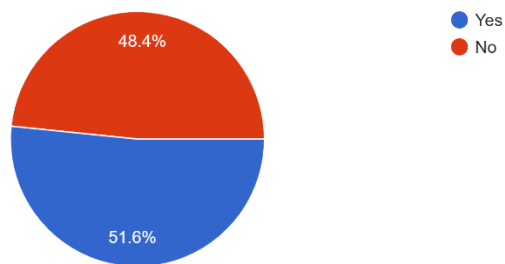


Figure 11: Online Survey.

How frequently do you interact with GoZayaan's services?  
31 responses

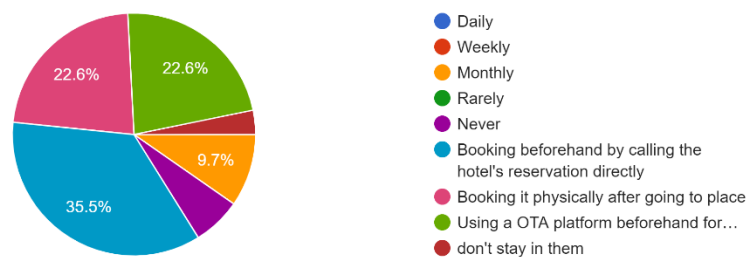


Figure 12 Online Survey.

To extend, we also wanted to know how satisfied the customers are in relation to the customer experience inherited by them while automation seamlessly tend to mitigate all the hassles and facilitate the overall booking process. The highest score was 41.8% which indicates that they are satisfied on the ground that GoZayaan avails them customized package which gives them a better sense of fulfilling their wants and needs resulting in repeat purchases and gradually facing steady recurring sales and growth.

On a scale of 1 to 5, how satisfied are you with the current customer experience provided by GoZayaan?

31 responses

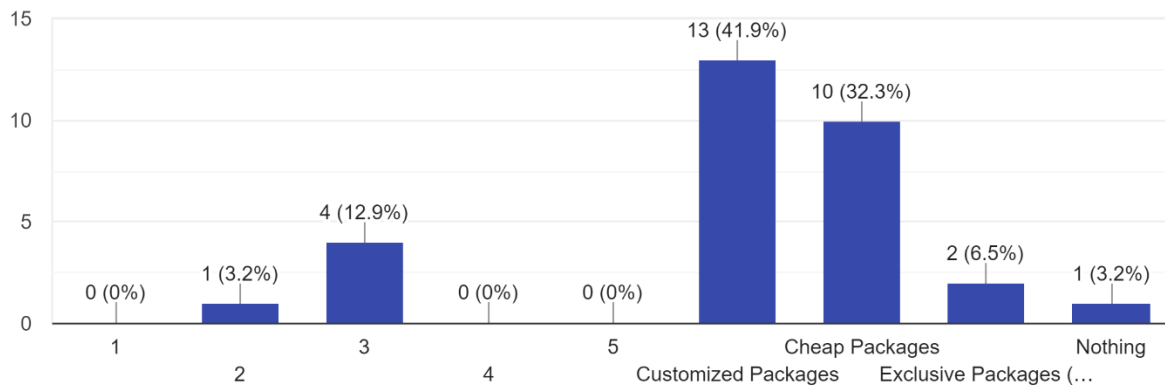


Figure 13-Online Survey.

Have you encountered any difficulties or drawbacks in the implementation of automation services by GoZayaan?

31 responses

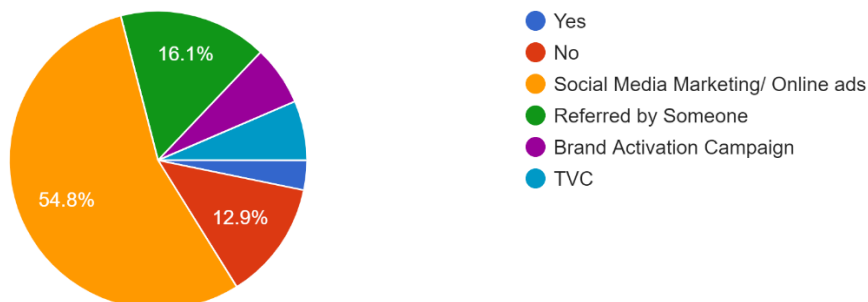


Figure 14-Online Survey.

According to the research, the majority of consumers (54.8%) seems to have had a good experience with GoZayaan's automation services. This suggests that the installation process was satisfactorily completed, which could result in these users being more productive and efficient. It is imperative to recognize, though, that 16.1% of the participants did experience challenges with implementation. It is essential to comprehend the unique difficulties that this group faced to derive to a better conclusion which also dignifies the hypothesis of the research.

As a customer what is biggest problem you think that obstruct them in using OTA platform for booking flights, hotels and tours in Bangladesh?

31 responses

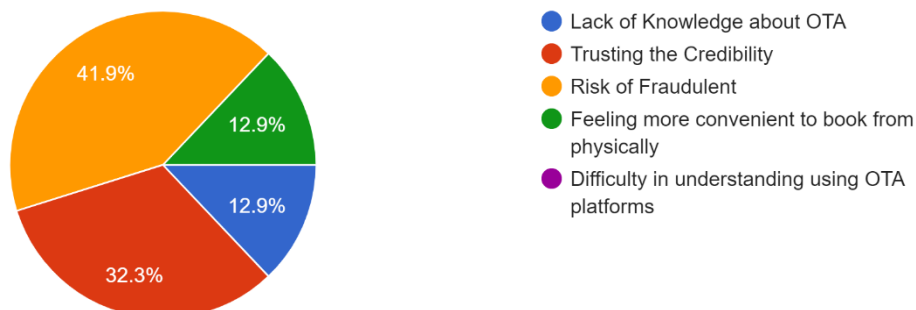


Figure 15-Online Survey.

According to a poll, the customers in Bangladesh find it difficult to use online travel agencies (OTAs) to make reservations for hotels, flights, and excursions since they don't know much about them. The problem, as it can be seen from the graph reported by 41.9% of the participants, implies that there is a need for more knowledge and instruction about online booking systems. Although ignorance is the most obvious barrier, there were other difficulties as well. Approximately 13% of participants voiced concerns over the reliability of OTAs and the possibility of fraudulent conduct. Furthermore, an equal number of people (12.9%) said that making travel arrangements in person at an agency was more convenient. For 12.9% of participants, another challenge was not knowing how to use OTA platforms.

How would you rate the effectiveness of these initiatives in enhancing your overall experience with GoZayaan?

31 responses



Figure 16-Online Survey.

### 3.7 Competitive Findings

Some of the key players in the online travel tech industry are Flight Expert, ShareTrip, and GoZayaan in Bangladesh. As the travel take industry is still evolving there are huge opportunities for all the companies to expand. For this reason, these online travel agency platforms are in direct competition for several aspects like their comparison brand awareness, customer base, and similar products along the offered properties.

In recent days, ShareTrip has gained a huge advantage over GoZayaan by initiating automated flight, cancellation, and rescheduling options on their app and website. These pose a threat for GoZayaan as ShareTrip offers a very limited selection of airlines compared to the broader range of options available in the GoZayaan OTA platform. By bringing such unique features with several API networks from different airlines and suppliers, it has become a significant challenge for GoZayaan.

On the other hand, both Flight Expert and ShareTrip are currently operating as semi-online travel agencies where they provide traditional B2B sales services and assisted flight booking facilities through human agents in order to generate additional revenue. However, GoZayaan focuses on future growth by revolutionizing the consumer's mindset to get adapted with online-centric facilities and create a culture of self-reliance. The company aims to provide the opportunity so they can use the automated service to book their flight, hotels, and tools by combining it with human support when required.

Hence, GoZayaan has aimed to address the challenges posed by competitors like Flight Expert, and ShareTrips to further enhance their digitization capabilities, and provide unique value propositions. So, by continuously improving their platform, engaging the range of their automated service, and balancing digitization with personalized human assistants, GoZayaan can differentiate itself in the market and attract a loyal base of customers.

### 3.8 Analysis of the Objectives

- 1. Objective 1- The ways the OTA travel platform mitigates the gaps between travelers and a huge variety of travel options**

Based on several findings from the survey and end weekly performance report, no platform has significant benefits for introducing digitization to enhance customer journey. For instance, by agreeing to the data given by the respondents, almost half of the travelers are inclined towards utilizing the automated platform connected through API (application, programming interfaces) with its suppliers. Besides, GoZayaan appears to have a favorable choice among them. The online interference also offers different features like comparing the cost of several hotels and airlines, while giving an extent of hotels and flight choices. Hence this demonstrates a variety of travel options, meeting the gaps between the travelers and their choices.

**2. Objective 2- How reviews and ratings of customers are integrated to enhance the quality of the customers?**

The report also helped to find out that a huge level of fulfillment among the clients of cosine, which is around 54.8% who had communicated about the satisfaction through our online platforms. This indicates that the client's opinion plays an important part in making strides benefit quality on the platform, introducing new features like managing their flight bookings effectively on their own from the 'My Booking' option of their website or app. These features will help the customer to enable the cancellation and reschedule of their flight without needing any sort of manual intermission. As a result, it will provide more convenience and flexibility, which will guarantee continuous improvement.

**3. Objective 3- Utilizing digitization to provide personalized suggestions and recommendations to individual travelers**

From the findings it was identified GoZayaan has also provided the feature of giving the opportunity to create their own personalized travel packages based on their need where the hotel rooms and flight tickets are booked automatically without any manual interference. subsequently it has improved the in general trip module from the other competitors. This aspect under covers that the automation form utilized by the company has effectively streamlined the travelers to handle their booking with 41.8% detailing fulfillment.

**4. Objective 4- The process of providing efficient travel arrangements by technology**

The report helped to identify that the company is further trying to enhance the automation in customer experience journey by implementing additional technological services and features like automation of flight, status, notifications, and update in app and website. This brings out that the part of innovation in GoZayaan is encouraging a sufficient level of action and expanding the engagement of clients in the different OTA options provided. In the future, the company will implement automated virtual assistance or chat to handle the customer queries and provide fast assistance.



## 5. Objective 5- The use of multi-disciplinary marketing approach with both clients and team members of the company

To accomplish the last specific objective, the report identifies several challenges experience by the travelers, such as lack of information about the online booking process, and several consents about the unwavering comfort and quality. For this reason, the company is putting emphasis on utilizing a multi dispensary promoting approach to make both the clients and understand the process of purchasing from online platforms and how the quality of online travel stages can be affected in order to address these challenges successfully. Besides true, intriguing real time flight information, the customer can easily receive automatic updates regarding any sort of changes or delay in their flight, which will make them more reliant on our platform throughout the travel journey.

### 3.9 Recommendation

During the COVID-19 pandemic was, and was successfully able to overcome the most challenging periods of the global tourism industry. While many travel agencies had to shut down, their business company has managed to sustain their growth through operating at an optimal level. and to maintain this positive efficiency, the company is required to prioritize the satisfaction of their customer continuously, offering personalized service, providing hassle, free booking, process and fast, responsive customer support. Some of the effective ways recommended for GoZayaan to improve their digitization services are mentioned below:

1. **Insured strategic digitization:** the company should try to detect the ideas where they can enhance their digitization services in order to provide convenience and efficiency, without compromising the personalized opportunities for the customers. It will help to increase value in processes, like booking generation of itinerary and real time updates will boost operations, but human interactions should still be available for complex issues and personalized assistance.
2. **Development of a user interface:** The digitization service of GoZayaan should focus on issuing an intuitive interface that is user-friendly for customers to navigate. Clear instructions a smooth process and intuitive design are essential to provide a positive experience for the users.

3. **Ongoing improvement and assessment of the digitization process:** the company should try to regularly analyse the effectiveness of the digitization service along with gathering both positive and negative feedback from the customers. This feedback will help the company to identify its pain points and areas needed for improvement along with opportunities for further digitization. Also, regular updates and enhancements of the online platforms are required to be made to ensure that the automation process is aligned with the expectations of the customer.
4. **Ensuring human interaction:** even though automation service is used for efficiency the company needs to maintain a balance with human connections. So for this reason, the company should offer several customer support channels that will help them to connect with a real person when required. This will provide them with reassurance addresses, complicated problems, and trust with loyal customers.
5. **Invest in modern technology:** GoZayaan should try to keep its website and apps updated with the current advancement of technology in the travel industry. For instance, they could invest in AI-driven boards, machine learning, and natural processing language which will help to boost their digitization capabilities and automated personalized recommendations, resolving queries quickly and hassle-free customer interactions.
6. **Ensuring clear communication:** GoZayaan has a responsibility to communicate transparently with the customers about the automated processes. For this, it is required for them to discuss how digitization will benefit their travel journey and will also ensure the availability of human support when required. Through this, the customer's expectation will boost up and it will gradually build trust in the platform.

Overall, the company should try to implement digitization strategically to improve the experience of the customer, while maintaining the balance between the human connection and the automated service.

## Conclusion

In the end, it is an evolving, travel industry, using automated tools to build a strong brand for themselves. Previously, there was very little opportunity for travel-related services online with the emergence of OT platforms. Travel information has become widely available, just in the palm of customer's hands on their mobiles.

All the findings and analysis of GoZayaan digitalization implementation revealed that there are several challenges that the platform is currently facing for instance even though the booking process is digitized and streamlined, flight rescheduling and cancellations still requires manual assistance, leading to complexities and time-consuming support interactions. They identified the importance of addressing this issue and actively working on the future that will allow customers to change and cancel their bookings individually through the 'My Booking' options.

This is why GoZayaan is a very strong brand as they continuously try to evolve their digitization aspects in order to provide the best service possible to the customers. For this reason, they are successfully able to differentiate themselves from the traditional level agencies and other OTA platforms.

In the current competitive industries, various tools and generals are used to educate the target audience to make them stay relevant and adapt to the technological aspects of the wonderful features of an OTA platform. Additionally, through exploring, the digitization in the itinerary, customization allows the customer to modify their travel plan, according to their interest and preferences

To conclude, it can be said that digitization plays a very significant role in the success of GoZayaan to evolve and adapt, with digitization in order to meet the changing needs of travelers and ensure ongoing success and growth of the company.

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## Appendix

## GoZayaan's Market Research Question

Please fill out the form !

sheneen.hossain@gozayaan.com [Switch account](#) 

\* Indicates required question

Email \*

Your email

Where do you live? \*

Your answer

How often do you travel outside ? \*

Once in every three months

Every Month

2-3 times a year

Once a Year

Other:

Do you prefer booking your flight using OTA (Online Travel Agency) platforms? \*

Yes

No

How frequently do you interact with GoZayaan's services? \*

- Daily
- Weekly
- Monthly
- Rarely
- Never

On a scale of 1 to 5, how satisfied are you with the current customer experience provided by GoZayaan? \*

- 1      2      3      4      5
- 1 (Very Dissatisfied)                  5 (Very Satisfied)

Have you noticed any inefficiencies or challenges in GoZayaan's processes related to customer service and experience? If yes, please specify. \*

Your answer

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Have you encountered any difficulties or drawbacks in the implementation of automation services by GoZayaan? \*

- Yes
- No

As a customer what is biggest problem you think that obstruct them in using OTA platform for booking flights, hotels and tours in Bangladesh? \*

- Lack of Knowledge about OTA
- Trusting the Credibility
- Risk of Fraudulent
- Feeling more convenient to book from physically
- Difficulty in understanding using OTA platforms

How would you rate the effectiveness of these initiatives in enhancing your overall experience with GoZayaan? \*

- Very effective
- Effective
- Neutral
- Ineffective
- Very ineffective

What suggestions do you have for further enhancing GoZayaan's customer service processes through digitization and automation? \*

Your answer

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