



## 2011 IATAN Customer Service Experience Survey Results Available!

Dear Travel Professional:

Thank you for your participation in the IATAN 2011 Customer Service Experience Survey, conducted December 1st – 15th, 2011. We received over 9,200 responses from customers asked to participate in the survey.

Overall customers were positive in their evaluation of IATAN's services. The overall satisfaction levels are as follows:

➤ Call Center Experience:	93% Satisfaction Level
➤ Resolution of Web Inquiries:	91% Satisfaction Level
➤ Resolution of Email/Fax Inquiries:	91% Satisfaction Level
➤ Online Services:	95% Satisfaction Level

IATAN is committed to understanding your needs in order to deliver superior customer experiences each time you contact us. Your feedback has provided us with important information on what is working well, as well as improvements that you would like to see. Your comments will be evaluated and the results will help us to implement changes as needed to improve our level of service.

Please find below a copy of the survey results.

Thanks again for your participation and for your support!

IATAN Customer Service



# IATAN Customer Service Experience Survey



## 1. Please select your title or position:

Owner		1801	19%
Manager		1497	16%
Employee		3978	43%
Independent Contractor		1982	21%
Total		9258	100%














## 2. Indicate type of business you represent:

Travel Agency		6121	66%
Home Based Agency		1244	13%
Corporate Client Location		92	1%
Corporate Travel Department		489	5%
Meeting Planner		168	2%
Event Organizer		48	1%
Site Selector		17	0%
Cruise Specialist		166	2%
Host Agency		61	1%
Independent Contractor		307	3%
Other, please specify		545	6%
Total		9258	100%

## 3. Have you had the opportunity to call IATAN's Customer Service Center?

Yes		2579	28%
No		6679	72%
Total		9258	100%

**4.** Reason for calling IATAN's Customer Service Center:



General information		722	28%
New / existing Accreditation		323	13%
IATA / IATAN ID Card		1455	56%
Agent Experience Deals for IATA / IATAN ID Card Holders		75	3%
Online processing of annual agency Re-Certification		398	15%
Annual Service Fee		341	13%
Updating online agency contact information		182	7%
Registering, amending or deleting online agency personnel		216	8%
Locating IATAN forms online		188	7%
IATAN Annual Certificate of Appointment		90	3%
Verification Program		59	2%
IATAN Online Training Academy / e-Training Portfolio		23	1%
IATAN Scholarships		6	0%
Other, please specify		139	5%

**5.** Please rate your experience when calling IATAN's Customer Service Center:



Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Extremely Satisfied					Not At All Satisfied	N/A
	5	4	3	2	1	N/A	
Courteousness	1604 62%	642 25%	206 8%	64 2%	46 2%	17 1%	

Professionalism	1602 62%	653 25%	197 8%	56 2%	52 2%	19 1%
Promptness of response	1475 57%	653 25%	245 9%	104 4%	84 3%	18 1%
Communicating clearly	1542 60%	642 25%	218 8%	87 3%	76 3%	14 1%
Keeping you updated on status	1249 48%	540 21%	253 10%	88 3%	127 5%	322 12%
Ability to resolve your inquiry	1544 60%	555 22%	198 8%	85 3%	154 6%	43 2%
Knowledge of products / services	1535 60%	590 23%	203 8%	60 2%	55 2%	136 5%
Rate overall Call Center experience	1507 58%	633 25%	229 9%	93 4%	97 4%	20 1%

**6.** Did the Customer Service Representative ensure all your concerns / queries were fully addressed before the call ended?

Yes		2309	90%
No		270	10%
Total		2579	100%

**7.** Did the Customer Service Representative offer information on other products and services, such as the IATA/IATAN ID Card, AgentExperience, www.CheckACode.com or the IATAN Academy?

Yes		1154	45%
No		1425	55%
Total		2579	100%

**8.** Have you contacted IATAN's Customer Service Center via email?

Yes		1630	18%
No		7628	82%
Total		9258	100%

**9.** Please rate your experience after submitting an email to IATAN's Customer Service Center:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Extremely Satisfied						Not At All Satisfied	N/A

	5	4	3	2	1	N/A
Courteousness	901 55%	384 24%	138 8%	32 2%	43 3%	132 8%
Professionalism	917 56%	386 24%	127 8%	29 2%	39 2%	132 8%
Promptness of response	891 55%	391 24%	147 9%	60 4%	82 5%	59 4%
Communicating clearly	890 55%	386 24%	147 9%	51 3%	66 4%	90 6%
Ability to resolve your inquiry	910 56%	344 21%	130 8%	39 2%	110 7%	97 6%
Follow up(s) to resolve / finalize	750 46%	294 18%	135 8%	50 3%	111 7%	290 18%
Knowledge of products / services	871 53%	336 21%	138 8%	30 2%	51 3%	204 13%
Rate overall email correspondence experience	922 57%	391 24%	128 8%	54 3%	95 6%	40 2%

**10.** Have you submitted correspondence via mail or fax to IATAN's Customer Service Center?

Yes		1944	21%
No		7314	79%
Total		9258	100%

**11.** Please rate your experience after submitting correspondence via mail or fax to IATAN's Customer Service Center:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Extremely Satisfied				Not At All Satisfied	N/A
	5	4	3	2	1	N/A
Courteousness	935 48%	404 21%	133 7%	33 2%	47 2%	392 20%
Professionalism	957 49%	403 21%	133 7%	37 2%	44 2%	370 19%
Promptness of response	991 51%	452 23%	191 10%	75 4%	97 5%	138 7%
Communicating clearly	972 50%	418 22%	167 9%	50 3%	68 3%	269 14%
Ability to resolve your inquiry	1001 51%	409 21%	159 8%	56 3%	92 5%	227 12%

Follow up(s) to resolve / finalize	860 44%	369 19%	158 8%	54 3%	107 6%	396 20%
Knowledge of products / services	951 49%	381 20%	139 7%	37 2%	47 2%	389 20%
Rate overall correspondence experience	1040 53%	442 23%	181 9%	78 4%	83 4%	120 6%








**12.** Have you visited IATAN's website [www.iatan.org](http://www.iatan.org) ?

Yes		7228	78%
No		2030	22%
Total		9258	100%

**13.** Please rate your experience related to IATAN's website [www.iatan.org](http://www.iatan.org):

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Extremely Satisfied					Not At All Satisfied		N/A
	5	4	3	2	1	N/A		
Ease of navigation	2771 38%	2618 36%	1287 18%	289 4%	148 2%	115 2%		
Access to information	2848 39%	2595 36%	1202 17%	289 4%	142 2%	152 2%		
Access to forms	2958 41%	2347 32%	1037 14%	233 3%	121 2%	532 7%		
Logging into Online Services	3052 42%	2367 33%	1018 14%	223 3%	126 2%	442 6%		
Ordering an IATA / IATAN ID Card	3948 55%	1878 26%	655 9%	180 2%	172 2%	395 5%		
Updating agency contact information	2720 38%	1722 24%	700 10%	127 2%	105 1%	1854 26%		
Processing Re-Certification online	2537 35%	1552 21%	636 9%	130 2%	149 2%	2224 31%		
Registering personnel online	1939 27%	1364 19%	627 9%	114 2%	102 1%	3082 43%		
Paying the Annual Service Fee	3218 45%	1748 24%	629 9%	141 2%	174 2%	1318 18%		
Rate overall Website experience	3083 43%	2576 36%	1067 15%	245 3%	145 2%	112 2%		

**14.** What aspects of your experience with IATAN did you like the most? (choose all that apply)

Email		2488	27%
Telephone		1775	19%
Website		4569	49%
Professionalism		2248	24%
Responsiveness		1889	20%
Knowledge of products		1385	15%
Other, please specify		1031	11%

**15.** What aspects of your experience with IATAN could have been improved? (choose all that apply)

Email		1089	12%
Telephone		1520	16%
Website		1977	21%
Professionalism		332	4%
Responsiveness		895	10%
Knowledge of products		705	8%
Other, please specify		4060	44%

**16.** How satisfied are you that IATAN is on the right track in providing you an improved customer service experience?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Extremely Satisfied				Not At All Satisfied	N/A
	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
	3400 37%	3099 33%	1458 16%	318 3%	195 2%	788 9%