

# Interactions by Hotel

MI Hotel Name	Interactions	Rooms Booked	Nights Booked	Revenue Booked	ADR	Sales Conversion	Gross Conversion
MI Resorts - Hotel Beach Vacation	19.29K	3,755	6,999	\$995,615	\$142.3	55%	19%
MI Resorts - Hotel Downtown Area	12.67K	1,426	2,564	\$327,325	\$127.7	37%	11%
MI Resorts - Hotel Outdoor Adventures	10.52K	1,422	2,469	\$334,390	\$135.4	43%	14%
MI Resorts - Hotel Theme Park America	7.87K	975	1,727	\$210,125	\$121.7	42%	12%
<b>Total</b>	<b>50.34K</b>	<b>7,578</b>	<b>13,759</b>	<b>\$1,867,455</b>	<b>\$135.7</b>	<b>46%</b>	<b>15%</b>

Date of Interaction

8/10/2020

1/9/2021

Queue

All



Beach Vacation Interactions

19.29K

Downtown Interactions

12.67K

Theme Park Interactions

7.87K

Outdoor Adventure Interactions

10.52K

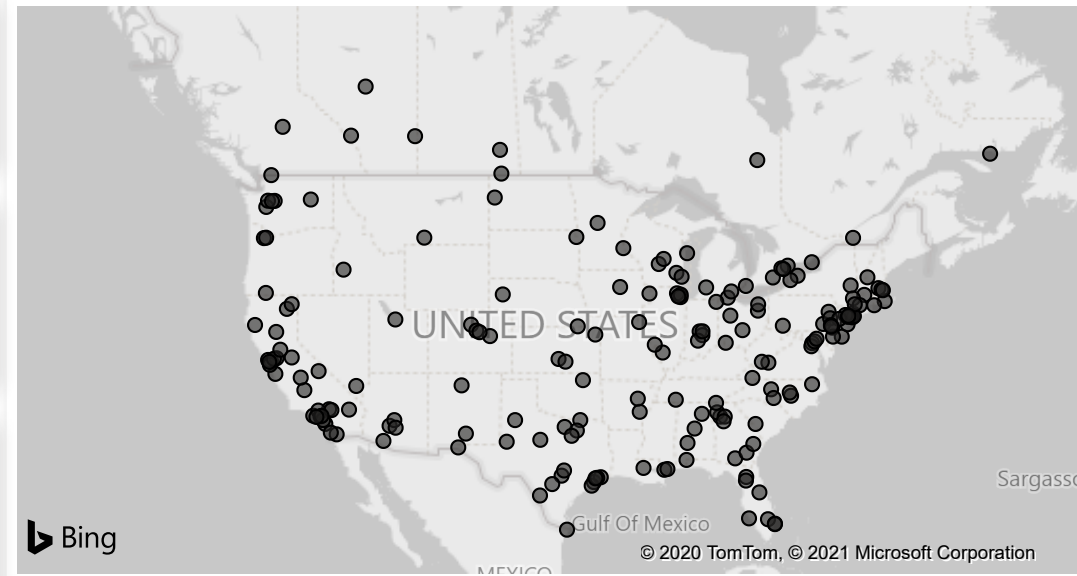
Gross Conversion

15%

Sales Conversion

46%

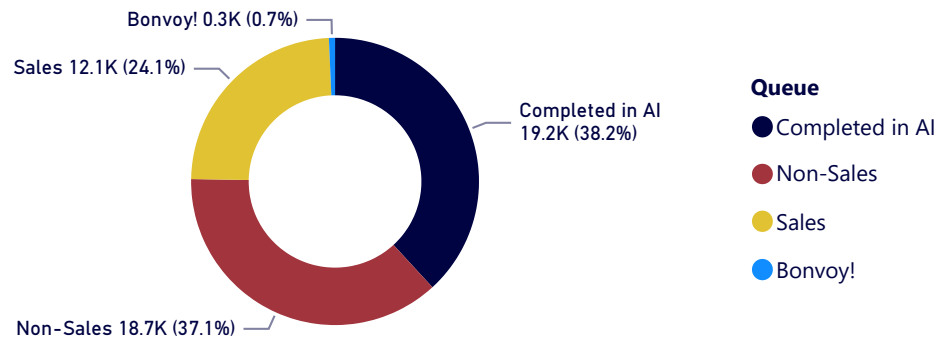
## Top 20 Cities - Interactions Result in Revenue



Caller City	Caller State	Rooms Booked	Interactions	Gross Conversion
Alford	British Columbia	1,880	11,715	16%
ALDERPOINT	California	333	2,096	16%
ABERDEEN	New York	321	2,545	13%
ALTA	New Mexico	287	2,196	13%
ALMIRA	Georgia	273	2,896	9%
ABERDEEN	Ohio	230	1,698	14%
ALGOMA	Virginia	225	1,320	17%
Bainbridge Island	Ohio	195	1,213	16%
ABSAROCKE	Georgia	173	1,152	15%
ADAIR	Ohio	164	1,136	14%
ADIN	California	120	918	13%
ABERDEEN	South Carolina	111	606	18%
Aloha	New York	104	633	16%
ARLETTA	Saskatchewan	102	669	15%
ADAMSTOWN	New York	93	753	12%
AFTON	Texas	84	743	11%
AMES LAKE	Texas	76	494	15%
<b>Total</b>		<b>5,262</b>	<b>36,496</b>	<b>14%</b>

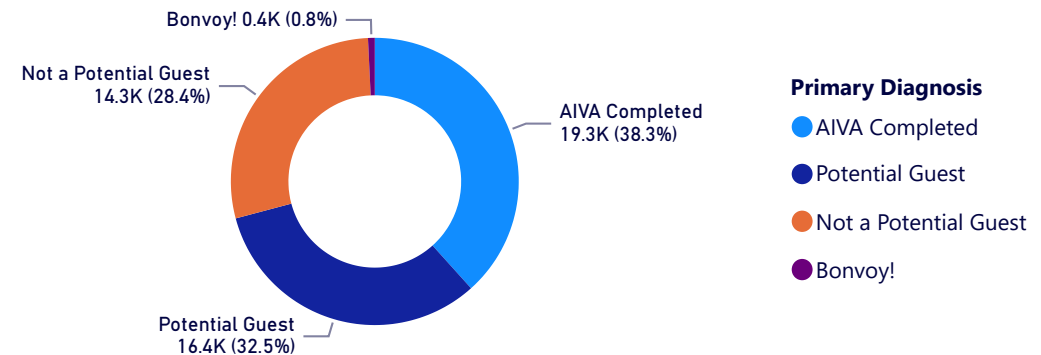
## Interactions by Queue

The queue represents where the call lands, based on guest interaction with AIVA & what they said



## Interactions by Primary Diagnosis

The diagnosis represents the final result of the call, based on the interaction with the final agent handling.



- AIVA
- Andrew Bernard
- Charles Brown
- Clarkson Griswold

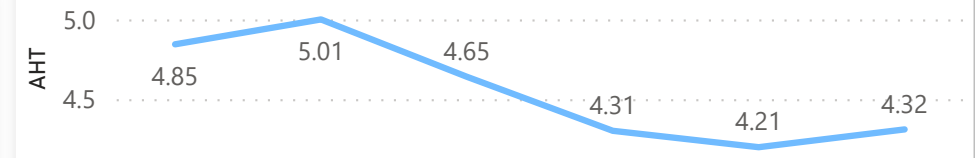
- AIVA
- Bonnie Barrow
- Hank Hills
- Leslie Knope

- MI Resorts - Hotel Beach Vacation
- MI Resorts - Hotel Downtown Area
- MI Resorts - Hotel Outdoor Adventures
- MI Resorts - Hotel Theme Park America

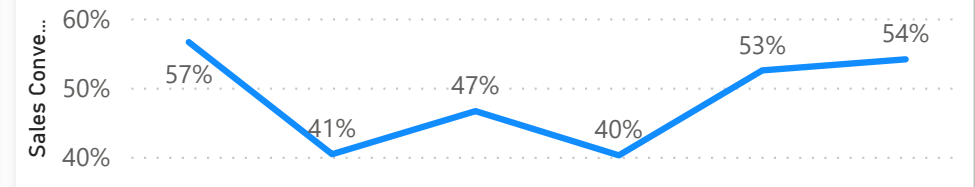
### Booking Metrics by Team

Manager	Interactions	Gross Conversion	Sales Conversion	Total Revenue Booked	Rooms Booked	Nights Booked	ADR	Sales Conv Met
<b>Andrew Bernard</b>								
+ Bonnie Barrow	2,356	31%	58%	\$219,241	720	1,424	\$154.0	Not Met
+ Hank Hills	4,971	26%	52%	\$290,844	1,300	2,225	\$130.7	Not Met
+ Robert Pants	4,870	32%	64%	\$507,957	1,565	2,951	\$172.1	Not Met
<b>Charles Brown</b>								
+ Michael Mouser	2,910	27%	57%	\$155,257	795	1,370	\$113.3	Not Met
+ Patrick Stars	2,930	12%	23%	\$61,975	360	603	\$102.8	Not Met
+ Peter Griffin	4,657	20%	38%	\$166,954	919	1,738	\$96.1	Not Met
<b>Clarkson Griswold</b>								
+ Leslie Knope	1,105	16%	28%	\$58,999	179	311	\$189.7	Not Met
+ Lucas Walker	2,104	26%	47%	\$154,836	538	989	\$156.6	Not Met
+ Peggy Olson	2,351	32%	57%	\$162,869	742	1,288	\$126.5	Not Met
+ William Wallace	2,821	16%	27%	\$88,523	460	860	\$102.9	Not Met
<b>Total</b>	<b>31,075</b>	<b>24%</b>	<b>46%</b>	<b>\$1,867,455</b>	<b>7,578</b>	<b>13,759</b>	<b>\$135.7</b>	<b>Not Met</b>

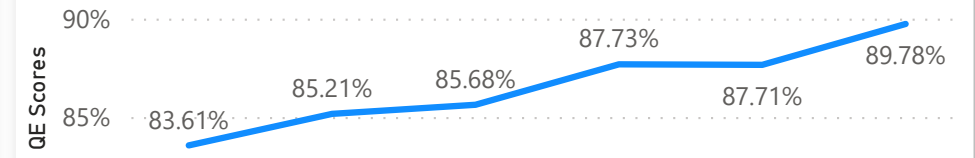
### AHT by Month



### Sales Conversion by Month



### QE Scores by Month



### Call Stats by Team

Manager	AHT	Avg Hold	Talk Time Minutes
<b>Andrew Bernard</b>			
+ Bonnie Barrow	5.00	0.35	11,769
+ Hank Hills	4.99	0.23	24,824
+ Robert Pants	5.03	0.23	24,484
<b>Total</b>	<b>5.01</b>	<b>0.25</b>	<b>61,077</b>
<b>Charles Brown</b>			
+ Michael Mouser	4.86	0.28	14,152
+ Patrick Stars	4.43	0.22	12,971
+ Peter Griffin	4.79	0.24	22,321
<b>Total</b>	<b>4.71</b>	<b>0.24</b>	<b>49,444</b>
<b>Clarkson Griswold</b>			
+ Leslie Knope	4.40	0.28	4,861
+ Lucas Walker	5.16	0.27	10,862
+ Peggy Olson	5.25	0.25	12,354
<b>Total</b>	<b>4.89</b>	<b>0.26</b>	<b>151,962</b>

### Quality by Team

Queue Manager	Bonvoy!		Non-Sales		Sales	
	QE Scores	QE Met	QE Scores	QE Met	QE Scores	QE Met
<b>Andrew Bernard</b>						
+ Bonnie Barrow	88.45%	Not Met	88.66%	Not Met	90.24%	Met
+ Hank Hills	40.44%	Not Met	85.58%	Not Met	92.75%	Met
+ Robert Pants	74.80%	Not Met	83.34%	Not Met	93.63%	Met
<b>Charles Brown</b>						
+ Michael Mouser	58.12%	Not Met	88.86%	Not Met	92.72%	Met
+ Patrick Stars	90.67%	Met	84.11%	Not Met	93.54%	Met
+ Peter Griffin	73.20%	Not Met	85.93%	Not Met	92.38%	Met
<b>Clarkson Griswold</b>						
+ Leslie Knope	92.50%	Met	85.00%	Not Met	92.59%	Met
+ Lucas Walker	86.11%	Not Met	84.78%	Not Met	93.74%	Met
+ Peggy Olson	85.75%	Not Met	87.28%	Not Met	92.16%	Met
<b>Total</b>	<b>75.45%</b>	<b>Not Met</b>	<b>86.04%</b>	<b>Not Met</b>	<b>92.86%</b>	<b>Met</b>

### Reasons for Not Booking

Reason	Total	% of Reasons
No Availability For Desired Date	5,754	63.39%
Policies - Did not Match Guest Needs	1,195	13.17%
Rate Resist - Unable to Overcome	666	7.34%
Location - Does not Meet Guest Needs	485	5.34%
Specific Bed / Room Type Unavailable	473	5.21%
Group Booking Past Cutoff Date	100	1.10%
Group Rate Code not Available	100	1.10%
Rate Parody - Will Book Online	100	1.10%
Amenities - Does not Meet Guest Needs	99	1.09%
Hotel Direct Booking Only	99	1.09%
Standard Rate Code	6	0.07%

## Interaction and Sales Statistics

MI Hotel Name	Interactions	Gross Conversion	Sales Conversion	Total Revenue Booked	Rooms Booked	Nights Booked	ADR
MI Resorts - Hotel Beach Vacation	12,080	31%	55%	\$995,615	3,755	6,999	\$142.3
MI Resorts - Hotel Downtown Area	7,957	18%	37%	\$327,325	1,426	2,564	\$127.7
MI Resorts - Hotel Outdoor Adventures	6,455	22%	43%	\$334,390	1,422	2,469	\$135.4
MI Resorts - Hotel Theme Park America	4,583	21%	42%	\$210,125	975	1,727	\$121.7
<b>Total</b>	<b>31,075</b>	<b>24%</b>	<b>46%</b>	<b>\$1,867,455</b>	<b>7,578</b>	<b>13,759</b>	<b>\$135.7</b>

## Call Quality Scores

MI Hotel Name	Bonvoy!	Non-Sales	Sales	Total
MI Resorts - Hotel Beach Vacation	74.64%	86.65%	93.68%	<b>89.76%</b>
MI Resorts - Hotel Downtown Area	89.40%	84.88%	91.42%	<b>86.85%</b>
MI Resorts - Hotel Outdoor Adventures	67.87%	86.08%	92.20%	<b>88.35%</b>
MI Resorts - Hotel Theme Park America	86.80%	85.62%	90.75%	<b>87.49%</b>
<b>Total</b>	<b>75.45%</b>	<b>86.04%</b>	<b>92.86%</b>	<b>88.74%</b>



## Phone Statistics

MI Hotel Name	AHT	Avg Hold	Talk Time Minutes	Avg Wait or ASA	Abandoned Calls	Ans Calls	Ab%
MI Resorts - Hotel Downtown Area	5.03	0.27	40,004	0.19	558	7,957	7.01%
MI Resorts - Hotel Outdoor Adventures	5.03	0.27	32,445	0.18	546	6,455	8.46%
MI Resorts - Hotel Theme Park America	5.17	0.31	23,698	0.17	351	4,583	7.66%
MI Resorts - Hotel Beach Vacation	4.62	0.22	55,815	0.16	1,319	12,080	10.92%
<b>Total</b>	<b>4.89</b>	<b>0.26</b>	<b>151,962</b>	<b>0.17</b>	<b>2,774</b>	<b>31,075</b>	<b>8.93%</b>

## Reasons Guests Talk to the Contact Center

Secondary Diagnosis	Tertiary Diagnosis	Interactions
Upcoming Reservation Related	Reservation Confirmation	8,547
Room Reserved	Standard Rate Code	5,878
Room Not Reserved	No Availability For Desired Date	5,754
Room Reserved	Group Rate Code	1,410
Room Not Reserved	Policies - Did not Match Guest Needs	1,195
Not Reservation Related - Policy Question	Policies: Parking	1,116
Room Not Reserved	Rate Resist - Unable to Overcome	666
Not Reservation Related - Policy Question	Policies: Cancellation	618
Not Reservation Related - Policy Question	Policies: Age Requirement	605
Not Reservation Related - Policy Question	Policies: Checkin/Checkout Time	577
Room Not Reserved	Location - Does not Meet Guest Needs	485
Room Not Reserved	Specific Bed / Room Type Unavailable	473
Upcoming Reservation Related	OTA Modification Transfer	469
Not Reservation Related - Policy Question	Policies: Payment	380
Upcoming Reservation Related	OTA Confirmation Transfer	373
Not Reservation Related - Policy Question	Policies: Pets	367
Not Reservation Related - Call Rerouted	Internal Guest Call - Connected to FD	288
Bonvoy! Room Reserved	Points used	287
Upcoming Reservation Related	Modify Reservation - Room Type	153
Upcoming Reservation Related	Modify Reservation - Rate Code	152
Upcoming Reservation Related	Modify Reservation - Property	146
Upcoming Reservation Related	Modify Reservation - Guest Info	144
Upcoming Reservation Related	Modify Reservation - Payment Source	144
Upcoming Reservation Related	Modify Reservation - Dates	126
Room Not Reserved	Group Booking Past Cutoff Date	100
Room Not Reserved	Group Rate Code not Available	100
Room Not Reserved	Rate Resist - Will Book Online	100
<b>Total</b>		<b>31,075</b>

## What guests need from AIVA



