

A folyamatbányászat szerepe a hatékonyságnövelésben és a digitális UX javításában

**DIGITAL
TRANSFORMATION
2023**

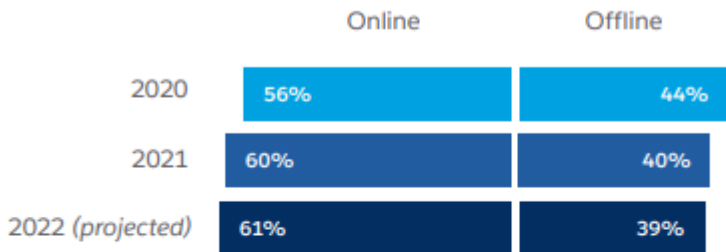
május 3. Marriott Hotel, Budapest

Lengyel Csaba

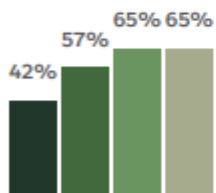
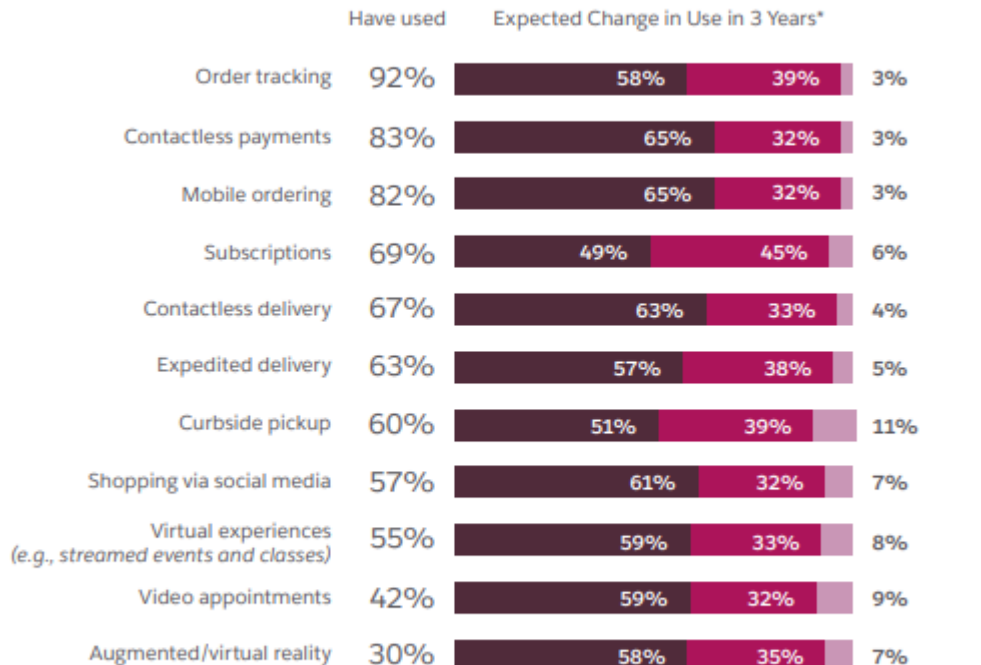
VIALTO
Consulting

A digitális csatornák szerepe nő

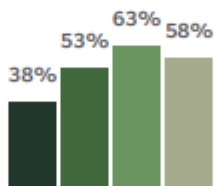
Customers' Estimated Split of Online and Offline Interactions with Companies



Use and Expected Use of the Following Technologies/Services



57% of customers prefer to engage through digital channels



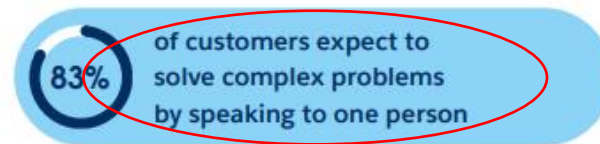
53% of customers prefer to purchase online versus in store

■ Baby Boomers
 ■ Gen Xers
 ■ Millennials
 ■ Gen Zers

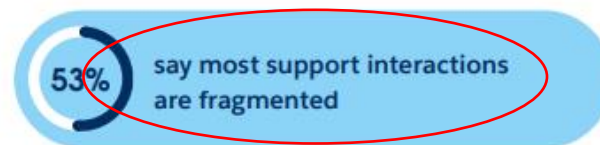
■ Use more
 ■ Use same amount
 ■ Use less

Az ügyfélelvárások nőnek, de...

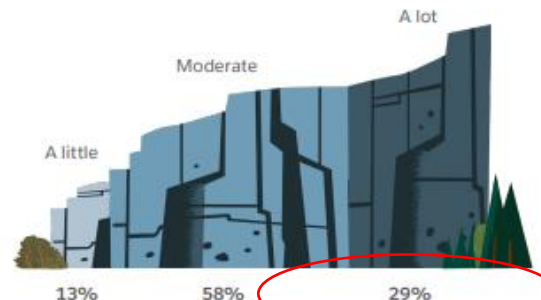
Customers Who Agree with the Following



but



Amount of Customer Effort to Get Cases Resolved



Digitális UX a valóságban

Check-in
Thu, Mar 9
4:00 PM

Checkout
Fri, Mar 17
11:00 AM

Message your host
Canaan Xibanya 1

Your place
Canaan Boutique Apartments Madrid 3C

Reservation details

Who's coming
3 guests

Confirmation code
[blurred]

Your booking is protected by **aircover**
[Learn more](#)

Cancellation policy
This reservation is non-refundable.
[Read more](#)

Get a PDF for visa purposes >

Print details >

Get receipt

Rules and instructions

House rules
3 guests maximum
No pets
No parties or events
[Show more](#)

Az Airbnb-től kapott nyugtád

Nyugta azonosítója: RCZCWNSAM8 · 2023. március 3.

Madrid

8 Madrid városában

2023. márc. 9., Cs → 2023. márc. 17., P
Teljes otthon/lakás · 3 ágy · 3 vendég



Házigazda: Canaan Xibanya 1 Canaan
Visszaigazolósi kód: HMRSC39M3H
[Ugrás az útitervre](#) · [Ugrás a hirdetésre](#)

Utazó: Csaba Lengyel

Lemondási feltételek

Ennek a foglalásnak az ára nem téríthető vissza.
A határidőket a szálláshely szerinti időzónában jelezzük

Kérdésed van?

A fizetéseidre és a visszatérítéseidre vonatkozó részleteket a [fizetéseid](#) között tekintheted meg, vagy ellátogathatsz a [súgóközpontba](#).

Ár részletezése

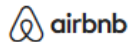
Ft65 682,00 x 8 éjszaka	Ft525 456,00
50% heti kedvezmény	-
Takarítási díj	Ft18 766,00
Szolgáltatási díj	Ft50 470,00
Összesen (HUF)	Ft331 964,00

Fizetés

VISA **** 0787 2023. március 3. 10:40:44 CET	Ft331 964,00
Kifizetett összeg (HUF)	Ft331 964,00

Az Airbnb szolgáltatási díj

Tartalmazza a megkelelő áfát. [Áfás számla megnyitása](#)



Print

Airbnb Ireland UC, The Watermarque Building
 South Lotts Road, Ringsend, Dublin 4
 Airbnb Ireland VAT ID: 9827384L

Guest Invoice #1000000737322610
 www.airbnb.com/help/contact

Name

Csaba Lengyel

Address

1064, Hungary ???

Date of Service Rendered

Fri, March 03, 2023

Confirmation Code



Accommodation

Canaan Boutique Apartments Madrid 3C

VAT Country

Magyarország

VAT Rate

27%

Business Address

??? →

Airbnb Service Fee for Use of Online Platform

Base Service Fee	VAT	Total Service Fee
Ft39740.00	Ft10730.00	Ft50470.00* ???

* Airbnb charges a service fee from the reservation amount for use of the Airbnb online platform. VAT is charged at the time of payment and is based on the total quest service fee for a reservation. The reservation amount is paid by the Guest through Airbnb to the Host.

Check-in
Thu, Mar 9
4:00 PM

Checkout
Fri, Mar 17
11:00 AM

Message your host
Canaan Xibanya 1

Your place
Canaan Boutique Apartments Madrid 3C

Reservation details

Who's coming
3 guests

Confirmation code
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Your booking is protected by **aircover**
[Learn more](#)

Cancellation policy
This reservation is non-refundable.
[Read more](#)

- Get a PDF for visa purposes >
- Print details >
- Get receipt >

Rules and instructions

House rules
3 guests maximum
No pets
No parties or events
[Show more](#)

Payment info

Total cost
Ft331,964.00 HUF

- Add details for expensing your trip >
- Get receipt >

Get support anytime

If you need help, we're available 24/7 from anywhere in the world.

- Contact Airbnb Support >
- Visit the Help Center >

x

Edit notes

Add your business address and any other trip details.

Save



Add details for expensing your trip >

Get receipt >

Get support anytime

If you need help, we're available 24/7 from anywhere in the world.

Contact Airbnb Support >

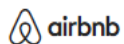
Visit the Help Center >

x

Edit notes

Add your business address and any other trip details.

Save



Airbnb Ireland UC, The Watermarque Building
South Lotts Road, Ringsend, Dublin 4
Airbnb Ireland VAT ID: 9827384L

Guest Invoice #10000000737322610
www.airbnb.com/help/contact

Print

Name	Address	
Csaba Lengyel	1064, Hungary	
Date of Service Rendered	Confirmation Code	Accommodation
Fri, March 03, 2023	HMRSC39M3H	Canaan Boutique Apartments Madrid 3C
VAT Country	VAT Rate	Business Address
Magyarország	27%	



Payment info

Total cost

Ft331,964.00 HUF

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Airbnb Service Fee for Use of Online Platform

Base Service Fee	VAT	Total Service Fee
Ft39740.00	Ft10730.00	Ft50470.00 *

* Airbnb charges a service fee from the reservation amount for use of the Airbnb online platform. VAT is charged at the time of payment and is based on the total quest service fee for a reservation. The reservation amount is paid by the Guest through Airbnb to the Host.

Apr 28, 2023



Airbnb Support 3:14 PM

Hi Csaba, let's get you some help. We're going to ask you some questions and then connect you with a member of our support team.

How can we help with your Madrid trip? Select "Describe my issue" if you need help with something else.

I need to send money
I need to request a refund
I want to edit or remove a review
I want to report a safety or discrimination issue
Describe my issue ✓



Csaba 3:15 PM

Describe my issue



Airbnb Support 3:15 PM

Can you describe your issue in a few sentences? This will help our team understand what's going on.

Please don't include sensitive info like credit card numbers.



Csaba 3:16 PM

The booking was done representing my company. I would like to receive a receipt for my company. How can I do it?



Csaba 3:16 PM

The booking was done representing my company. I would like to receive a receipt for my company. How can I do it?



Airbnb Support 3:16 PM

Thanks. Before we connect you, does this info solve your issue?

Need a receipt?

You can get your receipt for this reservation with a detailed price breakdown and add your billing details. If you'd like, you can also get a VAT invoice for the service fees.

Keep in mind that you can only download, print, or email your receipt from a desktop or browser (not mobile).

[Get your receipt](#)

[Learn more](#)

Yes, I got what I needed

No, connect me with a person ✓

Restart, I have a different issue



Csaba 3:17 PM

No, connect me with a person

Airbnb Support 3:17 PM
How would you like to connect with us?

Select a contact method >

Csaba 3:17 PM
Send us a message

Airbnb Support 3:17 PM
Okay, I've sent your message. The person who responds will be able to see everything you've already shared. Feel free to add more details to help our team understand and resolve your issue faster.

If you leave this message thread, you can get back to it from your Airbnb inbox.

Thanks for your message—we'll reply as soon as a member of our team becomes available.

Airbnb Support 3:34 PM
Hi Csaba.
Thank you for reaching out to us. This is Mohamed F from Airbnb's community support team. I'm happy to assist.

To make sure I have fully understood you, you want the receipt from your trip on airbnb, is that right?

Would you kindly provide me with the reservation number you are talking about ?

Best regards,
Mohamed

Csaba 3:43 PM

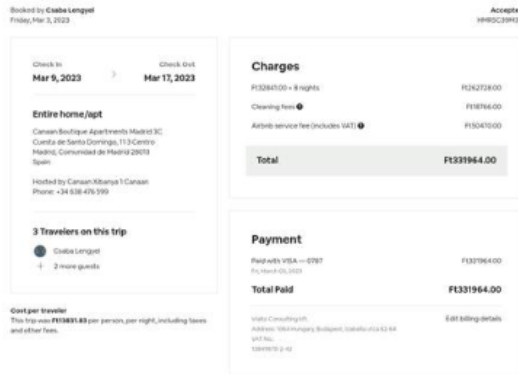
Csaba 4:01 PM
I don't see the company name address vat number on the receipt. I need a receipt with that data

Csaba 4:30 PM
How can I obtain it?

Airbnb Support 4:34 PM
can you provide me with these information so I can add to your receipt ?

Csaba 4:35 PM
Vialto Consulting kft.
Address: 1064 Hungary, Budapest, Izabella utca 62-64
VAT No.:
12849675-2-42

Airbnb Support 5:05 PM



Booked by Csaba Lengyel
Friday, Mar 3, 2023

Check in: Mar 9, 2023 | Check out: Mar 17, 2023

Entire home/apt
Canaan Boutique Apartments Madrid 3C
Calle de Santa Geronima, 11-3 Centro Madrid, Comunidad de Madrid 28013 Spain
Hosted by Canaan (Ismael) | Canaan
Phone: +34 938 479 599

3 Travelers on this trip
Csaba Lengyel
+ 2 more guests

Costs per traveler
This includes **€1301.88** per person, per night, including taxes and other fees.

Charges

€12849.00 • 8 nights	€128278.00
Cleaning fee	€18766.00
Airbnb service fee (includes VAT)	€15047.00
Total	€1533964.00

Payment

Paid with VISA • 0197	€1533964.00
Payment ID: 101101	
Total Paid	€1533964.00

Billable details
Vialto Consulting kft.
Address: 1064 Hungary Budapest, Izabella utca 62-64
VAT No.: 12849675-2-42

I have added your business information.
Do you need any further assistance



Csaba 5:26 PM

How can I download the invoice you attached? I still don't see company information under "Get Receipt"

May 1, 2023



Airbnb Support 3:07 PM

You can **print** your invoice through this link:

https://airbnb.com/vat_invoices/737322610

If you want also to check the vat you can check it from this link:

https://www.airbnb.com/reservation/receipt?code=HMRSC39M3H&force_dynamic=true



Airbnb Support 4:42 PM

Hello Csaba please let us if you need further assistance, otherwise I will close this case now.

Best regards, **Francesco**

May 2, 2023

← To Itinerary !!! **Print**

Travel for work? Add your work email to unlock extra perks for business trips.

[Add work email](#)

Confirmed: 8 nights in Madrid, Spain

Booked by **Csaba Lengyel**
Friday, Mar 3, 2023

Accepted

Check In **Mar 9, 2023** > Check Out **Mar 17, 2023**

Entire home/apt

Canaan Boutique Apartments Madrid 3C
Cuesta de Santo Domingo, 11 3 Centro
Madrid, Comunidad de Madrid 28013
Spain

Hosted by Canaan Xibanya 1 Canaan
Phone: +34 638 476 599

3 Travelers on this trip

- Csaba Lengyel
- + 2 more guests

Charges

Ft32841.00 × 8 nights	Ft262728.00
Cleaning fees	Ft18766.00
Airbnb service fee (includes VAT)	Ft50470.00
Total	Ft331964.00

Payment

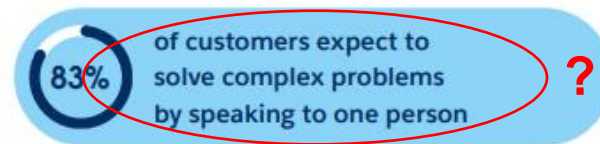
Paid with VISA --- 0787 Fri, March 03, 2023	Ft331964.00
Total Paid	Ft331964.00

Vialto Consulting kft.
Address: 1064 Hungary, Budapest, Izabella utca 62-64
VAT No.: 12849675-2-42 !!! Edit billing details

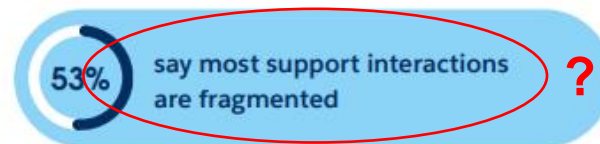
Cost per traveler
This trip was Ft13831.83 per person, per night, including taxes and other fees.

Az ügyfélelvárások nőnek, de...

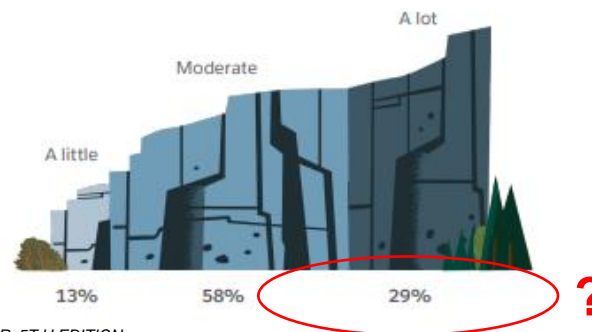
Customers Who Agree with the Following



but



Amount of Customer Effort to Get Cases Resolved



Ügyfélélmény = User Experience



A folyamat az ügyintéző

A probléma, amellyel minden vállalat szembesül

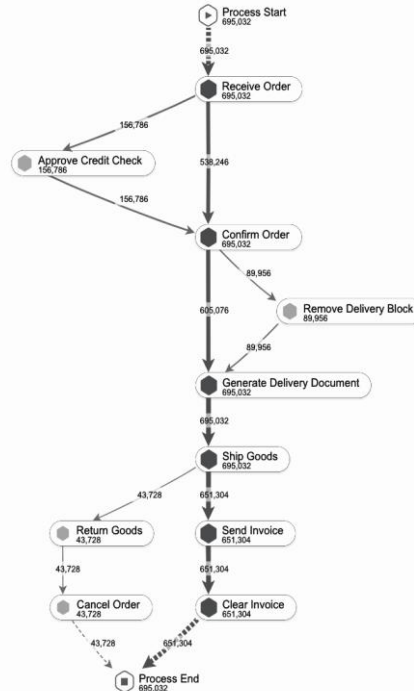
01

Hogy tervezték a folyamatot



02

Mit gondolnak a valós lefutásról



03

Ami valójában történik



Hogy működik egy folyamatbányász szoftver

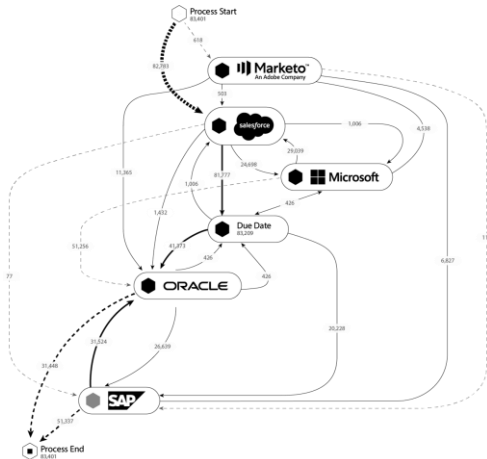
Felismeréstől az akcióig egyetlen lépésben

01

360° Adat

Valós ideű adatokat szolgáltató különböző rendszerekből, számítógépekről, dokumentumokból – az E2E folyamatot megragadva

Előre elkészített folyamat konnektorok

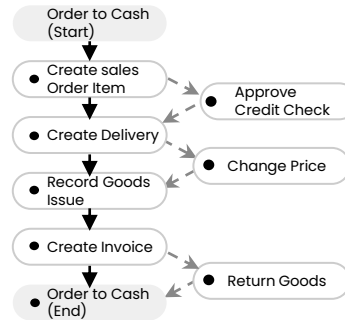


02

Folyamat Felderítés

Átvilágítja és folyamatosan monitorozza a folyamatokat hatékonyságát és javítási lehetőségeket keresve

Előre elkészített dashboardok, appok

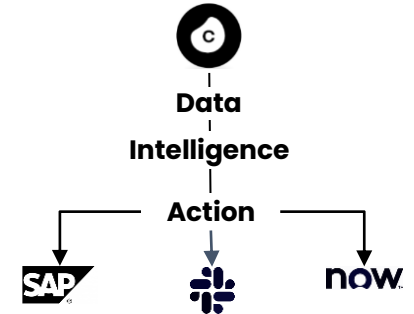


03

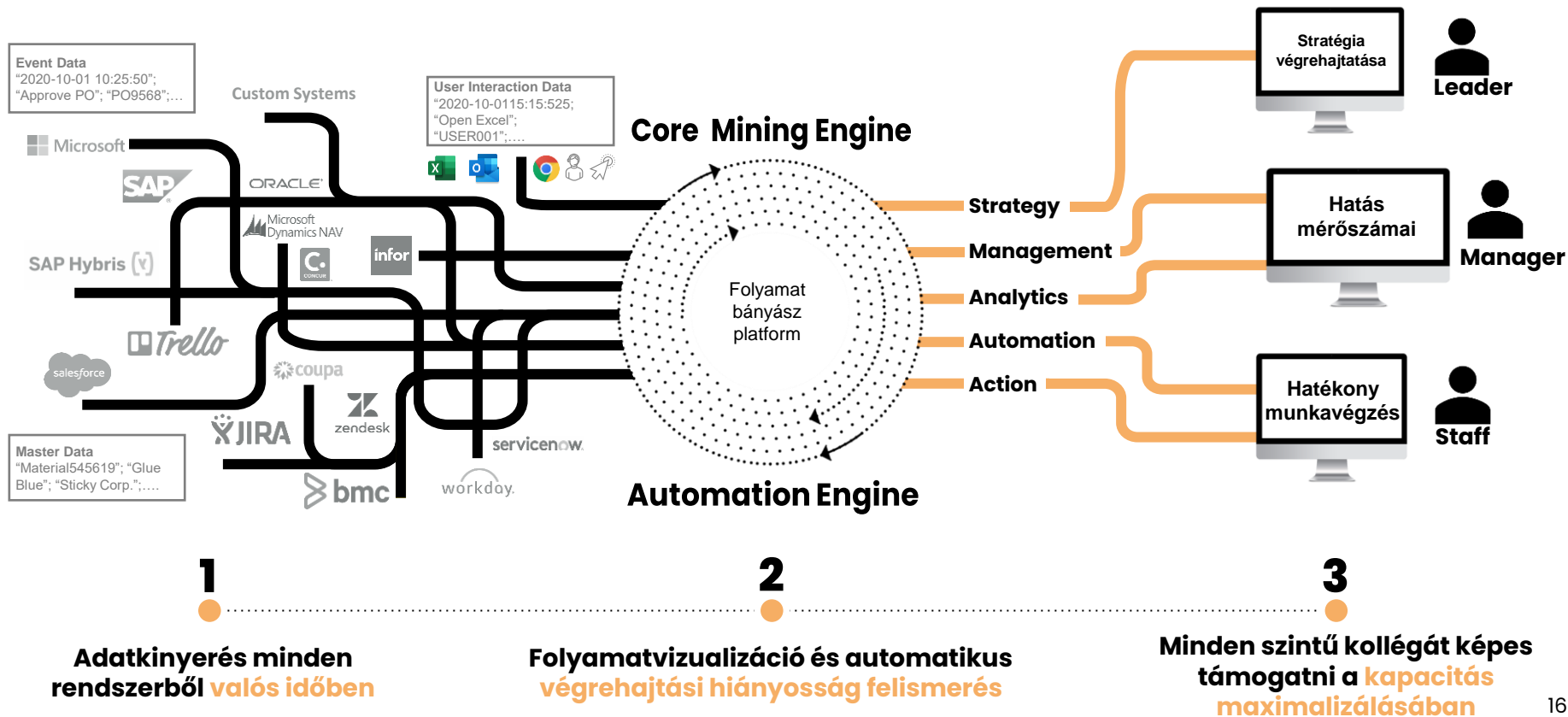
Céltzott Akciók

Automatikusan javítja a hatékonyságot, ügyfélményt és vezérli a mealevő IT támogató megoldásokat is

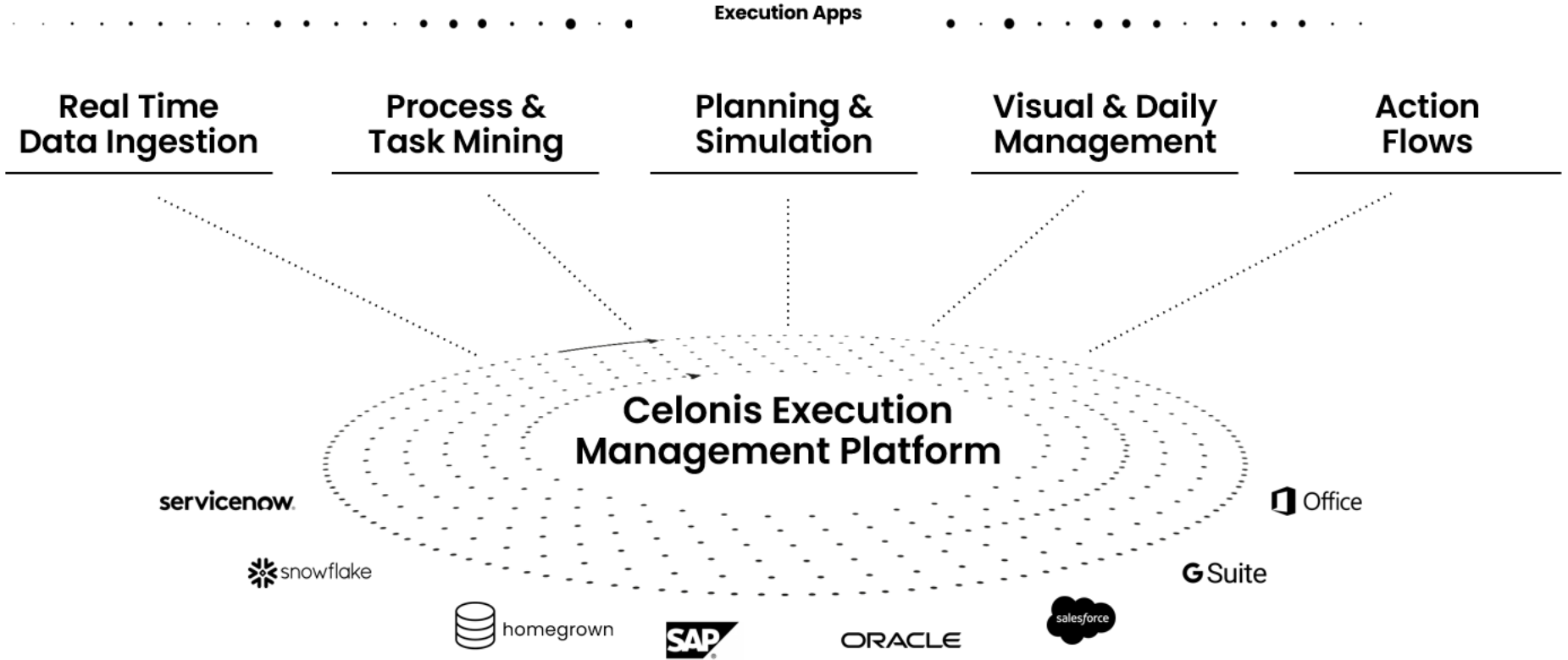
Előre elkészített Integrációk



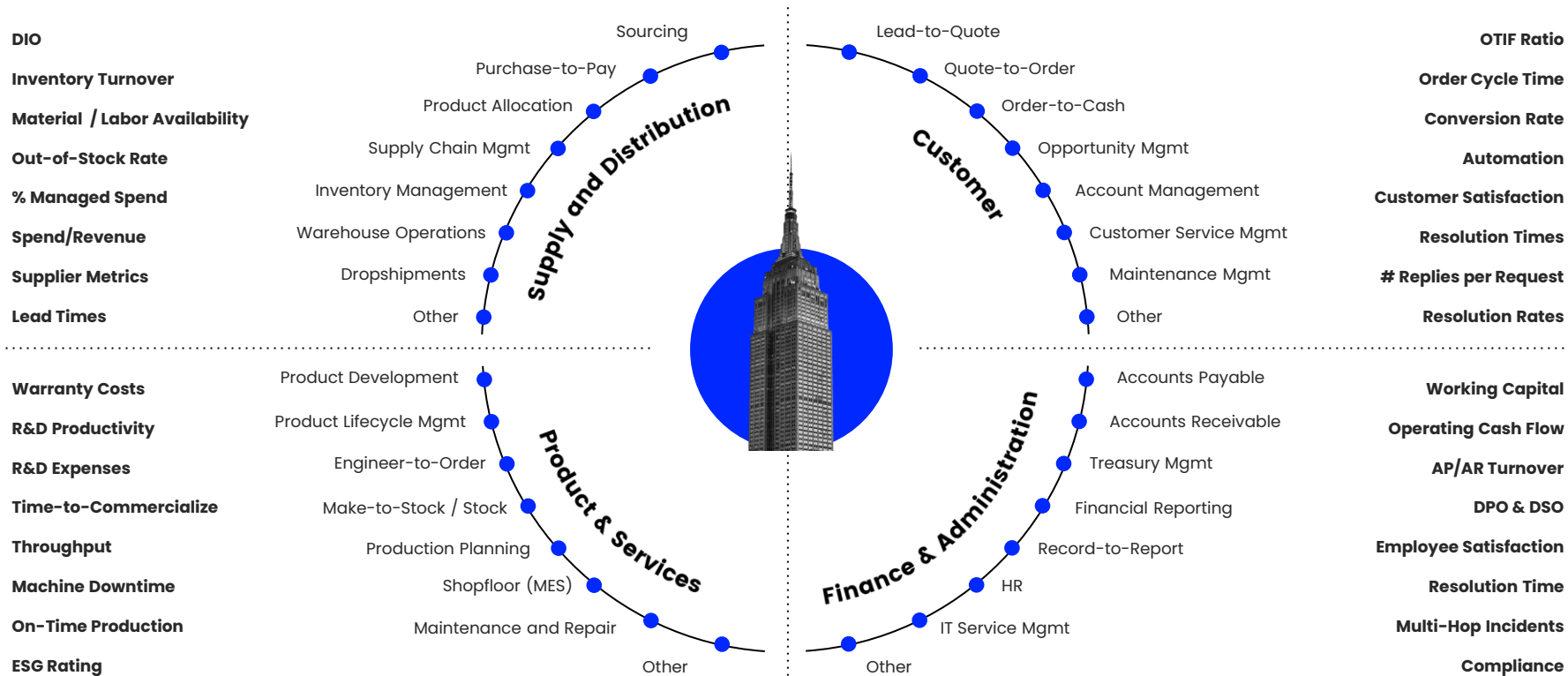
A folyamatbányászat alapja



Egy fejlett folyamatbányász megoldás funkciói



A folyamatbányászat minden iparág minden fontos folyamatára alkalmazható



Hogyan segíthetné az Airbnb ügyfélszolgálati folyamatát a folyamatbányászat?

- Ügyféléletút során felmerülő, ügyfél KPI-okat (pl. Customert Effort Score) befolyásoló anomáliák azonosítás és gyökérokok feltárása (pl. ügyfél nem találja a számla elkészítése menüpontot → görgetni kell hozzá → weboldal átalakítása)
- Valós idejű adatokon alapuló folyamat monitoring → valós idejű beavatkozás komplex folyamatok logikák alapján / valós idejű előrejelzés az ügyfél viselkedésére vonatkozóan
- Egy azonosított probléma felbukkanásakor automatizáltan beavatkozó rutinok, pl. a felhasználó ismételten visszatér ugyanarra az oldalra → ügyintézővel összekapcsolása
- Machine learning segítségével az ügyfélfrusztráció (pl. alacsony tranzakciós NPS) előrejelzése → magas értékű ügyfél ügyintézővel való prioritásos összekapcsolása
- Diszpécseri munka megkönnyítése (pl. kiosztatlan vagy hosszú ideje álló ügyek listázása a csoportvezetők számára)

Köszönöm a figyelmet!

lengyel.csaba@vialto.hu