

EXECUTIVE BUSINESS CASE · TRAVEL

The cost of inaction in travel

Every un-answered booking call and unsolved guest issue is a reservation — and a review — you lose.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

Bookings and guest issues come by phone at all hours; missed calls are lost reservations. Seasonal spikes overwhelm the desk, and service problems left unsolved become bad reviews.

What one quarter of waiting costs

Hidden cost	What it means in travel
Missed bookings	Reservation calls hit voicemail and book elsewhere.
Unsolved issues	Guest problems left waiting turn into bad reviews.
Seasonal spikes	Peak travel demand outpaces staffing.
No confirmations	Un-confirmed itineraries cause day-of chaos.

What automating unlocks

Teams that close the gap see –90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another quarter.

Build the travel business case — book a demo at www.hirefinn.ai/bookademo

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