

Overcoming the Challenges Facing Customers at E-Commerce Case Study- Egypt Air

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Abstract

Egypt Air has established itself as one of the prominent airlines in the region, linking Egypt to numerous locations worldwide. The airline features a contemporary fleet and provides services to over 80 destinations across the Middle East, Africa, Asia, Europe, and the Americas. With the rapid advancement of technology and the intense competition among airlines, along with the rise in electronic sales, certain issues related to online sales have surfaced for customers, which can impact the airline's reputation and subsequently affect its sales.

This consider shed slight on the issues that confronted sightseers in managing with E-Commerce in Egypt Discuss, and how to overcome it. The most inquire about strategy included analyzing

the issues confronted the visitors who managed with E-Commerce in Egypt Discuss amid three months (May- June- July) 2024, through getting these issues from the Egypt Discuss site web booking bolster @ egyptair.com, where 205 issues were confronted by the sightseers amid this period. A few of these issues incorporate delay in sending the ticket 00after completing the installment prepare, delay in reacting to ticket discount demands, and non-acceptance of installment. In expansion to in-depth interviews, which were conducted with the beat administration at E-Commerce Offices (E-Marketing Division, E-Sales Division, Specialized Back foE-Ticket Installment Arrangements Office, Extortion Avoidance Division, and Online Deals Benefit Division) in arrange to fathom the issues confronted by the sightseers.

The paper suggests that the Service of Gracious Flying ought to advance collaboration between carriers, innovation suppliers, and instructive teach to cultivate advancement and aptitude advancement within the flying industry.

Key Words: Egypt Air, E-Commerce Departments, Challenges, Electronic Sales

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1-Introduction

Egypt Discuss, Egypt's national carrier, was established in 1932. It was the primary carrier within the Middle East and Africa, and the seventh within the world. The carrier was initially set up as a residential carrier, but before long extended its operations to supply universal administrations. In 1949, the Egyptian government took full possession of the aircraft, and its title was afterward changed to Misr-air, and inevitably in 1971 was known as Egypt Discuss (Egypt Discuss Yearly Report, 2021). Egypt Discuss remains a major player within the region's discuss transport segment in spite of the challenges it has confronted in later a long time, counting the affect of the worldwide widespread on the flying industry, as well as the challenges confronting clients at E-Commerce (Egypt Discuss Yearly Report, 2021).

2-Inquiry Question

This research aims to address the question: “how effectively can Egypt Air tackle the challenges encountered by customers in E-Commerce?” The document will suggest measures to Egypt Air Authorities for addressing the difficulties that customers experience with E-Commerce at Egypt Air.

The goal of the study is to determine the key issues encountered by customers of Egypt Air regarding E-Commerce, as online sales are a crucial method for selling tickets and additional services offered by airlines to clients, especially considering it is one of the most vital, swiftest, and least expensive sales tools for airlines, particularly with technological advancements.

To achieve the primary goal, the subsequent specific objectives were pursued:

- 1- Describe the evolution of airline e-commerce in Egypt Air.
- 2- Investigate the primary definitions of E-Commerce;
- 3- Depict the E-Commerce Divisions at Egypt Air;
- 4- Highlights the Key Issues Encountered by Customers in E-Commerce within Egypt Air,
- 5- Investigate Ways to Address Challenges Encountered by Customers in E-Commerce at Egypt Air
- 6- Formulate Suggestions for the Management of Egypt Air.

3-Evaluation

3.1 The Evolution of E-Commerce at Egypt Air

The history of Airline E-Commerce is an intriguing saga that stretches over many decades, characterized by technological progress and evolving consumer habits. This text outlines the progression of airline e-commerce at Egypt Air, starting in

the 1960s, particularly in 1964 when American Airlines launched the SABRE (Semi-Automated Business Research Environment), one of the pioneering computerized airline reservation systems; during the 1970s and 1980s, various airlines created comparable systems, with British Airways debuting its own called BABS (British AirwaysBookingSystem),(Altexsoft,2024).

During the 1990s, the internet surged; additionally, in 1994, it became available for commercial use, resulting in the initial online ticket sales (U.S National Science Foundation, 2023). In 1995, Alaska Airlines became the pioneer airline to offer ticket sales online via its website (Alaska Airlines, 2024). In 1996, the leading airlines in the United States collaborated to establish the online travel agency Orbitz, which was launched in 2001. In the early 2000s, the growth and innovation occurred as Low-Cost Airlines such as Southwest Airlines and Ryanair utilized online ticket sales to cut costs and boost direct sales to customers (Hoon, 2024).

in the early 2000s, the introduction of Mobile and Ancillary Services occurred, subsequent to 2001, when the 9/11 attacks drastically affected the airline sector, leading numerous airlines to hasten their e-commerce initiatives to regain lost income. In 2002, the widespread adoption of Electronic Tickets (E-Tickets) enhances convenience for travelers and lowers expenses for airlines (Heiets, 2022). Between 2005 and 2010, the rise of smart phones resulted in the creation of mobile-compatible websites and applications, enabling travelers to reserve flights, check in, and get immediate updates on their devices. In 2008: Airlines start to greatly enhance their variety of ancillary services (e.g., baggage charges, seat selection, and in-flight meals) offered for online purchase, increasing revenue streams (Abdel Rady, 2018)

The year 2010 is regarded as the era of Personalization and Social Media, as platforms such as Facebook and Twitter emerged as crucial avenues for customer service and marketing. Airlines utilized these platforms for immediate communication with their customers. From 2010 to 2015, airlines made significant investments in data analytics to provide personalized services and focus their marketing efforts. This encompasses customized deals and loyalty initiatives (Arnarsdóttir, 2017).

In the 2020s, Artificial Intelligence and Omni-channel strategies emerged, while from 2020 to the present, the Covid-19 pandemic sped up the use of contactless technologies and digital solutions to guarantee passenger safety. Airlines improve their E-Commerce platforms to better handle refunds, cancellations, and health details. Ultimately, in 2021, airlines start incorporating artificial intelligence (AI) and machine learning into their e-commerce platforms to enhance customer service, predictive maintenance, and operational efficiency (Dutta, 2024).

3.2 E-commerce Definitions

Numerous definitions associated with Ecommerce can be demonstrated as follows:

3.2.1 General Definition of Ecommerce

In 2017, Schneider characterized electronic commerce in this way: "The act of purchasing and vending goods or services, conducting financial transactions, and exchanging information through an electronic platform, especially the Internet." This procedure enables both individuals and organizations to operate their affairs without limitations concerning time or location constraints (Schneider, 2017, p.15).

Hayes and Downie (2024, p. 2) described E-Commerce as: "Ecommerce, also known as electronic commerce, involves the buying and selling of products and services through the internet." It consists of the swapping of goods or services among companies, customers, or a combination of both. Ecommerce activities are enabled by platforms like websites, mobile applications, or online marketplaces.

3.2.2 E-Commerce Definition within the Aviation Industry

E-commerce within the aviation industry is described as: "The purchase and sale of aviation-related products and services via internet platforms." This encompasses multiple tasks, including reserving flight tickets, buying seat enhancements, additional baggage permissions, travel protection, and entry to airport lounges. The main objective of aviation ecommerce is to offer a smooth and effective experience for customers, allowing them to effortlessly oversee their travel requirements via airline websites or external booking platforms (Korber and Ellis, 2022, P.18).

3.3 Responsibilities of E-Commerce Divisions at Egypt Air

Following its development and restructuring, Egypt Air created the General Administration of E-Commerce as an independent unit under the commercial sector, dividing it into five distinct departments

3.3.1 Digital Marketing Division

3.3.1.1 Responsibilities of the E-Marketing Division

(Egypt Air Annual Report, 2023, A)

Egypt Air is regarded as one of the leading airlines in the Middle East and Africa. It possesses an E-Marketing division that is vital in advertising its brand and

offerings to clients. The Electronic Marketing Department has various responsibilities, which can be demonstrated as follows:

- (1) Creating and executing digital marketing plans to advertise Egypt Air flights, offerings, and merchandise online.
 - (2) Overseeing and improving the airline's official site and mobile application to boost user experience and enable online reservations.
 - (3) Developing and overseeing digital marketing campaigns to entice travelers and boost ticket sales.
 - (4) Performing market analysis and examining customer information to comprehend traveler inclinations and actions.
 - (5) Utilizing SEO tactics to enhance Egypt Air's presence in search engine results.
 - (6) Overseeing email marketing initiatives to connect with customers, advertise special deals, and increase reservations.
 - (7) Leveraging social media channels to enhance brand visibility, interact with audiences, and offer customer assistance.
 - (8) Tracking and evaluating crucial performance metrics (KPIs) associated with online sales, web traffic, and customer interaction.
- Work alongside influencers and partners to endorse the airline's offerings, find suitable influencers, establish partnerships, and oversee influencer marketing initiatives to engage new audiences.
- (10) Offering customer support: Responding to customer questions, comments, and grievances openly on social media channels showcases transparency and dedication to customer service.

3.3.2 Electronic Sales Department

3.3.2.1 Duties of the Electronic Sales Department (Egypt Air Annual Report, 2023, B)

(1) Overseeing E-commerce Platforms

Manage the airline's official website, mobile application, and various digital sales platforms to provide customers with a smooth booking experience.

(2) Establishing Web-Based Reservation Platforms

Create and manage secure web-based booking systems that enable clients to look for flights, compare costs, make bookings, and finalize transactions online.

(3) Enhancing Conversion Rates

Examine data from websites and apps to uncover possibilities for enhancing conversion rates, including optimizing the booking procedure, improving user experience, and adding impactful call-to-action buttons.

(4) Tracking Sales Effectiveness

Monitor essential performance metrics (KPIs) associated with online sales, income, booking trends, customer acquisition, and retention to assess the success of digital sales tactics.

(5) Management of Customer Relationships (CRM)

Utilize CRM systems to oversee customer information, preferences, and interactions, leveraging this data to tailor marketing campaigns and improve customer loyalty.

(6) Strategic Pricing and Income Optimization

Work alongside revenue management teams to enhance pricing strategies, promotional campaigns, fare structures, and discounts to boost online sales and increase revenue.

(7) Assistance with Digital Marketing

Work alongside the digital marketing team to synchronize sales tactics with online marketing efforts, aiming at particular customer groups and increasing traffic to the e-commerce sites.

(8) Integration of Customer Support

Collaborate with customer support teams to offer prompt help to customers facing questions, problems, or concerns during the booking process or post-sale assistance.

3.3.3 Technical Assistance for E-Ticket Payment Solutions Division

3.3.3.1 Responsibilities of the Technical Support Division for E-Ticket Payments (Egypt Air Annual Report, 2023, C)

(1) System Upkeep

Consistently overseeing and managing electronic ticket payment systems to guarantee they are operating correctly and effectively.

(2) Problem-solving

Detecting and addressing technical problems associated with electronic ticket payment systems, including payment processing mistakes, system malfunctions, or connectivity issues.

(3) Client Assistance

Offer prompt and efficient technical support to clients facing difficulties with electronic ticket transactions, including assisting them in navigating the payment procedure.

(4) System Enhancements

Help with the execution of system enhancements, updates, or new functionalities to improve the performance and security of electronic ticket payment systems.

(5) Instruction

Facilitating training workshops for internal personnel or external users on the effective use of electronic ticket payment systems, addressing common problems, and guaranteeing adherence to payment processing standards.

(6) Security Protocols:

Establishing and upholding security protocols to safeguard confidential payment information, avert fraud, and guarantee adherence to industry regulations and standards.

(7) Problem Solving

Promptly tackle and fix any technical problems or failures associated with electronic ticket payment systems. This involves resolving issues with payment gateways, transaction issues, and system malfunctions.

3.3.4 Department of Fraud Prevention

3.3.4.1 The Duties of Fraud Prevention (Egypt Air Annual Report, 2023, D)

Numerous responsibilities pertain to the Fraud Prevention Department, which can be depicted as follows:

(1) Observing Transactions

Continuously oversee financial transactions to detect any dubious or fraudulent actions, including atypical spending behaviors, high-risk dealings, or unauthorized entries.

(2) Evaluation of Risk

Perform risk evaluations to identify possible weaknesses in payment systems, customer accounts, or online platforms that might be targeted by scammers.

(3) Enforcing Safety Protocols

Apply strong security strategies, including encryption standards, multi-factor authentication, and fraud detection systems, to safeguard sensitive customer information and avert unauthorized entry.

(4) Examining Dubious Behavior

Examine any flagged transactions or accounts to assess the legitimacy of the activities, uncover possible fraud schemes, and implement necessary measures to reduce risks.

(5) Partnership with Law Enforcement

Work together with law enforcement, financial organizations, and industry stakeholders to report fraudulent actions, exchange details on new fraud patterns, and assist in inquiries related to financial crimes.

(6) Training on Fraud Awareness

Offering training and awareness sessions for employees, customers, and stakeholders on identifying and reporting potential signs of fraud, along with effective practices for fraud prevention.

(7) Ongoing Enhancement

Regularly assessing and modifying fraud prevention methods, instruments, and procedures to keep pace with changing fraud techniques, technological progress, and compliance regulations.

(8) Development of Policy

Create and execute thorough policies and procedures for preventing fraud. This involves setting up procedures for managing potential fraud and ensuring adherence to applicable regulations.

3.3.5 Department for Online Sales Services

3.3.5.1 Responsibilities of the Online Sales Service Division (Egypt Air Annual Report, 2023, E)

The responsibilities of the Online Sales Service Department can be outlined as follows:

(1) Handle Online Bookings

Flight bookings, ticket sales, and various travel-related services can be completed via the e-commerce platform.

(2) Offering Customer Assistance

Support customers with questions, modifications to reservations, cancellations, and other service-related matters through online chat, email, or phone.

(3) Managing Payment Transactions

Guaranteeing safe and effective payment handling for online transactions, encompassing the management of various payment options and addressing payment-related problems.

(4) Update on Product Information

Keep precise and current details on flight timetables, fares, offers, and additional travel services offered by Egypt Air.

(5) Addressing Customer Issues

Respond to customer feedback, concerns, and issues promptly and professionally to maintain customer satisfaction and loyalty.

(6) Executing Marketing Plans

Work with the marketing team to advertise products and services, develop focused campaigns, and increase traffic to the e-commerce site.

(7) Offer Post-Purchase Assistance

Reach out to customers post-purchase, gather feedback, and offer support to improve their overall experience with Egypt Air.

(8) Problem Solving

Address and fix any issues or challenges that customers might face while booking online. This involves resolving payment problems, correcting booking mistakes, and managing flight alterations or cancellations.

(9) Order Handling

Facilitate the seamless processing of internet orders, from the first reservation to the ultimate ticket delivery. This includes checking payment information, validating bookings, and addressing any inconsistencies.

3.4 Challenges Facing E-Commerce Departments at Egypt Air

3.4.1. Definition of Challenges

Challenges can be defined as follows:

“Challenges are circumstances, situations, or problems that require significant effort and strategies to overcome. They often hinder progress in achieving goals and may arise from various internal and external factors. Challenges require adaptation, flexibility, and innovative solutions to manage and solve them effectively (Smith and Doe, 2019, P.24).”

3.4.2 Issues Confronting the E-Marketing Division at Egypt Air (Egypt Air Annual Report, 2023, A)

Even with the initiatives taken by the E-Marketing Department, it may encounter numerous obstacles that could impact its effectiveness. The subsequent problems represent some challenges that Egypt Air's E-marketing Department might encounter.

(1) Ineffective and Unappealing Content Promotion

Producing captivating and intriguing content that grabs the attention of clients is essential. Nonetheless, at times the generated content might not connect with the intended audience, resulting in decreased engagement levels and diminished customer enthusiasm.

(2) Failing to Leverage Social Media Platforms

Social platforms provide significant opportunities for engaging customers and promoting brands. Failing to optimize these platforms may lead to losing chances to connect with a larger audience and build better customer relationships.

(3) Overlooking Email Marketing

Email marketing continues to be one of the most efficient methods for direct interaction with clients. Not utilizing this tool can result in lost chances for targeted marketing, special offers, and customer loyalty initiatives.

(4) Inadequate Partnership with Influencers

Influencers have the potential to greatly improve brand awareness and trustworthiness. Failing to partner with influencers restricts access to their audience and hinders obtaining genuine endorsements.

(5) Challenges in Using the Website

An easy-to-navigate website is crucial for customer contentment. If the website is hard to navigate, users might feel annoyed and give up on trying to interact or complete transactions.

(6) Barriers in Communication

Providing content for a varied international audience necessitates communication and material in various languages. Language obstacles can obstruct effective communication and customer interaction.

(7) Technical Obstacles

Technical problems, including system integrations, website performance, and data handling, can hinder the efficiency and effectiveness of e-marketing initiatives.

3.4.2 Issues Confronting the E-Marketing Division at Egypt Air (Egypt Air Annual Report, 2023, A)

Regardless of the efforts put forth by the E-Marketing Department, it could encounter numerous challenges that may impact its performance. The subsequent problems are among the challenges that the E-marketing Department of Egypt Air might encounter.

(1) Ineffective and Unappealing Content Marketing

Producing captivating and interesting content that grabs the attention of customers is essential. Nevertheless, at times, the generated content might not connect with the intended audience, resulting in decreased engagement levels and diminished customer enthusiasm.

(2) Failing to Utilize Social Media Platforms

social media provides significant opportunities for engaging customers and promoting brands. Failing to optimize these platforms might lead to lost chances to connect with a broader audience and cultivate better customer relationships.

(3) Overlooking Email Marketing

Email marketing continues to be one of the most powerful methods for direct communication with consumers. Not utilizing this tool may result in lost chances for tailored marketing, promotions, and efforts to retain customers.

(4) Insufficient Partnership with Influencers

Influencers can greatly improve brand awareness and trustworthiness. Failing to collaborate with influencers restricts the opportunity to access their audience and receive genuine endorsements.

(5) Challenges in Using the Website

An intuitive website is crucial for ensuring customer satisfaction. If the website is hard to navigate, users might get annoyed and give up on trying to interact or buy items.

(6) Linguistic Obstacles

Providing content to a varied international audience necessitates content and communication in various languages. Language obstacles can impede efficient communication and client interaction.

(7) Technical Difficulties

Technical challenges, like system integrations, website functionality, and data handling, can hinder the efficiency and success of e-marketing initiatives

3.4.3 Issues Confronting the E-Sales Division at Egypt Air (Egypt Air Annual Report, 2023, B)

Egypt Air's E-Sales division encounters several challenges that may impact its performance and capacity to meet its sales targets. Here are several challenges the department could encounter:

(1) Inability to Finish the Booking Procedure

At times, certain customers struggle to finalize their bookings on the company's website.

(2) Transaction Handling

Handling various payment options and currencies while ensuring seamless transactions can be complicated.

(3) Challenges in Making Reservations during High Travel Periods

The online sales department of Egypt Air may find it challenging to handle the surge in demand during busy travel periods, resulting in prolonged wait times and dissatisfied customers.

(4) Technical Issues

Technical issues, website outages, or system malfunctions can affect the online sales experience.

(5) Poor Conversion Rate of Reservations to Sales:

Egypt Air's e-sales division might struggle to turn online reservations into actual transactions, resulting in a decline in sales.

(6) Rivalry from Online Travel Agencies

Egypt Air's E-Sales Department faces competition from OTAs such as Expedia, Booking.com, and Travelocity, which provide a broader selection of flights and attractive pricing.

(7) Challenges in Quickly Addressing Customer Mistakes

The Egypt Air online sales department might struggle to promptly address mistakes made by customers, such as incorrect name spellings, flight timings, or bookings.

(8) Challenges Encountered While Trying to Reserve a Connecting Flight on Egypt Air's Official Site

Certain customers might encounter challenges when trying to book direct flights on the Egypt Air website that align with their travel dates and choices.

(9) Challenges in reserving During High Travel Periods

The online sales division of Egypt Air may face challenges in handling the surge in demand during busy travel times, resulting in long wait periods and dissatisfied customers.

(10) Customer Access

Technical support personnel might not be able to contact customers directly to notify them of flight alterations.

3.4.4 Challenges Encountered by the Technical Support for E-Ticket Payment Solutions Division (Egypt Air Annual Report, 2023, C)

Numerous issues confront the Technical Support for Electronic Ticket Payment, which can be demonstrated as follows:

(1) Issues with Payments

Payment problems can lead to unsuccessful transactions or postponed payment processing.

(2) Restricted Funding

The technical support team might have constrained resources and budget, making it challenging to address customer problems quickly and efficiently.

(3) Data Protection and Security

The technical support team might have to manage confidential customer information, leading to security and data privacy issues.

(4) Scalability of the system

With the rise in ticket sales, the electronic ticket payment system needs to manage the growing customer volume and be adaptable.

(5) Support for multiple languages

Egypt Air caters to clients from various nations, and language differences can pose difficulties in delivering technical assistance.

(6) Requirements for Training and Support

As technology advances, technical support personnel might require continuous training to remain informed about the newest payment solutions and technologies.

3.4.5 Obstacles Encountered by the Fraud Prevention Division at Egypt Air (Egypt Air Annual Report, 2023, D)

(1) Immediate Fraud Identification

E-commerce transactions happen instantly, necessitating prompt fraud identification and action.

(2) Fraud Across Multiple Channels

Fraud may happen through various channels (online, mobile), increasing the complexity of detection.

(3) Employee Training and Awareness

Workers might not be completely informed about the newest fraud methods and protective strategies.

(4) Security

With the integration of various systems, the potential for heightened security risks, including data breaches, may rise.

(5) International Fraud

Handle fraud that arises from various countries, each possessing distinct legal and regulatory frameworks.

(6) Elevated Transaction Volume

The large number of online transactions makes it challenging to monitor and detect fraud in real time.

(7) Sophisticated Fraud Methods

Scammers are continually creating sophisticated techniques to circumvent current security protocols, complicating efforts to remain proactive.

3.4.6 Obstacles Confronting the Online Sales Service Division at Egypt Air (Egypt Air Annual Report, 2023, E)

(1) Client Duration

Our department handling online sales receives many customer inquiries, potentially causing delays in customer responses.

(2) Failing to address all Customer Requests

Certain customers might have orders that are not available on the Site or specific requests, like altering travel dates or reserving extra services.

(3) Assistance with Technical Issues

Ensure that your online sales platform is consistently stable and operational.

(4) Security of Payments

Safeguard customer payment details from fraud and guarantee secure transactions.

(5) Technical Issues and System Outages

Regular system outages and technical issues can hinder the booking procedure and annoy customers.

(6) Problems with Payment Processing

Challenges in payment processing, like unsuccessful transactions or restricted payment choices, may lead to missed sales.

(7) Enhance Mobile Phone functionality

Make certain that the reservation experience is smooth on all devices, particularly on mobile phones.

4- Approach to Methodology

This research highlights the difficulties encountered by tourists using E-Commerce with Egypt Air and ways to address them. The primary research method consisted of analyzing the issues encountered by tourists regarding E-Commerce by collecting the problems reported by tourists during May, June, and July 2024, through the Egypt Air web booking support at @egyptair.com, where tourists faced 205 issues during this timeframe.

Alongside comprehensive interviews, which were carried out with five specialists from E-Commerce Departments at Egypt Air (E-Marketing; E-Sales; Technical Support for E-Ticket Payment Solutions; Fraud Prevention; and Online Sales Service).

4.1 Research Outcomes

4.1.1 Examination of Tourists' Issues with E-Commerce at Egypt Air

The analysis results regarding the challenges encountered by tourists related to E-Commerce, based on the issues reported by tourists during May, June, and July 2024, from the Egypt Air website booking support at egyptair.com, highlighted the following points:

4.1.1.1 Gender of participants who encountered issues with E-Commerce at Egypt Air

Sixty-one percent of the tourists experiencing issues with E-Commerce at Egypt Air were males, while 39% were females.

4.1.1.2 Age of tourists who encountered issues with E-Commerce at Egypt Air

Fifty-nine percent of the tourists were middle-aged individuals (aged 30 to 60 years), 24.4% were young people (aged 16 to 30 years), and 16.6% were seniors (over 60 years old).

4.1.1.3 Nationality of travelers encountering issues with E-Commerce at Egypt Air

It was evident that the travelers encountering issues at E-Commerce in Egypt Air came from diverse nations (refer to Table 1).

Country	Number	Percent
France	42	20.5
United States of America	30	14.6
German	27	13.2

Switzerland	24	11.7
Italy	22	10.7
Denmark	18	8.8
Great Britain	16	7.8
Spain	11	5.4
Saudi Arabia	9	4.3
Kuwait	6	3
Total	205	100

4.1.1.4 Key issues encountered by tourists while reserving on the Egypt Air site

Analyzing the issues encountered by travelers when booking on the Egypt Air website revealed several problems highlighted by the tourists, which can be outlined as follows:

- (1) A total of thirty-one tourists (15.1%) indicated that the primary issue is the delay in receiving the ticket after finalizing the payment process.
- (2) Twenty-six tourists (12.7%) report that the issue is the slow response to ticket refund requests.
- (3) Twenty-four travelers (11.7%) reported that the issue while booking is the refusal of payment.
- (4) Twenty-three tourists (11.2%) indicate that the primary issue they encountered was having to change their flight after making a payment on the website.
- (5) A total of 21 tourists, which is ten percent of the total visitors, reported that altering the seat number after making a reservation online posed a challenge for them.
- (6) Twenty tourists (9.7%) highlighted that the main issue is that booking from the Egypt Air website is not possible 6 hours prior to the flight.
- (7) Seventeen tourists (8.3%) stated that their primary issue is their lack of knowledge regarding the booking or payment process.
Fourteen tourists (6.8%) reported that the primary issue is that the Ticket is not printed following the payment process.
- (8) Twelve tourists (5.8%) indicated that the challenge they encountered was incorrectly typing the name when making a reservation via the site.
- (9) Eight tourists (3.8%) reported that the issue they encountered was confirming the identity of the individual making the reservation via the company's website and validating their banking details.

- (10) Five tourists (2.4%) indicated that the issue is the absence of reservations via the site for medical conditions.
- (11) Four tourists (1.9%) indicate that the primary issue is the absence of new local card options available for payment (keynet – Mada – Alipay).

4.1.1.5 Impact of the issues encountered by tourists while booking on the Egypt Air website regarding future interactions with Egypt Air.

Clearly, 108 tourists (52.7%) who encountered issues while booking on the Egypt Air website will not choose Egypt Air again.

4.1.2 Examination of detailed interviews conducted with five senior managers in the E-Commerce Departments at Egypt Air

Through comprehensive interviews with five senior managers from the E-Commerce division of Egypt Air (including the E-Marketing Department, E-Sales Department, Technical Support for E-Ticket Payment Solutions Department, Fraud Prevention Department, and Online Sales Service Department), it was observed that:

4.1.2.1 Adequate Staff in E-Commerce Divisions at Egypt Air

Sixty percent of the experts (60%) indicated that Egypt Air lacks sufficient personnel in the different E-Commerce departments, particularly in the E-Sales Department, Fraud Prevention Department, and Online Sales Service Department, leading to delays in timely customer responses for problem resolution.

4.1.2.2 Difficulties Encountered by E-Commerce Departments in Times of Crisis

All the specialists indicated that Egypt Air has incurred substantial losses due to the complete shutdown caused by Covid-19. Egypt Air's revenues dropped during the Corona crisis but were boosted by launching promotions exclusive to the official Egypt Air website.

4.1.2.3 Strategies Employed to Boost Sales at Egypt Air

Sixty percent of the specialists indicated that the Egyptian Airline Company has experienced a rise in sales via online booking by utilizing low competitive pricing and discounts compared to other firms. The E-Marketing Department, primarily the E-Marketing Department, E-Sales Department, and Online Sales Service Department contributed significantly, whereas the other two departments, Technical Support for E-Ticket Payment Solutions Department and Fraud Prevention Department, are not linked to boosting sales

4.1.2.4 Utilizing the Egypt Air Website

All the specialists (100%) indicated that there is a notable rise in the utilization of the Egypt Air website for airlines compared to earlier years. There has been an

unparalleled rise in ticket sales and various services via the Egypt Air website, particularly following the challenges faced in the air transport industry.

4.1.2.5 Impact of the issues encountered by tourists in E-Commerce Departments

All the specialists (100%) noted that Egypt Air could not address all the issues encountered by tourists during and after booking, which caused some tourists to hesitate in using the Egypt Air website because of the problems they experienced. Additionally, Egypt Air has experienced issues with fraudulent customers.

4.1.2.6 Enhancing E-Commerce Divisions

All the specialists (100%) indicated that the General Administration of E-Commerce requires ongoing enhancement of its infrastructure to align with contemporary technological advancements.

4.1.2.7 Challenges Encountered by Tourists in the Online Sales Service Department

Tourists encountered various challenges associated with the Online Service Department, which were addressed with the Manager of the Online Service Department to identify suitable solutions to resolve these issues as follows:

- a) Postponement in delivering the ticket after finishing the payment procedure.
- b) The resolution involves an urgent response from the work team to address the issue and dispatch the ticket to the customer's email.
- c) Modifications to flights following payment on the website

To address this situation, an email is dispatched to the customer informing them of the trip date change and providing suitable alternatives.

- 1- If there is a change, it comes at no cost.
- 2- If the passenger declines the alteration, they will receive compensation based on the company's policies.
- 3- Return the ticket for its complete value.

Modifying the seat number after making a reservation online

4.1.2.8 Issues Encountered by Tourists in the Technical Support for E-Ticket Payment Solutions Sector

Tourists encountered issues concerning the Technical Support for E-Ticket Payment Solutions Department, and discussions were held with the Director Manager of this department to identify suitable solutions, which can be outlined as follows:

- a) Slow response to ticket Refund Requests.

Following the recent global crises that caused a shortage of financial liquidity and delayed ticket value recovery, especially given their international nature and varied currencies, a solution has been devised for this delay, ensuring customers receive their ticket price within 15 working days if not already processed. The customer emails technical support to request a refund, prompting the support team to consult with the finance department for a swift resolution and direct the funds back to the customer.

b) At the time of booking, payment is not accepted.

If the payment process is not finalized, reach out to the Payment Risk Department to understand the reasons for the rejection, and if there are no issues on our side, a notification will be sent to the customer to confirm that:

- 1- Ensure you have sufficient funds in the account to purchase the ticket.
- 2- Ensure that payment is processed using Visa, MasterCard, and prepaid cards.
- 3- Verify that the card you are using is accurate and valid for the transaction.

4.1.2.8 Challenges Encountered by Tourists at the Technical Support for E-Ticket Payment Systems Division

Tourists encountered issues concerning the Technical Support for the E-Ticket Payment Solutions Department, which were addressed with the Director Manager of that department to identify suitable solutions, detailed as follows:

a) Late replies to ticket Refund Requests.

Following the recent global crises that resulted in a shortage of financial liquidity, there has been a postponement in the reimbursement of ticket values, particularly since they are purchased internationally and in various currencies. To address the issue of delays, if the customer has not received the ticket value within 15 business days. The customer emails technical support to request a refund, prompting the technical support team to consult with the finance department for a swift resolution and to process the refund to the customer.

b) Payment is not accepted during the booking process.

If the payment process is not finalized, reach out to the Payment Risk Department to identify the reasons for the denial, and if there's no issue on our side, a notification will be sent to the customer to ensure that:

- 1- Ensure you possess sufficient funds in the account to purchase the ticket.
 - 2- Ensure that the payment is processed using Visa, MasterCard, and prepaid cards.
 - 3- Verify that the card you are using is accurate and valid for transactions.
- c) The Ticket remains unprinted following the payment process.

The customer emails the Technical Support Department to inform them that there is no ticket on his behalf, even though the amount has been deducted from his account. The technical support team then investigates the issue.

Occasionally, a disruption happens in the (Amadeus) system when printing the ticket; in such cases, the responsible employee checks that the payment is approved, prints the ticket, and emails it to the customer.

- d) Refraining from incorporating new card types for payment (keynet – Mada – Alipay).

Currently, adding any credit cards is challenging, and the accounting system only recognizes Visa and MasterCard

4.1.2.9 Challenges Encountered by Tourists in the Electronic Sales Department

Certain issues arose for tourists concerning the Electronic Sales Department, and this was addressed with the Director Manager of the Electronic Sales Department to obtain suitable clarifications, which can be detailed as follows:

Booking from the Egypt Air website is unavailable 6 hours prior to the flight.

New payment methods have been implemented, providing a link sent to the passenger via the call center or Egypt Air offices, allowing the customer to pay at least two hours before their flight.

- c) Unfinished booking

The correct approach is to email the customer detailing the reservation process.

- d) Misspelling the name while making a reservation on the website

Regrettably, there are instances when the customer incorrectly enters the name during booking, which presents a significant issue for both the customer and the e-commerce department, as it is often identified just before the travel process and can lead to trip cancellation. In this case, the customer is required to visit the nearest Egypt Air office to rectify the name, since this problem cannot be resolved through the website.

- e) The website does not accept bookings for medical issues.

Certain urgent medical cases clearly necessitate prompt booking; however, this poses challenges due to the need for specific documents and the requirement to book 48 hours prior to travel, necessitating reservations through any Egypt Air office.

4.1.2.10 Issues Encountered by Tourists at Fraud Department

Tourists encountered a challenge concerning the Fraud Department, which was addressed with the Manager of the Fraud Department to identify appropriate solutions to resolve this issue as mentioned:

- a) Confirming the identity of the individual booking the reservation via the company's site and checking their financial details.

The correct answer lies in the creation of a dedicated department known as payment risk insurance specifically for electronic tickets. The main goal is to guarantee the security of the cards utilized for payments.

4.1.2.11 Challenges Encountered by Tourists at E-Marketing Department

Tourists encountered certain issues linked to the E-Marketing Department, and these were addressed with the Director Manager of the E-Marketing Department to identify suitable solutions that can be elaborated as follows:

- a) Obsolete Social Media Marketing

Certain customers observed old promotions on social media, leading to confusion regarding which promotions were current and which were expired. The correct approach is for the team to promptly update promotions and assess all social media content to guarantee that promotions were communicated on time.

- b) The Advertisements lacked clarity and directness regarding dates, duration, and country.

The ideal approach is for the E-Marketing team to assess the ad text and visuals to align more closely with customer expectations and brand guidelines.

4- Summary and Suggestions

This research highlights the difficulties encountered by tourists with E-Commerce at Egypt Air and ways to address them. The primary research approach consisted of an examination of the challenges encountered by tourists regarding E-Commerce, by collecting the issues that arose for tourists from May to July 2024, using the Egypt Air website booking support at @egyptair.com, where tourists reported 205 problems during that timeframe. Alongside in-depth interviews, five experts from E-Commerce Departments at Egypt Air were interviewed. This results in the ensuing conclusions:

5.1 The Ministry of Communications and Information Technology ought to invest in infrastructure to enhance internet connectivity and digital access nationwide; support contemporary technologies and ensure they are accessible to all at reasonable costs; and foster collaborations between the public and private sectors to advance innovation and the use of E-Commerce solutions.

5.2 The Ministry of Civil Aviation needs to create a national strategy for digital transformation within the aviation industry, concentrating on improving e-commerce functionalities. In addition, must offer financial support and incentives to encourage airlines to implement advanced technologies and digital solutions.

5.3 The Ministry of Civil Aviation needs to establish regulations and standards to guarantee data security and privacy in digital services and online transactions within the aviation industry.

5.4 The Ministry of Civil Aviation must encourage cooperation among airlines, technology firms, and educational organizations to enhance innovation and skills in the aviation sector.

5.5 The Chairman of Egypt Air Holding Company must collaborate with the Chairman of Egypt Air's Board of Directors to revamp and reorganize the e-commerce departments and sections, incorporate the most advanced technologies, and invest in cutting-edge e-commerce platforms and systems to improve operational efficiency and customer satisfaction.

5.6 The E-Commerce Department Director ought to focus on training staff on the most recent modern technologies to guarantee they possess current skills.

5.7 The E-Commerce Department Director must oversee all elements of strategic e-commerce plans, encompassing product development, marketing tactics, and customer service efforts. Aside from assessing the complete user experience, including website navigation, content creation, checkout process, and marketing campaigns, to pinpoint areas needing enhancement.

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