

CUSTOMER EXPERIENCE

Case Study



WHAT'S YOUR IDEAL AIRLINE EXPERIENCE?

TRADITIONAL CUSTOMER EXPERIENCE METRICS FALL FLAT - IN THE AGE OF RAPIDLY CHANGING CUSTOMER EXPERIENCES, RESEARCH BEST PRACTICES SHOULD MATCH THE SPEED OF BUSINESS



Customer Service Controversy For American Airlines



Baltimore family touched by Southwest flight attendant's kindness

Agent goes above and beyond to help stranded passenger



JetBlue Left Granny With Alzheimer's Stranded in Boston



United apologizes for taking away a child's seat and giving it to someone on standby

AP Associated Press
Jul. 6, 2017, 3:46 AM 40,259

- System 1 measurements go beyond traditional quant metrics
- Metaphor Elicitation uncovers the why and the what of customer experience
- Unaided response platform uncover true insights
- Meta4 Insight is scalable using advanced text analytics



| jetBlue | American Airlines | DELTA | Southwest |
|---------|-------------------|--------|-----------|
| 56 NPS | 56 NPS | 42 NPS | 59 NPS |

| | | | |
|----------------------|----------------------|----------------------|----------------------|
| 16% Favorite Airline | 18% Favorite Airline | 16% Favorite Airline | 28% Favorite Airline |
|----------------------|----------------------|----------------------|----------------------|

STUDY DESIGN & APPROACH

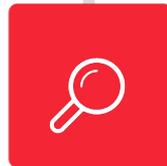
Goals & Objectives:

- Evaluate the emotions that surround air travel and how they impact customer experience
- Determine which airline comes close to providing the ideal air travel experience
- Provide insight on how airlines are delighting customers and where room for improvement exists

Sample Composition:

- Online Sample: N= 402
 - Males & Females
 - Over the age of 18
 - Must have flown within the past 3 months

13 Minutes



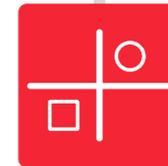
Screen & Recruit

- Must have flown within past three (3) months
- Over the age of 18



Visual Exercises

- Answer how ideal airline experience makes them feel
- Answer how recent airline experience makes them feel



Response Latency

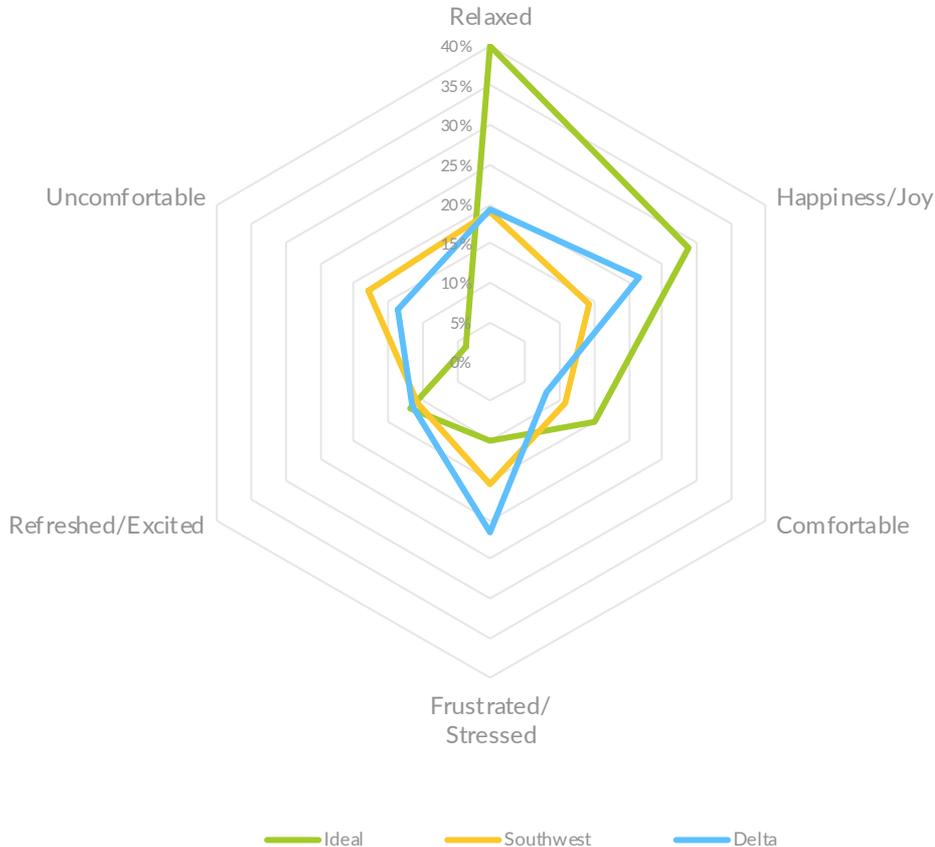
- 15 word association exercises with brand pairings



Cognitive Questions

- Decision Drivers
- NPS Score
- Brand Loyalty
- Flying Habits
- Type of Travel

VISUAL METAPHOR ELICITATION EXERCISES UNCOVERED 6 SALIENT THEMATIC TERRITORIES THAT CAPTURE THE RECENT, LIVED, AND IDEAL AIRLINE TRAVEL EXPERIENCE



| Theme | In the respondent's own words |
|---------------------|--|
| Relaxed |  <p>"Looking out the window at beautiful white clouds framed by a blue sky gave me a feeling of peace and tranquility."</p> |
| Happiness/Joy |  <p>"Because every part of the journey was an achievement of success and a celebration until I got to the end where the real celebration commenced and was happy"</p> |
| Comfortable |  <p>"The airline is tremendous, unique and original one of the best and most responsible in the world, I always travel with this airline and it makes me feel special."</p> |
| Refreshed/Excited |  <p>"...and then you finally arrive and you're excited so you take that leap hoping that you're going to have a good time."</p> |
| Frustrated/Stressed |  <p>"My last air travel experience was maddening and frustrating and upsetting and I felt so upset that it was a kind of helpless feeling where you just want to cry."</p> |
| Uncomfortable |  <p>"Airline flights today most often feel like you are being herded onto the planes amidst other passengers who have outsized baggage that they are constantly ramming you with."</p> |

Q: How does this image capture your **ideal air travel experience**?

Q: How does this image capture how your **most recent travel experience** with an airline made you feel?

Note: Two brands that came the closest to delivering the ideal airline travel experience across metrics shown above. In total, 6 brands were evaluated.

THE IMAGE CLOUDS TELL UNIQUE STORIES OF RECENT TRAVEL EXPERIENCES- SUPPORTED BY RICH TEXT BASED VERBATIMS THAT HOLD THE KEY TO ENHANCING CUSTOMER EXPERIENCE DELIVERY

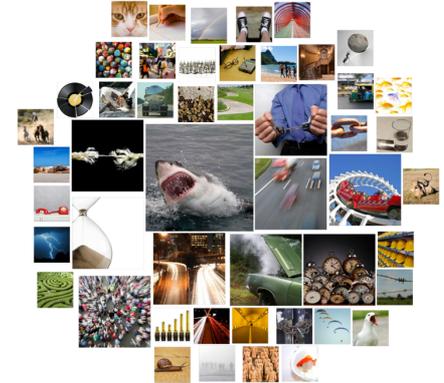
Relaxed



Happiness/Joy



Frustrated/Stressed



Refreshed/Excited



Comfortable



Uncomfortable



Q: How does this image capture how your most recent travel experience with an airline made you feel?

SOUTHWEST DELIVERED THE CLOSEST TO IDEAL AIRLINE EXPERIENCE ON SYSTEM 1 METRICS AND IS POISED TO CONTINUE TO DELIGHT PASSENGERS WITH THEIR CUSTOMER EXPERIENCE MODEL

Visual Universe



Recent Experience

Ideal Experience

Emotional Experience Delivery

Superior customer service



"I chose this image because the airline that I flew with I felt like I was appreciated by the airline in that they care about their customers."

Comfort

Peaceful without disruption



"I felt peaceful and I felt adventurous in going to a new place but it was nice and calm and peaceful."

Relaxed

Happiness and excitement



"It makes me feel like I am getting on a ship for an adventure on calm waters. I am very happy and serene about a major travel."

Happiness

Quantitative KPI Metrics

| | | | |
|-----|------------------|------------------------------|---|
| 59 | 28% | 33% | <ul style="list-style-type: none"> Price Loyalty Programs |
| NPS | Favorite Airline | Millennials Favorite Airline | Decision Driver Attributes |

Service Delivery Satisfaction Metrics (T2B)*

| | | | |
|---------|----------|------------------|---------------------|
| 42% | 68% | 35% | 41% |
| Booking | Check-In | Boarding Process | In-Cabin Experience |

KEY INSIGHTS FROM RESEARCH:



Air travel is far from ideal

The current state of air travel is far from the ideal, all brands have a way to go to improve experience



Interpersonal Conflict

Unpleasant experiences at the hands of staff and fellow passengers exacerbate an already stressful travel experience



Limited space aboard

Passengers fight for every inch of space including seat and overhead storage space



Operational inefficiencies

Airline's operational inefficiencies fuel the stress and negative emotions that accompany air travel, burden is often placed on the passengers



Millennials aren't brand loyal, but are price sensitive

Millennials choose their airline of choice based off of ticket price and the included service amenities

