

Social Media

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Delta's Presence in Social Media



- @Delta, @DeltaNewsRoom and @DeltaAssist
- Real time customer assistance channel
- Interact about product, loyalty and promos
- Corporate news channel and official announcements



- More than 200K “Likes”, 3-4 unique posts per week
- Proactive content: Aligns with Marketing goals and programs
- Currently have a 3% organic growth rate on page
- 43% engagement growth last month
- Developing content and applications for enhancements



- First foray into customer engagement & feedback
- Under the Wing–Celebrating Delta Culture, news from across Delta

Potential Future Channels



Delta's Tri-fold Structure



When is a message right for a social medium?



Is it right for Delta?

What value does this provide to the brand?

Business & Social Objective

- How does this reflect our current message?
- How does it grow the community?
- Should this concept feature a proof point?
- Will this concept inspire advocacy?
- Does this concept excite, inspire, engage?
- How do we measure success?

Is it right for social media?

What value does this offer the community?

Filters

- Who is the target audience?
- Why will people participate?
- Why will people love & share this message?
- Does the concept reflect reality?
- Does it deliver on user expectations?
- Does it excite and inspire?
- **Does it fulfill customer needs?**

Delta on Twitter



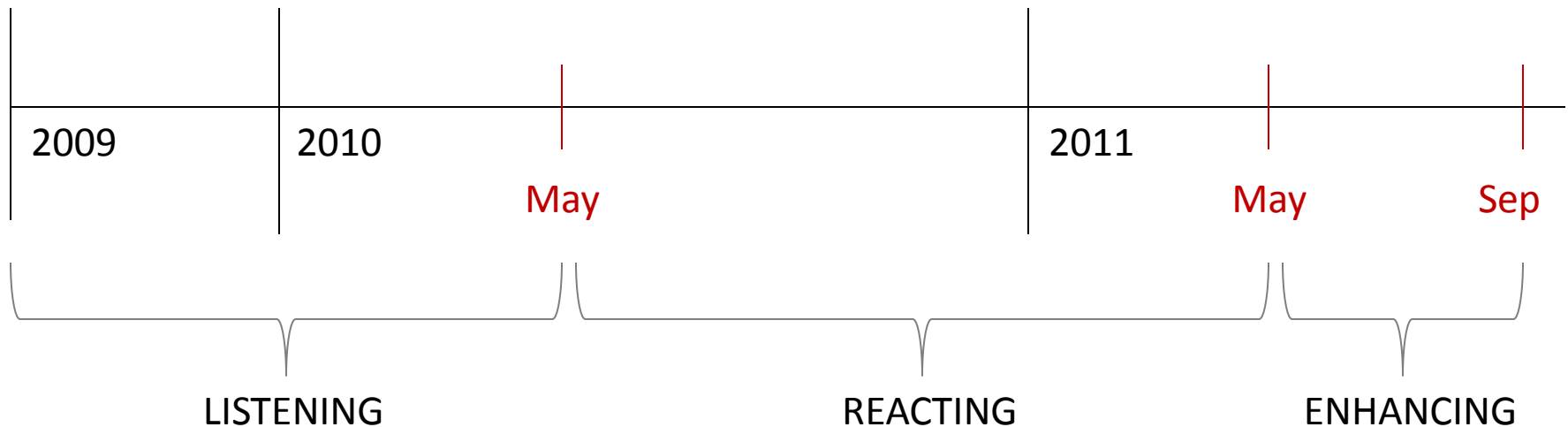
Delta leads the industry in developing Twitter into a customer service tool...

Customers target airlines using Twitter

Launched @DeltaAssist

24/7 Super Agents

Spanish Channel



Delta Assist

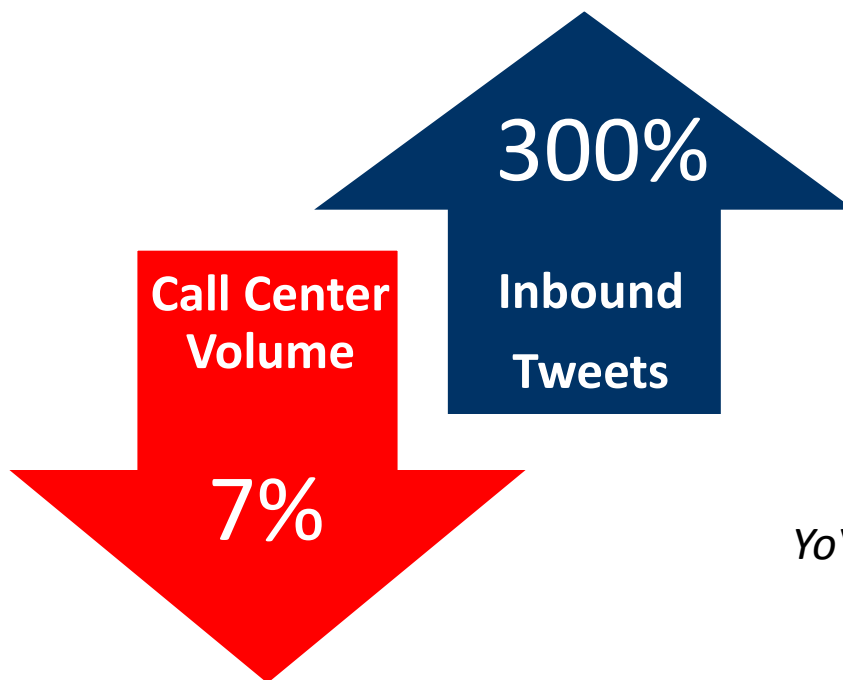
@DeltaAssist

We're listening around the clock, 7 days a week. We try to answer all tweets but if you require a response pls visit www.delta.com/talktous or call 800-221-1212
<http://www.delta.com/>



Recent Trends

- Trends show a shift in how customers are reaching out to Delta
- @Delta and @DeltaAssist have seen a tremendous growth of inbound tweets
- In contrast, inbound call center volume is down 7% year to date



*YoY Customer Volume
YTD Sep 2011*



@DeltaAssist

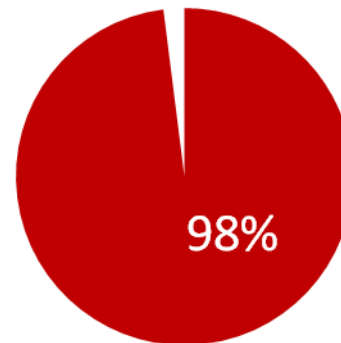
Stories of Success

Hurricane Irene

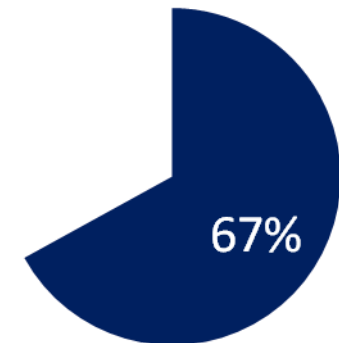
- Most major airports in Northeast U.S. shutdown over three day span
- 650K to 1 million passengers affected across the airlines
- Traditional call centers overwhelmed; Delta proactively promoted Twitter to customers
- With ability to handle multiple customers simultaneously, @DeltaAssist agents handled over 10,000 tweets, mostly rebookings and communication

NEW YORK-JFK	AIRFRANCE	8482	3:15P	XLD	CANCELLED
NEW YORK-LGA	AEROMEXICO	5340	1:35P	XLD	CANCELLED
NEW YORK-LGA	Royal Dutch Airlines	9660	2:35P	XLD	CANCELLED
NEW YORK-LGA	Allegiant	354	2:59P	XXX	CANCELLED
NEW YORK-LGA	American	4659	3:25P	T10	CANCELLED
NEW YORK-LGA	DELTA	2186	3:35P	B8	CANCELLED
NEW YORK-LGA	DELTA	936	5:35P	D13	CANCELLED
NEWARK	AEROMEXICO	5390	1:45P	B29	CANCELLED
NEWARK	DELTA	926	3:05P	XLD	CANCELLED
NEWARK	Continental Airlines	2075	3:32P	D10	CANCELLED
NEWARK	Continental Airlines	3081	5:30P		CANCELLED
NEWPORT NEWS	DELTA	1859	2:40P	XLD	CANCELLED

Tweets Handled



Calls Handled



Recognition of Delta's Engagement in Social Media



Many nationally recognized news companies have noticed Delta's presence in social media....

**Bloomberg
Businessweek**

"Bucking the typical corporate practice of monitoring Twitter just to listen to consumers, Delta sets itself apart by resolving gripes on the No. 3 social-networking site in the U.S."



"The difference is that [@DeltaAssist] agents are actively looking for people with problems. If there's a solution, they're able to provide it while someone else might still be waiting on a phone line."

...and thousands of the customers are catching on as well.



@DeltaAssist This service on twitter is Nordstrom style customer service. Thank you. Excellent



@DeltaAssist is amazing. Flight help, SM help and CS provided thru empowered employees! What a novel idea :) Keep up the great job @Delta

@DeltaAssist



Provides insightful and timely information about customer service

Baggage Tracking

- Increase in negative comments regarding luggage via Twitter (and others)
- Delta enhanced baggage system with customer tracking capabilities
- New enhancement features:
 1. Available for both mishandled and on-time baggage
 2. Can use last name and bag tag number
 3. More than 15 bag events to track
 4. Available on delta.com and can be tracked via smart phone

DELTA

Home | Contact/Complaint? | Need Help? | Search

Planning Tools | Travel Information | SkyMiles

SkyMiles# or Email | PIN | Last Name | Log In | Remember Me | SkyMiles # or PIN reminder | Join SkyMiles

Baggage

- Carry-on Baggage
- Checked Baggage
 - Previous Checked Bag Fees
 - Size & Weight Restrictions
 - Declaring Baggage Value
 - Track Checked Baggage
- Additional, Overweight, & Oversized Baggage
- Special Baggage Items
- Restricted & Dangerous Items
- Delayed, Lost, or Damaged Baggage
- General Conditions of Baggage Acceptance

Track Checked Baggage

Passenger Information
Passenger Last Name: SCHWANKE

Bag Tag Number(s)
DL720765

SKY PRIORITY™ Enjoy improved benefits to help speed you through the airport including faster check-in, our highest boarding priority, expedited baggage service, and more.

Current Status PRINT

Date/Time	Status	Airport	Details
May 14, 2011 11:37:00 PM	Report Closed	FLL	

Baggage Tracking History
All baggage tracking activity is displayed in the local time of the airport location.

Date/Time	Activity	Airport	Details
May 14, 2011 11:37:00 PM	Report Closed	FLL	
May 14, 2011 11:29:00 PM	Arrived	FLL	At Claim Area 3
May 14, 2011 08:32:00 PM	Report Created	FLL	
May 14, 2011 08:30:00 PM	Scanned	ATL	DL 1659 ATL - FLL May 14
May 14, 2011 05:57:00 PM	Scanned	ATL	In Sort Area
May 14, 2011 05:56:00 PM	Expedited	ATL	DL 1659 ATL - FLL May 14
May 14, 2011 05:56:00 PM	Scanned	ATL	In Sortation System
May 14, 2011 10:33:00 AM	Scanned	SLC	DL 1912 SLC - ATL May 14
May 14, 2011 05:20:00 AM	Scanned	MFR	DL 4729 MFR - SLC May 14
May 14, 2011 05:00:00 AM	Checked	MFR	DL 4729 MFR - SLC May 14 DL 1912 SLC - ATL May 14 DL 2327 ATL - FLL May 14

If your itinerary includes travel on airlines other than Delta or its Connection carriers, baggage tracking information may not be complete. Please check with the operating carrier for your baggage status.

KEEP CLIMBING



A NEW WAY TO LISTEN MEANS A NEW WAY TO HELP.

MOBILE TRAVEL ASSISTANCE WITH @DELTAASSIST.



[DELTA.COM](https://www.delta.com)

