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

Potential Future Channels

- First foray into customer engagement & feedback
- Under the Wing—Celebrating Delta Culture, news from across Delta
Delta’s Tri-fold Structure

Marketing
- promotions
- marketing efforts
- sponsorships
- Virtual Activations
- influencer retweets
- press-worthy news
- product launches
- weather issues
- crisis
- retweets
- travel tips
- answers
- flight information
- help

Corp. Comm.
- press releases
- statements
- employee communications
- corporate announcements
- press events

Reservations
- Influencer travel issues
- crisis
- retweets
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

2009 2010

May 2011

May Sep

LISTENING

REACTING

ENHANCING

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

@DeltaAssist - WinWin
Recognition of Delta’s Engagement in Social Media

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

“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
A NEW WAY TO LISTEN MEANS A NEW WAY TO HELP.
MOBILE TRAVEL ASSISTANCE WITH @DELTAASSIST.
DELTA.COM