High Definition Customer Experience

Northwestern University Transportation Center
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The Customer Experience...

• Opportunity:
  > “Customers will have an experience; the question is, will it be one you intended” *

• Takeaways:
  > Customers leave behind clues on their behavior *
  > Leveraging these clues requires dimensional management capability

• Questions to consider:
  > Does the customer see a picture much different than the one you see?
  > Does your competitor see the customer better than you do?

* Lew Carbone, CEO Experience Engineering, Inc
Integration is a significant challenge to experience management

Try this exercise on your corporate data:

“Which customers flew exactly as they were booked on the morning of their departure?”

Bookings Tickets Travel

Time
...and even more challenges are emerging

- Bookings
- Shopping:
  - Schedules
  - Prices
  - Campaigns
- Planning
- Tickets
- Travel
- Post travel & sentiments
- Social media
- Search
- Email
- Web search
- Visitor behavior

Time
What do MOST customers want MOST?

1. Low prices
“Always on” travelers
Mixing social media with conventional merchandising

- “Together We Fly”
  - ad hoc “teams”
  - team mileage goals
  - charged on AMEX
  - defined promo period

- Experience questions that require detail integration capabilities
  - current vs new customers?
  - Organic search results?
  - Advertising campaign attribution
  - Social Media: tweets, retweets, Facebook
  - “Sentiment” text analysis
Active Enterprise Intelligence™ at KLM
Social Media Crowd-Buying Drives Additional KLM Flight

**Situation**
- Dutch airline with no flight from AMS to MIA
- Monitoring Twitter comments

**Problem**
- “DJs, promoters, label reps and professional party people” from the Netherlands wanted a direct flight to take Dutch customers to the UltraMusic Festival in Miami
- Dutch filmmaker tweeted about the lack of a direct flight

**Solution**
KLM’s Twitter team rapidly responded with a wager: KLM would add a special flight in March 2011 if they could fill the seats via www.fly2miami.com signups by Dec 6, 2010

**Impact**
- Word went out
- 341 seats sold within 5 hours!
- Happy customers
- KLM appreciates the power of social media!

An experience journey...not so long ago
What do MOST customers want MOST?

1. Low prices
2. Convenient & on-time
Active Enterprise Intelligence in Travel

Optimize Check-In Agent Staffing at Lufthansa

**Situation**

122,000 check-ins / day. Surges in passenger check-ins can cause long queues at airports resulting in passenger dissatisfaction and occasional missed flights.

**Problem**

Need to balance check-ins and staffing levels, move staff on-demand to smooth out check-in surges.

**Solution**

Lufthansa uses *real time intelligence* to monitor web check-ins (including checked bags), then computes expected at-airport check-ins. This drives dynamic staffing decisions for both counter and baggage stations.

**Impact**

- Reduced queue lengths for airport checkin
- Better utilization rates for airport staff
- Higher customer satisfaction
What do MOST customers want MOST?

1. Low prices
2. Convenient & on-time
3. Warm, friendly service
Real-time business intelligence is critical to our business strategy and has created significant business benefits.

Larry Kellner, COO, Continental Airlines

“Misconnecting passengers became a big concern of our executives... everyone knew the number was wrong...

“...we’ve figured it out ...and people do trust it now, and we’re able to ask people to be measured against the number and work to get it down.”

Anne Marie Reynolds, IT Director, Continental Airlines

Warm, empathetic employees that care... overoming the disadvantage of continuous irregularity
In summary, technology is a substantial force multiplier.

“A craftsman can keep tools in plain sight; working with them every day makes them familiar. He can put this knowledge to immediate creative use.

But people - like us - who have to understand the future, face a greater challenge, because the future’s tools exist now only as ideas.

These tools neither hang on the wall nor impress themselves on the mind until they actually exist. Until then they will be mental models.”

James Baldwin “One Highly Evolved Toolbox”
Airline Perspective