



John Quincy

Frequent Business Traveler

Customer Journey - Emotional Landscape

"I'm on the road more than I like, so the little things really matter."

KPI's	Current	FY15 Target
Awareness	20%	40%
Conversion	5%	10%

Research Travel	Research Littlewing	Book Flight	Pre-Travel	Travel: Board	Travel: In Flight
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Actions <ul style="list-style-type: none"> Research flight options on travel sites. Notice good options from Littlewing Save preferred flight options to his list. 	<ul style="list-style-type: none"> Google Littlewing Check out Littlewing website 	<ul style="list-style-type: none"> Review and select saved flight options Book Littlewing flight Send flight itinerary to 3rd parties Receive confirmation e-mail 	<ul style="list-style-type: none"> Receive check-in e-mail. Notice promotion of mobile Apps and Loyalty Program. Check-in online at home. 	<ul style="list-style-type: none"> Board Flight Go through security Go to boarding gate 	<ul style="list-style-type: none"> Check bag since no overhead room left Chat with traveler seated next to him Notice use of Apply Pay for food and drinks Catch up on news on personal video monitor Retrieves bag on jetway
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Thinking <ul style="list-style-type: none"> I hope I can find a convenient flight at a good price. Flight options/prices from Littlewing are good, but I am not familiar with this airline. 	<ul style="list-style-type: none"> I wonder if Littlewing is safe and reliable. Wow, there are some great customer reviews of Littlewing. Littlewing's website feels contemporary and customer focused. 	<ul style="list-style-type: none"> Cross-sell promotions are getting in my way. Creating an account and joining the loyalty program looks like it will slow me down. I'm going to skip it. The policies are clear and customer focused. This confirmation e-mail is busy and hard to read, nothing like their website. 	<ul style="list-style-type: none"> If this flight goes well then I will consider downloading app and joining loyalty program for future travel. 	<ul style="list-style-type: none"> This boarding process is taking forever. Will I find a spot in the overhead bin for my bag? The boarding agent knew this was my first Littlewing flight and welcomed me personally. 	<ul style="list-style-type: none"> The agents should have tagged bags before we boarded. I'm surprised that newsmovies are free. This personal monitor is great. The frequent business traveler sitting next to me has never reviews of Littlewing. It's impressive that you can use Apple Pay in flight. This company seems innovative. Why is it taking so long to get my bag?
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Feeling <ul style="list-style-type: none"> EXCITED about regional airline with great options and prices. APPREHENSIVE about trying new airline know nothing about 	<ul style="list-style-type: none"> CONFIDENT about trying Littlewing IMPRESSED 	<ul style="list-style-type: none"> UNSURE 	<ul style="list-style-type: none"> HOPEFUL 	<ul style="list-style-type: none"> IMPRESSED IMPATIENT 	<ul style="list-style-type: none"> BUILDING CONFIDENCE about Littlewing as alternative to large airlines FRUSTRATED
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Expectation Ratings



Opportunities <ul style="list-style-type: none"> Invest in increasing awareness amongst frequent travelers. Continue to offer competitive prices. 	<ul style="list-style-type: none"> Leverage positive customer reviews to build brand awareness and customer loyalty. Monitor customer experience feedback via social media sources. Leverage positive reviews. 	<ul style="list-style-type: none"> Evaluate and optimize the account/join the loyalty program and the upsell user experiences on the web site. Ensure consistent look and feel of all customer e-mails. 	<ul style="list-style-type: none"> Evaluate ways to increase incentives for first time flyers to download App and join Loyalty Program 	<ul style="list-style-type: none"> Streamline the boarding process. Continue to personalize the customer experience for first time flyers. Make them aware of the benefits of an on-going personalization once they become a loyalty member and frequent flyer. 	<ul style="list-style-type: none"> Streamline baggage unloading process for carry on bags checked at the gate. Pro-actively tag passenger bags while they are waiting on the gate when flights are fully booked.
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