

Individual Case

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SMD203: Web Mining and Analytics

Date: 7th April, 2018

Social media as a quick, easy and powerful tool to express customer experience, thus being heard by millions

Date: 31st March, 2008

Dave Carroll “ Sons of Maxwell”

- Passengers witnessed baggage handlers mishandling luggage's and throwing guitar around.
- Carroll addressed the concern to the employees non which offered good assistance.
- At Dave's Carroll's final Destination he found base of \$3,500 Taylor guitar Smashed.
- After 9 months of fighting the battle with United Arline.
- United Arline didn't take Responsibility.

Date: 6th July, 2009

Medium: Experience of United Arline's posted on




Impact: Compensated by offering \$1,200 in flight vouchers as settlement.

Date: Early February,2010

Kevin Smith Comedian & Actor

- Known for having a svelte figure, had trouble fitting into his seat
- Instead of dealing with this embarrassing situation in a sensitive manner , was humiliated by crew having the captain order him get off the plane.

Date: 6th July, 2009

Medium: Experience of southwest Airlines tweeted through twitter 

Impact: Led to bad customer service experience. Thus, making a bad Brand and company reputation.

Date: June 7th, 2011

American Soldiers returning from Afghanistan

- Deltas policies state active duty soldiers can check up to 3 baggage's.
- Many soldiers had 4 baggage's.
- Delta charged \$200 to each with excess baggage.
- Soldiers used social media as their way of experience.

Date: 6th July, 2009

Medium: Publicised the event using



Impact: Deltas Social media manger wrote an explanation and apology on company's blog ,Thus updating and changing the official policy to 4 bags there after.

Customer Satisfaction is the **Key:** Listening and acting in the right way with corrective actions can create a positive impact.

Change is inevitable but on social it is Quick, easy and powerful. Make a customer not a sale

“The purpose of a business is to create a customer who creates customers”

What challenge do companies face?

Gone are the days of stern letter to any company's customer service department

Social Media is a quick easy way of reaching out to the company and thus reaching out to other people, bringing a sense of transparency with the conversation and a good way of assisting through reviews , comments sharing the idea or thoughts about the brand .

Companies now a days are worried of customers using their “Social Media Soapbox ”to spread the word around about bad experiences. Thus striving hard to be the best with putting customers as first priority and give them good experiences.

What can companies do with negative customer experiences on social?

Being an airline in the days of high oil prices, tough competition, shrinking profit margins, and challenging global economic conditions is not easy. To make matters worse, when customers are unhappy they turn to social media as a platform for venting their frustration. And, sometimes, news of their frustrations spreads and hurts airlines brands' and reputations.

It is difficult to turn the negative publicity to a positive experience. But it surely is possible if done right and done social being transparent and Apologise, offer compensation with implanting policies if needed.

Leverage the weakness (Social media and negative experiences) as an opportunity to act right by building a promising approach to make customer flying experience better .

Leverage from competitor's negative and positive experience's and incorporate into your business.

- In the first half of 2010 Delta was working toward the September 2010 launch of a new multi-year corporate advertising campaign (with their agency Wieden+Kennedy) built around the tagline “Keep Climbing” and the theme of building a better—not necessarily bigger—airline.

Spot an opportunity with A plan to revolutionize Customer Relation

Birth and Growth of DeltaAssist

April 26th, 2010

- Created Twitter  @DeltaAssist

june 25th, 2010


- Creation of company [blog](#)

Initial Pilot Program

- Monitoring and measuring success with continuous expansion
- Doubling Team and going 24/7

Expansion

March 3rd^h, 2011

- Further growth Delta Assist  [Facebook](#) page

Further Grwoth

Twitter customer service workflow

Planning to drive positive sentiments. It is important to create a flow of action plan. To analyze and see if the customer is having the right message put across and how much of it has been effective to drive a positive impact on the customer.



Delta Assist Gives Real time Response on their twitter account

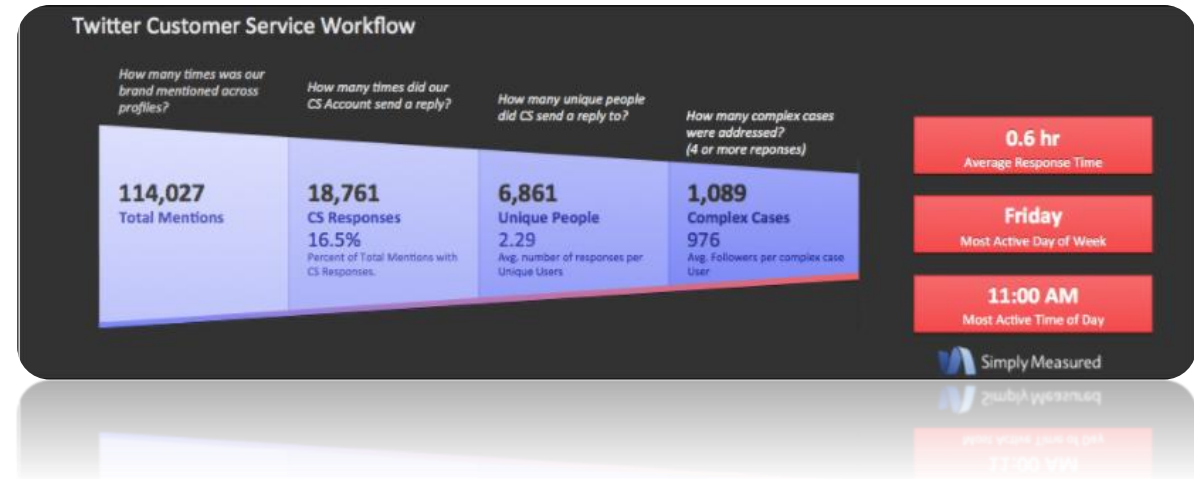


Improves customer service by responding to queries and concerns



Customers are responded to and feel heard.

What Arline's are doing now?



What can Delta do, either with Delta Assist or by developing new initiatives, to further innovate how they interact with customers, particularly when they have to deal with complaints and service failures?

- Since the company has been successful and will have to keep up the same standards, there would have to incorporate new innovative ways to keep the customer experience positive and growing.

- Advertising on Facebook, twitter , Instagram , YouTube etc., About driving Negative sentiments into positive experience.

- Use twitter influencer to blogs, LinkedIn white papers for business travellers to promote their experiences.

- Have competition through games, Coupon, Discount's.

- Crowdfunding ideas with people to share how they would value good customer service as on airplanes or what makes their travel memorable
- Crowdfund ideas for the dress code, logo design, menu options and have it to create a valuable experience

Customer is the key, Keep them Involved with more than just comments, critiques, and complaints