MAJOR AIRLINE SOARS WITH YOUNG BUSINESS TRAVELERS

Understanding Consumers’ Needs Lets You Offer Right Perks to Win Loyalty

At a Glance

Ad agency Santy’s client, a major airline, wanted to connect with young business travelers to ensure long-term business growth. To do that, they needed to understand who they were, where they conversed online, and what they wanted from the airline. Using NetBase to conduct social research, Santy unearthed key details about these travelers to put the airline on the right flight path for current and future success.

Challenge: Appealing to an Unknown Audience Segment

As part of a brand growth initiative, a major airline identified young business travelers as the market segment offering the greatest long term value. To create a targeted communication strategy to capture the attention of this audience with relevant messaging, they needed to know as much as they could about them. This included who they were, which parts of the travel experience they cared about most, and where the airline should engage with them. Additionally, they wanted to understand these travelers’ existing attitudes and perceptions of their airline. They employed Santy’s Brand Strategy team to uncover these insights and recommend a game plan for moving forward.

Solution: Social Research Reveals Details for Precise Planning

Understanding the value of social research, Santy used the NetBase platform to investigate three distinct areas of importance for the airline:

1. **Brand touch points.** In the airline industry, the travel experience starts well before boarding the aircraft. Booking, check-in, boarding, in-flight food and entertainment, and baggage retrieval are all customer service touch points that need to be understood. And loyalty programs factor in as well.

2. **Engagement channels.** Gaining perspective on the touch points above relies on knowing where consumers are talking about their experiences online. Santy narrowed the list to three main channels where young business travelers are most active: Twitter, Reddit and The Points Guy, an online travel forum. From there they dissected conversation around the touch points to understand what matters to this audience.

3. **Consumer desires.** Santy also looked at what loyalty program benefits young business travelers most wanted, and discovered that benefits like priority waitlist, complimentary preferred seats, and waived baggage fees were far behind this audience’s favorite perk: first class upgrades.

RESULTS:

- Identified top social engagement channels
- Uncovered #1 loyalty program perk
- Recognized mobile app as superior digital experience

“...Our clients count on us to point them in the right direction, and we can’t do that without accurate insights. NetBase makes it easy to surface existing perceptions about a brand and make actionable recommendations to our clients, helping them build brand loyalty and drive new revenue within different target segments.”

— Adam Pierno, Director of Brand Strategy and Planning, Santy
As they were surfacing insights, Santy also learned there were strong, and very different, emotions surrounding the two main digital touch points of the airline brand: their website and mobile app. The mobile app inspired emotions like love, awesome, enjoy, while the somewhat outdated website elicited negative reactions like frustration and suck.

With this social data in hand, Santy was ready to offer their recommendations to the airline.

Results: Accuracy, Not Assumptions, Sets You Up for Future Growth

With precise data derived from NetBase, Santy was confident in the marketing blueprint they recommended to their airline client. They suggested the airline leverage Twitter as the communication “hub” for the young business travelers segment, as well as highlight first class upgrades over other perks in all messaging about their loyalty program. Finally, they recommended the airline drive all digital traffic for this segment to the brand’s mobile app, to provide the best consumer experience.

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 300M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:

- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

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