

SEM Experience Analytics Customer Experience Management for Airlines & Travel



The problem facing airlines is apparent from any visit to Travelocity, Orbitz or Kayak. Your airline is just another cell on a price and schedule spreadsheet. Airlines that are able to focus their brand on several key attributes and relentlessly execute on delivering a differentiated customer experience are able to break out of the box and continuously deliver profitability. A recent McKinsey study showed that companies that can maintain this kind of focus regardless of their overall customer satisfaction sustained growth rates 9.5% higher than companies that were less successful at crystallizing and delivering on key “brand triggers”.

The SEM Experience Analytics listening system is invaluable to continuously monitoring the delivery of your brand promise and the success of your focus.

- Report overall customer satisfaction and net promoter score.
- Deliver actionable customer insights from your customer comments at every point of interaction with the customer – in real time.
- Uncover the real sources of satisfaction, even exemplary employee efforts continuously.
- Isolate the cause of service shortfalls.

SEM Experience Analytics’ business rules engine means that you can proactively engage a customer at the time they reach out to you. For example, if a customer posts a comment on your online reservation system about “flight delays”, you can automatically convey an apology, explanation, and an offer for complimentary club admission.

Every aspect of your business from route planning, product development, loyalty programs, service strategy, reservations, in-flight service and amenities, airport presence, advertising and partnering strategies can use the actionable insights leveraged from customer comments to deliver on your brand promise.

Now you have the key customer intelligence you need to deliver on your brand differentiation and segmentation strategy.

While route network, schedules, and prices predominantly drive ticketing decisions, customer experience can alter incremental behavior — potentially making the difference between a profitable and an unprofitable route.

- Forrester Research, Inc.
Customer Experience Index 2008 Snapshot: Airlines



On-demand listening software that collects, categorizes, and analyzes customer comments across every interaction channel.

Turn Large Volume of Customer Feedback into Customer Intelligence:

KANA can easily review all of your customer comments. You can quickly analyze comments in review sites, online communities, open-ended questions from surveys, email and comment cards in real time.

Customer intelligence – such as emerging trends, changing attitudes towards your brand, and issues with products and services driving customer churn – all have revenue impact. Knowing this information can help you make better decisions throughout your organization.

We make it easy for you to get the right data to the right people quickly! Reports can be regularly emailed to interested parties to improve everyone’s decision-making process and increase your bottom line. Stakeholders can use this customer intelligence to improve product and content quality, customer service center performance, customer experience and early problem detection.

Get a Five Day Jump Rather than a 30 Day Lag:

Even with transactional survey programs, pulling insights out of your analysis of trends can take weeks if not months. With SEM Experience Analytics’ early warning capability, you are alerted to emerging trends without having to wait for a manual analysis. This gives you a head start on the issue, saving valuable time and money.

SEM Experience Analytics Listening System – Functional Footprint

BUSINESS SOLUTION AREAS



FUNCTIONAL SOLUTION AREAS



KEY DIFFERENTIATORS

