



## JETBLUE + QUALTRICS

Since its inception, JetBlue has demonstrated an extraordinary commitment to exceeding its passengers' expectations for value and comfort. From discovering purchase drivers to closing the loop on feedback, JetBlue wanted total control of its customer experience program. So JetBlue turned to Qualtrics.

**jetBlue**® **SUCCESS STORY**

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jetBlue® + qualtrics

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“We are committed to turning customer feedback into real insights for the company and real benefits for the customer—we couldn’t do that without an innovative, end-to-end solution like Qualtrics.”

DANNY COX, JETBLUE





# IMPLEMENTING AN END-TO-END CX SOLUTION

Why did JetBlue choose Qualtrics to help manage its customer experience? It was the best customer experience platform that offered total control over all phases of customer experience program management.

With the ability to combine relational data (brand purchase drivers) with transactional data (experience and satisfaction) into a centralized hub, JetBlue gained the ability to easily pinpoint their biggest impact areas and make immediate, impactful changes.





# EVALUATING PURCHASE DRIVERS, CLOSING THE LOOP ON FEEDBACK

By combining flight frequency and pricing studies, JetBlue found that 82% of their passengers didn't care about free bags and instead preferred cheaper ticket prices. JetBlue responded by rolling out different rate structures and pricing options for passengers, which were well received.

By taking a deep dive into passengers' feedback in Philadelphia, JetBlue was able to trace dissatisfaction to the lack of airport shops and amenities open early in the morning. JetBlue responded quickly by simply passing out water, juice, and coffee at the gate to boost customer morale.

In a separate airport, JetBlue noticed negative comments and a lower NPS at gate A18. They dug in and found the terminal speaker was broken and passengers couldn't hear what the gate agent was saying. With Qualtrics, JetBlue sent an automated alert to the airport maintenance crew and it was fixed the same day. Scores went back up.

In Lima, TSA requires that customers be interviewed prior to arriving at the ticket counter. The interviews are not completed by JetBlue, but when JetBlue analyzed feedback they found that the interviews were contributing to some passengers' negative perceptions about the airline. JetBlue's staff sat down with the security teams conducting the interviews and shared hospitality tips that helped create a better experience for customers.

JetBlue uses Qualtrics to measure and manage the entire customer experience. At times, the individual changes required to deliver an exceptional experience are small. The cumulative results aren't.





## RESULTS

12 JD Power awards in a row



Continuous Net Promoter Score increase

\$100M Additional annual revenue



# ABOUT JETBLUE

JetBlue is New York's Hometown Airline™, and a leading carrier in major cities across the U.S. JetBlue recently received its twelfth consecutive J.D. Power award for ranking "Highest in Customer Satisfaction among Low Cost Carriers in North America." With 19,000 crew members working together, JetBlue carries more than 35 million customers a year to 96 cities in the U.S., Caribbean, and Latin America with an average of 925 daily flights.

**INDUSTRY**

Travel & Hospitality

**REGION**

North America

**COMPANY SIZE**

Large

**BUSINESS TYPE**

B2C

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JETBLUE HAS  
A BIRDS-EYE VIEW  
OF THE CUSTOMER  
JOURNEY

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