jetBlue

qualtrics sophisticated research made simple

Salt Lake City, Utah
www.jetblue.com

JetBlue is the largest carrier in Boston and a leading carrier in Fort Lauderdale/Hollywood, Los Angeles (Long Beach), New York, Orlando, and San Juan. It carries more than 30 million customers a year to over 80 cities in the U.S., Caribbean, and Latin America with an average of 850 daily flights.

"We strive to be the voice of the customer, not of the corporation. If customers are asked to share their opinion and time, we have to turn it into real insights for the company and real benefits for the customer—we couldn't do that without an innovative partner like Qualtrics."

Kyle Groff
Manager - Customer Insights

Voice of the customer [VoC] challenges faced by JetBlue:

- Wanted to understand customer satisfaction and turn feedback from 30 million annual travelers into real, impactful changes for the traveler and the employee
- Required a diverse tool that could help serve many internal customers including the management and front-line staff of over 80 airports as well as JetBlue's executive and customer administration

How JetBlue uses Qualtrics to resolve challenges:

JetBlue uses Qualtrics Research Suite to:

- Identify issues affecting the traveler experience through customer feedback and in-depth customer studies
- Gather customer insights and act on the voice of the customer results across multiple channels
- Transform data into actionable insight for company, ranging from executives, to airports, and to front-line crew members
- Link employee goals to steps in the customer journey

Results:

- Empower Customer Insight team with platform and process that has helped guide JetBlue to their tenth straight JD Power awards for customer satisfaction
- Improved traveler experience by turning large volumes of data across many establishments into actionable feedback
- Continue to uphold industry leading Net Promoter Scores
- Identify action for specific process improvements and employee education initiatives