

Case Study: WestJet



Challenge

While the airline industry is competitive and challenging, WestJet has always understood that the key to success in this environment is to create customer advocates who give them repeat business.

WestJet could already track who their customers – or guests as the airline refers to them – were. However, they couldn't consistently track, quantify, and improve on their guests' experiences. Prior to ResponseTek, WestJet was gathering customer experience information through a paper-based and e-mail system, making it very hard to do this.

Rosanna Imbrogno, Vice-president of Guest Services for WestJet, explained the challenge: "Our key differentiator has always been how we treat our guests, so we make it a high-priority to focus on each guest experience – from start to finish. However, we had customer input coming in from many channels; email, letters, phone calls to name a few, and no ability to look at it holistically, understand it, and most importantly, use it to initiate positive change to improve our service."

Solution Snapshot: Airline

Customer Profile

WestJet is Canada's leading low-fare airline, serving 47 destinations worldwide. With a strong focus on motivated people, and unmatched guest experience, WestJet has grown from a Western Canadian regional carrier to an international airline.

Our Solution

Integrated customer experience monitoring across all customer touch points and interactions to improve customer satisfaction and ultimately, revenue.

Solution & Services

ResponseTek:CEM including:

- Real-time reporting, dashboards and trend analysis
- At-risk and alert communications
- Action management and closed-loop communication
- Company- and event-initiated collection
- Customer self-service knowledge base

Solution

The Guest Services Division at WestJet – who support the call center and all airport touch points including ticketing, baggage handling, in-flight, operations, marketing, and IT – chose ResponseTek's Customer Experience Management (CEM) solution to help them centralize the collection of all customer experience information, and gain a holistic view of their guests' experiences.

"We chose ResponseTek because they were experts in the field of Customer Experience

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“ We continually strive to understand the scope and quality of every possible guest interaction, and we need to know whether each experience is a positive one or not. ResponseTek’s Customer Experience Management solution helps us do just that. ”

Rosanna Imbrogno
Vice-president of Guest Services
WestJet

CEM Benefits

With ResponseTek, WestJet has:

- Collected customer experiences across all channels
- Reduced response time
- Increased the likelihood of corporate program success

Management. Their methodology on how to approach CEM – to go through purposeful steps to identify possible gaps in the guest experience and the delivered promise – made sense to us.”

Involving customers

Working with the ResponseTek professional services team, WestJet identified its touch points – where guests were interacting with the airline – and determined how they would measure these interactions.

WestJet uses ResponseTek:CEM to cover all aspects of the customer experience – viewing an ad, booking a ticket, checking in, flying, collecting baggage – from various channels including online and email. To see how WestJet uses ResponseTek to collect customer experience information online, visit www.westjet.com, and the ‘share your experience’ section.

Results

Integrate The Voice of Their Customer Across The Business

Analysts, managers, and executives can see real-time guest feedback information on areas that are relevant to them, and can see how trouble areas are being addressed, and what is being communicated back to the guest. “This has enabled us to pinpoint areas that require change and improve business processes for a positive guest experience,” says Imbrogno.

WestJet can monitor in real-time how guests react to business decisions, and predict how those reactions will affect revenue. WestJet can also follow-up to the responses and make informed business changes.

Improve Customer Service

For example, the ResponseTek-powered ‘Ask WestJet’, a self-service tool, allows WestJet customers to get the travel information they want, when they need it. If they have an inquiry outside of the norm, they can submit their question and receive personalized answers, quickly. WestJet guest response time is one of the fastest in the industry: it can be as fast as 2-3 hours, and their 12-month average – including overnight hours – is 8.5 hours. This has also reduced customer calls and boosted WestJet agent productivity.

Increase Customer Retention

“It’s harder to get a new customer, than keep an existing one. Our ResponseTek solution helps us keep our existing customers by understanding, and being able to act on, their specific feedback. It’s an invaluable tool that helps differentiate us in our industry,” says Imbrogno.

Minimize Risk

“Our ResponseTek solution also helps reduce the likelihood of failure of our corporate programs,” explains Imbrogno. “For example, when we launch new pricing strategies online, we can quickly gauge reactions to those strategies through the immediate feedback we received from our customers, and either stay on course or change immediately.”

Strengthen Reputation

WestJet has been named Canada’s most respected company for customer service three consecutive years. By incorporating the voice of the customer at every interaction and touch point, WestJet is able to continually monitor their guest experiences. According to Imbrogno, “We’re very proud of how we treat our guests and how we run our business.”