



Case Study 3 - Customer Engagement at JetBlue

JetBlue is a USA-based airline founded by David Neeleman in 1999. The company employs 17 individuals in its social media department, has a Twitter feed with 1.8 million followers and a Facebook page with more than 880,000 'likes'. Moreover, they have 200,000 potential passengers signed up for their cheap deals feed. JetBlue uses these mechanisms to communicate with and respond to customer issues more than to advertise. For example, in 2010, a disgruntled flight attendant exited a parked JetBlue flight via the emergency slide causing a public relations issue for the company. To relieve the situation, the company made light of the episode in a blog. The first customer comment on the blog read, 'I love you JetBlue.' That customer is engaged. When snowstorms led to flight cancellations in 2014 JetBlue announced in its blog 'Blue Tales' that 'We will reach out to customers directly via provided contact information to assist in re-accommodating them on . . . new flights. We've also established a compensation plan to address the inconveniences our customers faced. The plan addresses those customers who experienced multiple cancellations, and offers TrueBlue points, credit toward a future JetBlue flight, and/or monetary reimbursement based on the level of impact.' Passengers posted comments to the blog, and JetBlue responded individually to each comment whether the comments were favourable or unfavourable.