

Built a custom framework to measure customer satisfaction and improve revenue for a leading airline

What We Did: Enabled a robust and user-friendly framework to measure customer satisfaction based on test and learn approach. This framework/ tool was designed to improve overall customer experience and brand loyalty.

The Impact We Made: The Customer Satisfaction Tool enabled the business to efficiently gauge indicators that affected perceptions such as price, service quality, branding and promotions. The larger impact of the tool was seen when the self-service dashboard was used by various stakeholders across the organization to drive strategic customer centric decisions.

Summary - Improving airport experience

The Customer Experience Team of a leading airlines wanted to accurately measure, track and improve overall airport experience for its customers. Lack of accurate information/ score was hindering the process, thereby leading to potential revenue loss.

About The Client - A leading airline based in the US

The client is one of the largest airlines in the US, serving close to 300 destinations worldwide.

The Challenge - Inefficient legacy tracking system

The client did not have a robust framework to measure customer satisfaction and generate insights. The existing framework had a delay in response time due to inefficient tracking of Customer Satisfaction (CSAT) scores and its drivers across different business functions. The efficacy of the algorithm in use was also doubtful. This was keeping the client from making informed business decisions and driving revenue.

The Approach – Automation as a means for measuring CSAT in near real time

Mu Sigma took a 3-phased approach to build a framework to accurately measure CSAT:

Phase 1: Laying the foundation

Mu Sigma interacted with various business subgroups that used the consumer satisfaction score related dashboards. The discussions were aimed at identifying drivers that would help gauge the CSAT

levels. The (Mu Sigma) team then determined the key metrics (such as price, service quality, branding, Net CSAT score, and promotions) as well as time frames such as MoM, YoY, etc. which had to be captured by the dashboard. The necessary data architecture was implemented to track these metrics.

Phase 2: Test and Learn

Based on the initial discussions with the business subgroups, a Customer Satisfaction Tool was created. Dashboards were further enhanced using multiple optimization techniques to generate insights around various relevant business aspects such as marketing costs and competitors' impact on existing customers.

Phase 3: Execute and scale

The team constantly communicated with the stakeholders at various stages in order to incorporate inputs into the dashboards via multiple functionalities. The initial response from the clients looked very promising. The Mu Sigma team was able to scale the framework across the client ecosystem and manage its consumption.

The Outcome - More effective customer-centric decisions

The self-service dashboard provided by Mu Sigma was capable of helping leaders and ground staff drive customer centric decisions in time.

- Various dashboards were rolled out which represented customer satisfaction at various levels such as region, sub-region, airport, and driver level in a user-friendly manner
- The web versions of the tool received appreciation from the clients and end-consumers

This framework has been successfully rolled out nationwide among the executives of the client.

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