

Reading List

Analyzing Customer Relations in the Airline Industry (Crimson Hexagon).

This industry snapshot analyzes consumer relations and social media engagement of ten airline brands in North America and Europe

<http://bit.ly/1KTIDcq>

How Much Does Customer Social Media Angst Really Matter? (Harvard Business Review).

“The best brands don’t just listen – they use online customer feedback to evolve and they ensure digesting and understanding social media feedback is part of their strategy.”

<http://bit.ly/1laMCk9>

KLM’s 150 social media customer service agents generate \$25M in annual revenue (VentureBeat). “Social business leader KLM, the airline that kickstarted the modern customer-support-via-social-media revolution, has 150 people dedicated to serving clients via social. And each of them represents almost \$170,000 in annual revenue.”

<http://bit.ly/1Anxiym>

Social Media for Airlines: Now and Tomorrow (Simpliflying). “The most important goal airline executives think social media should drive is customer service, rather than the current emphasis on brand awareness.”

<http://bit.ly/1wdD2BL>

Southwest Airlines Adds Social To Its Customer Engagement Strategy

(Forbes). “The hub of the company’s social media presence is a social Listening Center, which has been in operation for a little more than a year... The Listening Center also lets Southwest provide “one-contact resolution” to whatever problem customers may be having, as opposed to having to e-mail or call.”

<http://onforb.es/1Kuu4sm>

The Secret to a Successful Airline Customer Service Twitter Account

(Skift). Does having a separate social media customer service account instead of handling all brand messaging and reservation-related inquiries on a universal account more effective for airlines?

<http://bit.ly/1Mz5nz0>

When "Oh No!" Is What You Want To Hear From Your Airline (Forbes).

“Not only is [American Airlines] a company that transports its passengers safely and relatively on time to pretty much anywhere in the world, but it’s a company that teaches me, a small business owner, a lot about how to run a professional Twitter account.”

<http://onforb.es/1vPpWBO>