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Course Title:
<u>ITM 795: Social Media Analytics</u>

Assignment #4 - Social Media Campaign Analytics

Due Date : 12/5/2022

Section 1 : Introduction and background

For this final group assignment, the task is to identify how different airliners utilize Twitter in order to promote and represent their company to potential customers for the future. Social media is a powerful tool in the modern age because of how many different categories of individuals are active users on social media. Since Airlines are a universal service (Meaning they are bought and sought after by all age groups and different groups of people)

The goal of this report is to explore and explain how different airliners on Twitter use different methods and posts to reach out and attract massive audiences for an increase of sales for each respective airliner company. We theorize that most Airliners would want to use Twitter and social media for marketing and publicity purposes to get their name out there in the entire business.

For this assignment, we plan on researching 3 different airliner twitters (Mainly focused on North American ones) to see how they represent themselves on Twitter, and if any of it has gained traction that helped improve any sales, gained attraction through likes, retweets, and responses. The theory is that the more popular the twitter page is for the airliner business, it will reflect how "effective" or "successive" they are with their respective Twitter page.

We will be creating number of datasets on Netlytic to explore and research different tweets from several airliners and how they've handled business communications such as promotions, customer services, advertising, and if any, apologies for a mistreatment of a passenger or anything that put their business under a bad light. We chose to use Netlytic instead of researching the entire Twitter page of a North American airline because it is easier to grab all the data and trends required to conduct our research. It will also be easier to see what common trends or networks existed within the timeline of an airliner twitter page.

For our three Canadian Airliners, we have chosen : West Jet, Air Canada, and Air Transit to begin analyzing and answer the respective questions given for this assignment. For us personally, we would like to dive and present more of the issues or known incidents that occurred with these airliners, as there always tends to be more attraction and numerous tweets to account for the collateral that occurred for the airliners.

Market share of Canadian Airlines (Salas, Air Carrier Market in Canada - departing seats 2020 2022)
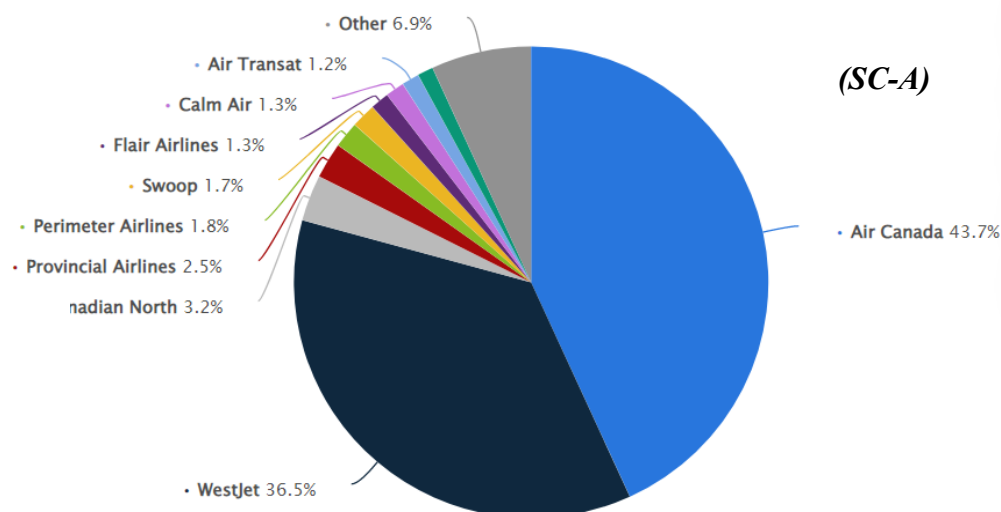
For this assignment, we focused on the 3 biggest airlines in Canada. Air Canada, WestJet and Air Transit. These 3 airlines use Twitter for many different purposes such as advertisements, customer relations and general Q&A with customers.

For example, we can see Air Canada posting many tweets which are advertisements for their company and offers and discounts they may offer to attract customers. Another way that we noticed all of these airlines use Twitter is customer relations. We came across many tweets from these companies that were directed to customers, they varied from answering general questions to apologizing for any mistakes made by the airline or even liking and responding to customers who took a nice photo of the aircraft. By taking a deeper look at the airline's Twitter accounts and the people they have replied to, we can see that the majority of the audience of the airline companies are regular people who are either flying to a destination or they are planning to book a vacation very soon. Hence, the reason that their audience changes all the time but the audience will stay in the same category, as they are mostly immediate travelers. The ways that Airlines used their Twitter the most was answering the concerns of their customers, which could vary from people complaining about different issues such as delays or lost luggage. The airline's Twitter account usually tries to reply as fast as they can and they are using very calm language to calm down the travelers as well, as we all know traveling can be very stressful, especially when it is very close to boarding and the smallest matter can cause a bigger problem. Hence, the airline accounts try to be as helpful and polite as possible.

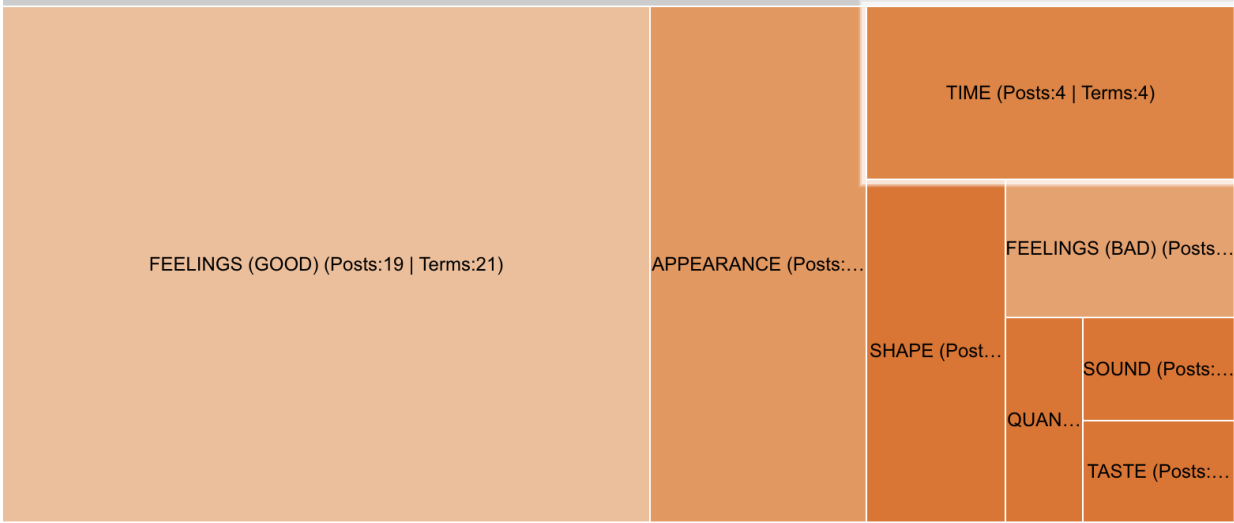2: Are they effective on Twitter?

According to the Public Relations and Customer Service article (Sutherland, et al, 2020) The most important area of social media proficiency is customer relations and customer service. Airline companies know this fact and they tried to make the best outcome from this situation. From examples within this dataset, we can witness AirCanada accounts replying to customers on the same day which is very important since if it takes longer than that the customers might find the reply useless. Also, another very important factor is the use of language when the airline account wants to make a reply. According to a study Using a more neutral word, such as interesting, rather than great and expressing some empathy in a post would assuage any perceived lack of caring (curb) (Kuzminski, 2016). Airline companies studied these factors and put them to use. From tweets that they have sent we can see that they reply to customers' concerns very fast and they use very neutral words to keep them happy and feel valued. Another way to measure this for ourselves would be looking at the result of text analysis done on this dataset, which shows how most people are truly feeling and what their vibes are. We can see the majority of text fall within the category of feeling good and happy. From this analysis, we can conclude that the airlines are doing a good job at keeping their customers happy and making sure they feel like valued customers whose concerns matter hence, we can say that they are effective.
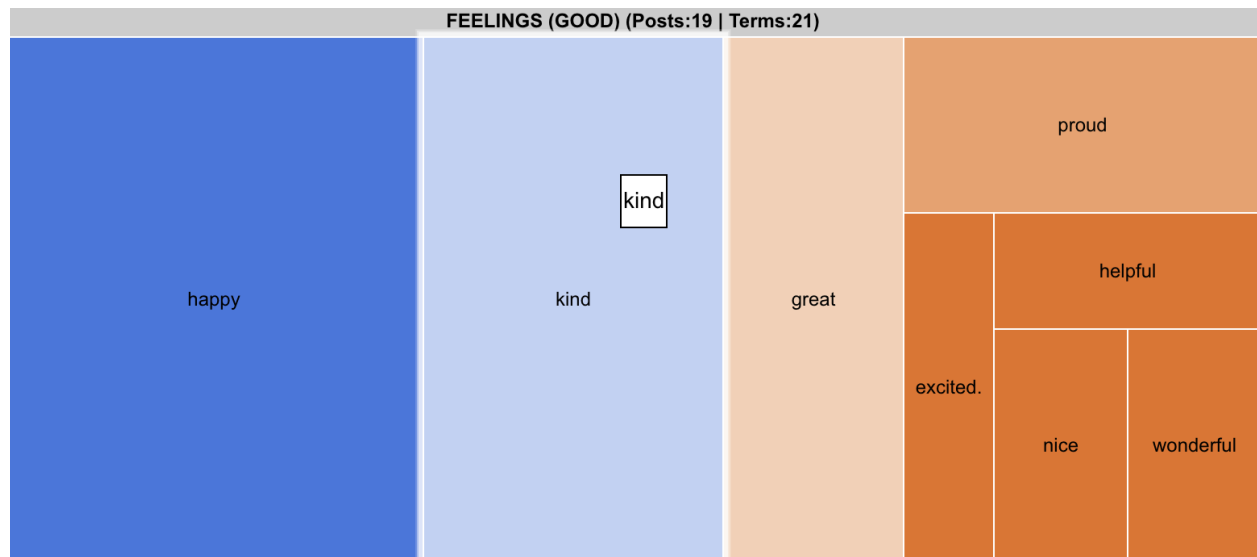

(SC-1.1)

(*SC-1.2*)

(*SC-2.1*)

FEELINGS (GOOD) (Posts:19 | Terms:21)

happy	kind	great	proud / excited. / helpful / nice / wonderful

(SC-2.2)

We can see feeling good makes up the majority of the text analysis and once we break it down we see it spreads to happy, kind, great, helpful, proud and many more, which can back up the fact that these airlines used Twitter very effectively.

Objective 3

The airline companies have many modes of communication to deal with the customer complaints. Including calls, emails, live chat with a specialized agent, and via social media. No doubt one of the most popular social media sites is Twitter. The primary purpose of twitter is to connect people and allow people to share their thoughts with a big audience. In this case we will be discussing how the three best airlines of Canada, handle customers' complaints on Twitter. *(The analysis is based on tweets retrieved from Twitter from the last seven days)*.

(SC-3.1)

(SC-3.2)

As mentioned in Air Canada's bio *(refer to SC-3.1)* and WestJet's bio *(refer to SC-3.2)* their customer support is supposed to deal with Direct Message (DM) complaints (refer to SC-3.1). However, there are many travelers who tweet their complaint, by mentioning either @AirCanada, @WestJet, or @AirTransat and still these airlines' customer support team are very prompt with the replies and solutions. Airlines customer support deals with both official languages of Canada. Which are English and French. For this assignment we have retrieved and created a dataset containing tweets in English language only. According to the text analysis of these airlines and after looking closely at the tweets. We can see the most used word is "DM", which has a positive relationship with the following words: Baggage, Booking and Reference. The evidence for this conclusion is that whenever the travelers' tweet about their delayed, misplaced, or lost baggage *(refer to SC-3.3)*, Air Canada support team ask them to DM their baggage reference *(Refer to SC-3.5)*. Whereas, whenever the travelers have a complaint regarding the flight *(Refer to SC-3.4)*, Air Canada support team asks them to DM the Booking Reference *(refer to SC-3.6)*. But the thing is, WestJet customer support uses different terms like baggage claim number. Another interesting fact to be considered is that Air Canada has a different but more organized way of handling the customers. There twitter support agents are told to end the tweet with "/name *(refer to SC 3.3-3.6)*. We have figured out this is a more effective and organized way of dealing with customers, because if in future something goes wrong regarding the customers complaint Air Canada will know which agent should be held accountable.
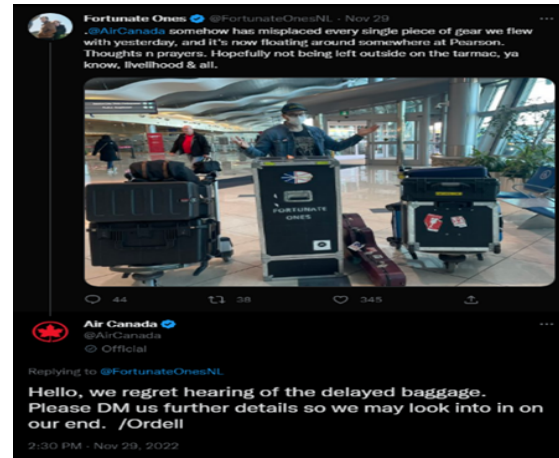
(SC-3.3)

(SC-3.4)

(SC-3.5)

(SC-3.7)

(SC-3.6)

Furthermore, these airlines companies care about the safety and privacy of their employees and passengers. There were few instances where the customer support agents of Air Canada asked the passengers to delete their tweets. As those tweets contained pictures of Air Canada

employees and tweets containing confidential information of the passengers *(Refer to the SC-3.7)*.

Objective 4

(SC-4.1)

(SC-4.2)

As mentioned in objective 3 the most used word is "DM" which is also written as "Direct Message" or "Send". All of these words are used in the same context. This is followed up by a

booking reference number and the baggage reference number that the airline's customer support representatives ask for whenever the passengers complain about something related to the flight. Airline companies extract the record of the passenger using thi reference number and further provide solutions to the problem *(refer to SC 3.3-3.6)*. However, after analyzing the tweets we have figured out WestJet customer support representatives use different terms to refer to the passengers flight details. For example WestJet uses reservation code *(refer to SC-4.3)*. Whereas, Air Transat customer support representatives do not provide solutions through tweets; they either tell the passengers to text them on **Messenger**, which is a messaging website of Facebook, or send them a link which directs the passengers to the Air Transat website where they are connected with the corresponding airline agents, or agents tell them give them a call *(refer to SC-4.4)*. I believe this is a longer and more frustrating way to handle the customers and they should focus more on improving their support service on Twitter. Making it more convenient for the customers.

| 2022-11-30	WestJet	@AustinLannon We are very sorry Austin, please send us a direct message with your full name, email address, **reservation** code and city pairs with dates, and we can investigate and advise.
2022-11-30	WestJet	@BOTninja99 John, there have been several cancellations due to weather and volcanos, in these cases your travel insurance would assist with those expenses. Send us a private message with your **reservation** code, full name and email address and we can investigate
2022-11-30	WestJet	@Koyczan Please send us a DM with your full name, six-letter **reservation** code, and email address on your booking, and we'd be happy to take a look. https://t.co/o7MlHGd5Wh
2022-11-30	WestJet	@aikhaled12 Please reach out with your **reservation** details, and we would be happy to provide direction. https://t.co/o7MlHGd5Wh
2022-11-30	WestJet	@bluegrassgrnsky Our apologies as we must collect secure information in order to address your concerns for your specific **reservation**, we do not want to compromise your security. For specific APPR claims all are welcome to reach out directly to the CTA for mediation.

(SC-4.3)

| 2022-11-28	airtransat	@kshaw0811 Hello Kathy. We're sincerely sorry to read this. To submit your claim to our Customer Relations team, please fill out this online form: https://t.co/eIMZ6WE7EM. An agent will get back to you as soon as possible. Thank you and have a great day! /Genevieve
2022-11-28	airtransat	@anettascio Hi there, please contact us in private message for assistance. Katherine
2022-11-28	airtransat	@bail_si @bobzmiozio Hello, I sincerely apologize for the longer delay than usual, we are receiving a high volume of calls. I can assure you that all of our agents are working hard to assist you as fast as possible. Note that you can always message us on Facebook if you have any questions. Julie.
2022-11-28	airtransat	@jeffnwi @WestJet Please contact us in private message. /Katherine
2022-11-28	airtransat	@stephmcclymont Hello, We kindly invite you to address all your inquiries on Facebook Messenger, where one of our agents will assist you as soon as possible. https://t.co/DSTaIUqfeP Thank you.
2022-11-29	airtransat	@GoslingGooglem Hello Jennifer, I can assure you that our call center agents are working as hard and as fast as possible to answer all calls in the best time possible. We do thank you for your patience. /Pascale

(SC-4.4)

Objective 5

Throughout a majority of this report, we have used Air Canada as a prime example of how to use social media as an effective and efficient airliner Twitter page. This is highly true still as we look towards what is the most influential twitter page.
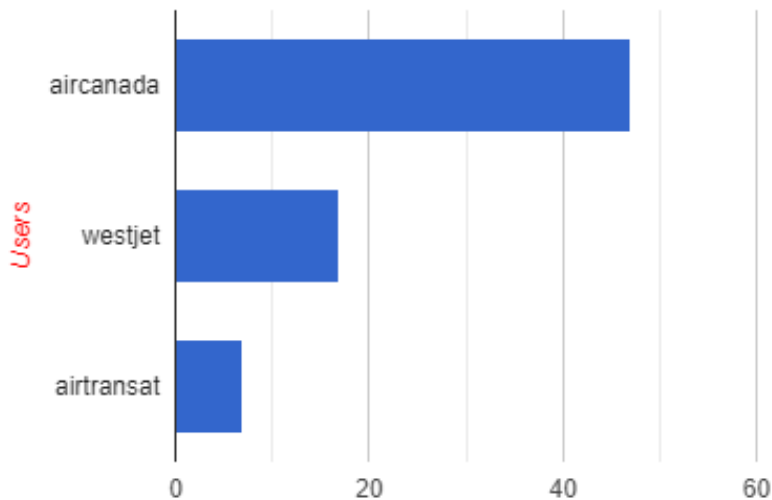
Using this outer-degree centrality graph, we can see how influential and representative Air Canada is compared to Westjet and Air Transit. Not only was Air Canada the most popular airliner out of the three, but also had the most liked tweets, responses to users replies, and overall attraction compared to WestJet and Air Transit.

(SC-5.1)

To measure "Influence" is rather obscure and is usually defined in terms of how successful the sales go up from the promotions and advertisements presented on their page. But for the tools and information we are given using Netlytic, we can determine which is the most influential Airliner out of three Twitter airliner pages we sampled, we can see who is more **interactive, responsive, and has more attention from their followers,** which has led us into this merged network cluster:
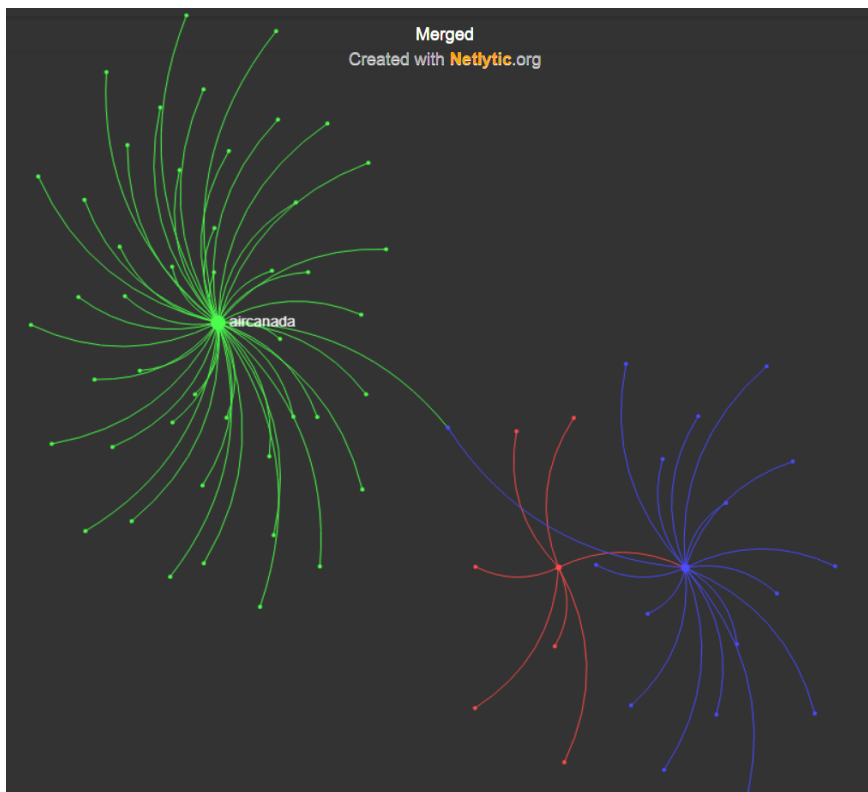
With this cluster network, we can easily see how much Air Canada (Green) has branched out and responded to talk with as many people and users that have interacted with their Twitter page.

We believe that this is what really shows how influential an Airliner can be with using the power of communication on Twitter. A good number of these \tweets were customer service as well.

(SC-5.2)

Objective 6

When observing the Text Analysis of all three twitter pages, it seems that only one of them has more active customer support and communication. Air Canada has a good amount of responses for their customers and followers that leave a reply on each of their tweets complaining about certain travel agency errors, payments, or delays.

Air Canada even has their own agent that leaves their signature after each customer support tweet, followed with guidelines, links, or otherwise standard procedures on how to respond to customer complaints on Twitter. I mention this information because the name of the agent was used so often and had so many responses, that it came up as a frequent and common word within the visualization.

Date	User	Posts (n = 13, including partial matches)
2022-11-26	AirCanada	@SachaStein Hello Sacha, please send us the booking reference here: https://t.co/Y5350IS3mC so we may look into this. /Rosa
2022-11-28	AirCanada	@PiperBayard Hello Piper, if you'd like to send us your inquiry here: https://t.co/Y5350IRvx4, we can advise. /Rosa
2022-11-30	AirCanada	@aaronhancox Hello Aaron, please send us the baggage claim number here: https://t.co/Y5350IRvx4 we will assist you with this. /Rosa
2022-12-01	AirCanada	@wkrowe_ We're sorry to hear this, Whitney. Please send us her booking details here: https://t.co/Y5350IRvx4 so we may assist. /Rosa
2022-12-01	AirCanada	@Fallforvee We're sorry to hear this, Vee. Please send us more details here: https://t.co/Y5350IRvx4 and we will follow up. /Rosa
2022-12-01	AirCanada	@keraoregan Hello Kera, we have replied to your DM. /Rosa

(SC-6.1)

There were 13 tweets that were all part of Rosa's responses to customers that were either highly upset, concerned, or lost and needed help with their issue.

I believe that WestJet and Air Transit need to have this exact same type of communication for their own customers. Not only do they lack an agent with a name to help them feel more connected to their customers, but to give comfort and the idea that they are being read and responded to by an actual human being with empathy and desire to help. According to **BYK Digital's Pros and Cons of using an auto reply messenger**, for a lot of customers that receive an auto response from a corporation on a specific issue they are dealing with, it can feel Impersonal or dull for them.

It can be said that the main point of social media such as Twitter, is used to communicate openly with other users. Corporations and businesses that willingly choose to be silent or only promote their business on Twitter through advertisements, sales promotions, or otherwise neglecting the capabilities of interacting with their followers, expressing gratitude or genuine concern for their customers and followers. This can feel rather one-way for the audiences and disconnected or otherwise unimportant for their concerns and problems to be viewed as anything worth researching or helping by WestJet and Air Transit.

To expand on how all three of them can become even better Twitter pages, is to follow more strategies to remain relevant and engaging. If we take a look at **10 Ways Small Businesses can improve their Social Media Presence**, we can explore the topic of "Engaging and staying relevant", I strongly believe that in this modern age where seeing massive business accounts interacting with other posts, or showing appreciation for their followers that gives praise, it feeds back positive attention for the business twitter page.

In short, communication and socialization is a key to being successful and relevant in the modern day Twitter atmosphere. Even if they are a broad business airline service company, there can still be much done in order to show more appreciation for their followers and customers.

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