JetBlue Case study

Answer keys

1. ***Identify needs, wants and demands of JetBlue's customers in this case.***

   Needs of JetBlue's customer:

   - Physiological needs: air, water, food, sleep
   - Safety need: safety of their boy and health (safety during the flights)
   - Love/belonging need: (Customer don't want to feel abandoned or dismissed, instead , they love to be cared and sympathy from the flight attendants or JetBlue employees.
   - Esteem need: although it is not very clear in the case, there is an evidence of Esteem need in page 3 that "I watched as the flight attendant was unfailingly kind and respectful to every passenger with whom she intereacted during the six-hour flight"

   Wants: customers want many things for their flights, but the most important thing is good customer service. They also want affordable (cheap) flight with free and high-speed Wi-Fi and in-flight entertainment. Consumers surely want more legroom for being comfortable on the plane and they also want diversified food (snacks). JetBlue did a very good job on this.

   Demand: there are "more than 35 million customers who fly with JetBlue a year". They are customers who want to fly with JetBlue AND afford to buy JetBlue's air tickets.

2. ***Which marketing management orientation was likely applied by JetBlue? Evidence?***

   Marketing Concept: because JetBlue tries its best to apply the customer-driven marketing strategy. They tried to customize their products and services to deliver the desired satisfactions better than its competitors do.

   Evidence 1: "a passenger who missed to grab his favorite Starbucks coffee" was provided Starbucks coffee when he was on the plane. Evidence 2: a women who had negative experience with Air Canada before switching to JetBlue. JetBlue was considerate and applied the cost of her husban tickets to her new reservation. Evidence 3: "endless in-flight entertainment" and customers can earn TrueBlue Loyalty points for shopping on Amazon.

3. ***Identify JetBlue's customer satisfaction in this case. Justify your answer.***

   Customer satisfaciton level: **very satisfied/delighted**. Justify: the examples of the Starbucks coffee or the woman with Air Canada, or endless in-flight entertainment/free Wi-Fi and "all-you-can-eat snack" were unexpected from the customer's side. Therefore, the firm delivered its performance better than customer's expectation.

4. ***How does JetBlue capture values from its customers?***

   JetBlue was ranked as the low-cost carrier with the best customer service experience in 2018 and they were among the best when it comes to overall customer satisfaction. JetBlue also consistently earns praise about their service from the same consumers who are conditioned to hate them. JetBlue got nice compliments and comments from its customers, including a

contributor to Forbes. She wrote nice things about JetBlue and that she "tells her assistant to look first for JetBlue flights whenever he's making travel arrangements" for her.

These evidences show that JetBlue does not only earn money on one-time customer purchase, but customer lifetime value through its customer satisfaction and loyalty. Besides, customers who like their service till talk and share positively about this company and buy JetBlue service whenever they need the service (like the Forbes contributor). This is also a very good advocacy for the brand. That is how JetBlue captures values from its customers.