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## **1. Business Strategy and Competitive Landscape**

- **How is the success of the business strategy measured?**
    - Success is measured by Delta's ability to manage competition from LCCs and internal challenges, such as labor issues and supply chain management (including Boeing plane deliveries). Success is defined by the strategy's ability to address these risks and adapt accordingly.
  - **What are Delta's current challenges in maintaining a competitive edge against low-cost carriers?**
    - The biggest challenge is losing customers on routes where LCCs operate more freely. Additionally, potential mergers (like Spirit with another LCC) and changes in competitors' seating strategies, such as Southwest, could also impact Delta's competitiveness.
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## **2. AI, CRM, and Data Integration**

- **How does AI and CRM align with the business strategy?**
  - AI can help model competitive strategies by analyzing data on LCCs, while CRM should ensure that Delta continues to satisfy both passenger and freight customers (e.g., UPS, FedEx). The AI-CRM system must align with the broader strategy by improving operational and customer-facing processes.
- **What insights are you hoping to gain from AI-CRM integration?**
  - As the AI-CRM integration is new, Delta is uncertain about specific insights. However, they hope to leverage their existing data to draw deeper insights, such as customer segmentation, predictive maintenance, and automated customer communications.

- **Which critical areas need data integration to improve decision-making?**
    - The most critical areas include customer experience data, which is currently siloed, revenue data, and freight operations data. Integrating these data sets would enable quicker decision-making and operational efficiency.
  - **How does Delta handle its data silos, and what impact do they have on the business?**
    - Data silos slow down decision-making and increase costs related to reporting. The current structure creates inefficiencies in critical areas like revenue reporting and customer experience, leading to delays and higher overhead costs.
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### **3. Customer Experience and Pain Points**

- **What customer issues or pain points have been identified as critical to address?**
    - Two major pain points include:
      1. Improving the boarding experience, which customers have flagged as needing refinement.
      2. Enhancing the treatment of frequent flyers, with faster upgrades and better rewards.
    - Internet-related complaints should not be part of this analysis, as they are being handled by a separate internal team.
  - **How does Delta approach market trend analysis?**
    - Delta tracks customer behavior (e.g., frequent flyer engagement, credit card usage, SkyMiles Lounge attendance) to adjust their strategy. These insights influence route planning and customer offerings, helping Delta target high-value customers and make decisions about which routes to prioritize.
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### **4. Regulatory and Operational Challenges**

- **What regulatory pressures affect Delta's operations the most?**
    - The Boeing strike affects Delta's ability to receive new planes, impacting operations. Additionally, increased scrutiny from the Department of Transportation regarding flight refunds and transaction policies creates regulatory pressures that Delta must navigate.
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## 5. Market and Trend Analysis

- **How does Delta approach market trend analysis?**
    - Delta uses **Porter's Five Forces** to assess market position and competitor strength. They also perform **competitive intelligence analysis**, comparing their financial and market data with publicly available information on competitors to make strategic decisions.
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## 6. Security and Data Governance

- **What is Delta's approach to role-level security for data and analytics?**
  - Delta needs data democratization, where leaders have access to key insights but do not necessarily need to see granular (cell or row-level) data. Different levels of data access should be structured according to roles. Senior leaders require high-level visualizations with KPIs, while operational teams need detailed data for day-to-day decisions.