







# Social Media Listening Project - Team C10

## Spirit Airlines

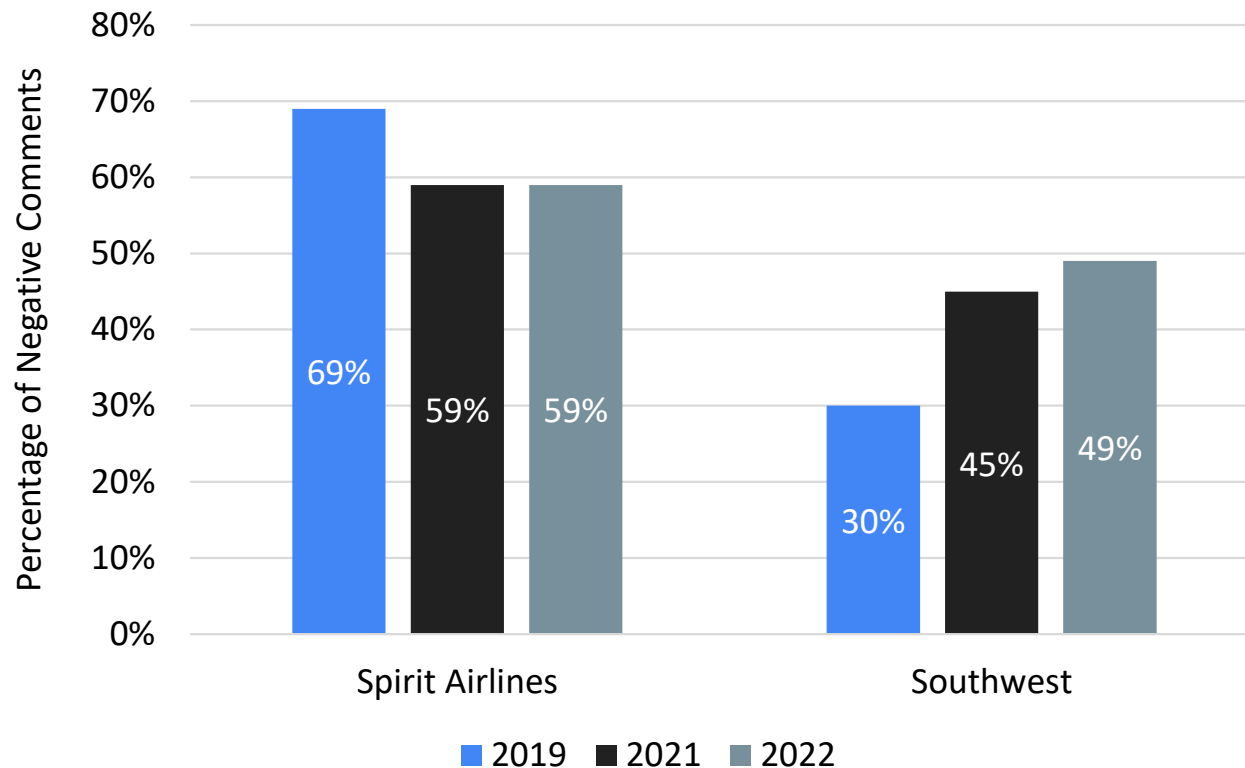
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# Setting the Context

			
	Focal	Benchmark	
	158,227	6,176,316	• Southwest is an early adopter of social media and digital technologies.
	128,000	849,000	• Customers receive updates on schedules, flight status, weather events and delays, crisis situations frequently.
	97,000	596,000	• On the other hand, Spirit airlines has no concrete social media listening strategy & no regular communication.
	126,000	2,100,000	

# Twitter Sentiment Analysis: Low in “Spirit”



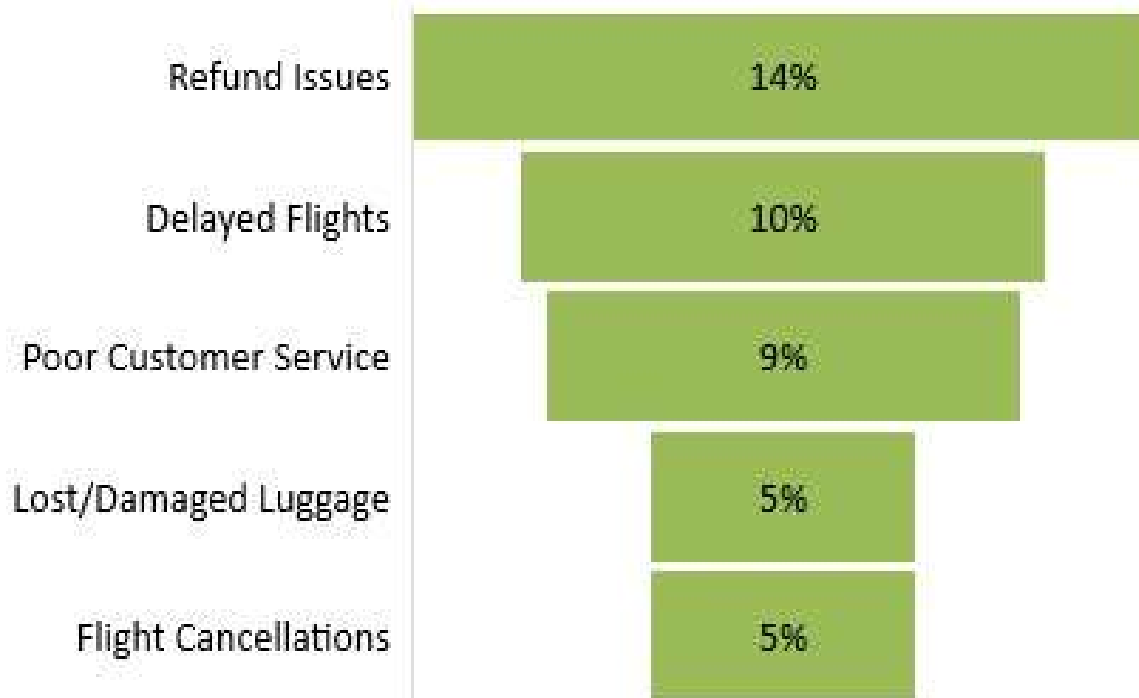
Twitter sentiment analysis by InsureMyTrip<sup>1</sup> revealed that in 2022, Spirit received second highest percentage of negative comments/mentions behind Frontier with 61%.

Top negative emotions put forth by customers are:

- delays
- cancellations
- erroneous refund policies
- some flawed website features
- poor customer service
- lost luggage

1. “US Airlines Ranked by Twitter Sentiment”, InsureMyTrip

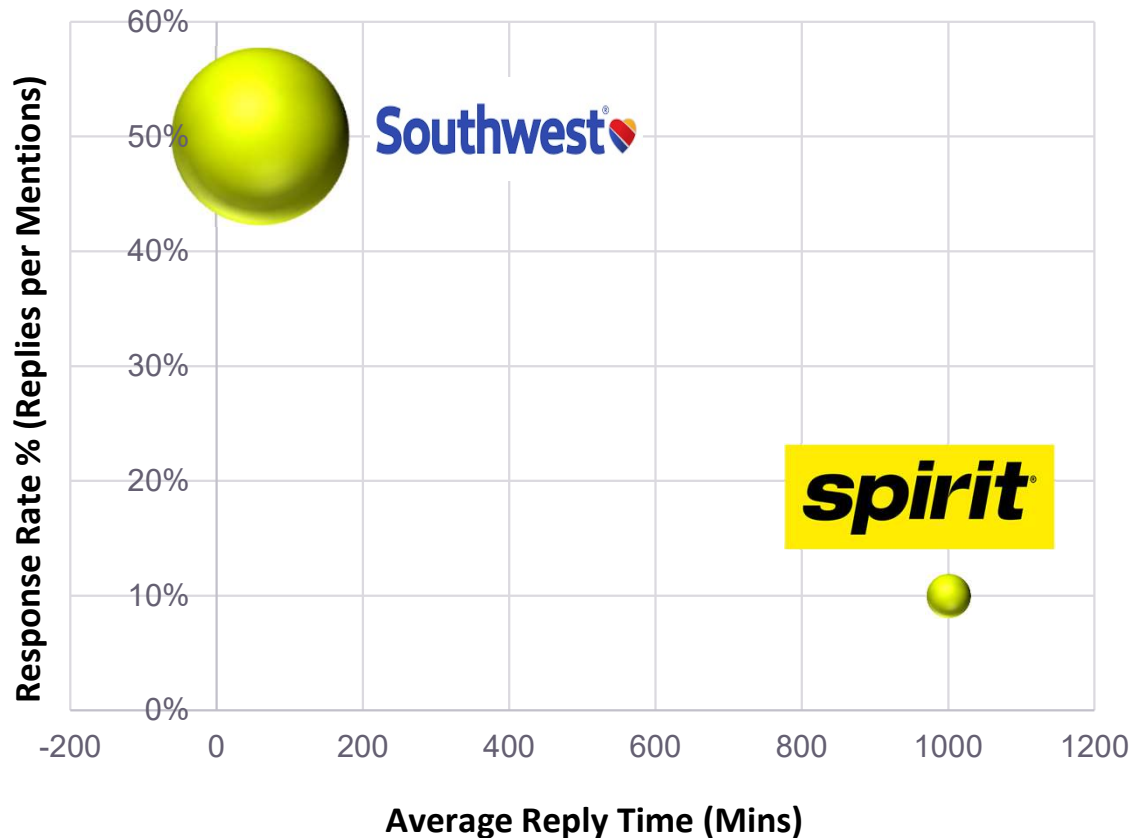
# Twitter Sentiment Analysis: Key negative mentions



- As per the report<sup>1</sup>, Twitter negative mentions about delays had come down from 19% in 2019 to 10% in 2022.
- Negative mentions about customer service showed an increase from 5% to 9% between 2021 and 2022.
- Spirit Airlines plane catching fire after landing at Atlanta Airport (July 2022) generated a lot of negative publicity for the airline.(+3650% in Google Trends).

1. "US Airlines Ranked by Twitter Sentiment", InsureMyTrip

## Twitter Sentiment Analysis: Lengthy response times and low response rate = adversarial relationships with customers



Note: The size of the bubble indicates the number of Twitter followers for each airline

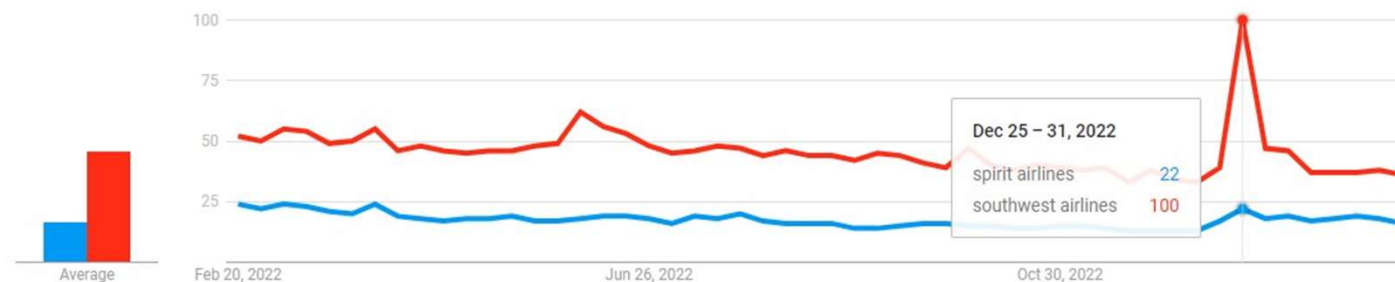
1. "The Social Media Habits of Top North American Airlines", Unmetric

- Spirit deployed robots to manage its Twitter account with the rationale that it is saving costs and passing on the benefits to customers<sup>1</sup>.
- In reality, there is a mix of artificial intelligence and live human agents to handle customer queries.
- Out of context/inappropriate responses, delays in connecting to the service agents and unavailability of service agents at times led to negative sentiment.

# Southwest generates more national interest compared to Spirit

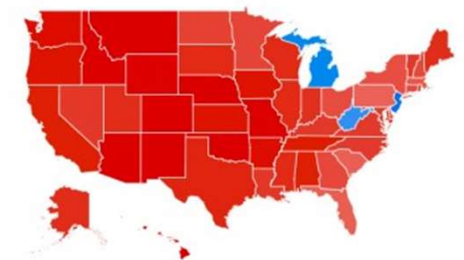
## Interest Over Time (Past 12 months between Feb 2022 and Feb 2023)<sup>1</sup>

Interest over time ?



Compared breakdown by subregion

● spirit airlines ● southwest airlines



Color intensity represents percentage of searches [LEARN MORE](#)

The queries and the most used search term for Spirit airlines are: **spirit airlines flight catches fire, who bought spirit airlines, spirit airlines reviews 2022, spirit airlines baggage fees 2022, spirit savers club.**

The queries and the most used search term for Southwest airlines are: **southwest airlines remote jobs, breeze airways, avelo airlines, what happened to southwest airlines, breeze airlines.**

1. "Interest Over Time", Google Trends



# Spirit lags behind Southwest in Content Engagement



BuzzSumo Content Analyzer (Feb 18 '22 – Feb 18 '23)<sup>1</sup>



8,204	Articles Analyzed	15,257
651,132	Total Engagements	1,590,664
79	Average Engagements	104
4252	Total Linking Domains	12,411



## Top 5 Pieces of Content by Total Engagements



- Nurse saves baby (11.7k).
  - Spirit Airlines rejects JetBlue (11k).
  - JetBlue Makes Offer for Spirit Airlines(10.2k).
  - JetBlue to buy Spirit (10.1k).
  - 6 Things I Wish I Knew Before My First Spirit Airlines Flight: Review (7.7k).
- Southwest Airlines is sued for not providing refunds (64.5k).
  - Father drives 1,100 miles to pick up daughter stranded by Southwest (41.5k).
  - Southwest Airlines flight credits will no longer expire (37.2k).
  - Southwest Airlines Announcement - SNL (32.7k).
  - First Mother-daughter Pilot Duo (27.3k).

1. "Content Analyzer", BuzzSumo

# Higher customer satisfaction drives Southwest's revenues and brand

## Customer Satisfaction Benchmarks by Airline Company

### American Customer Satisfaction Index<sup>1</sup>

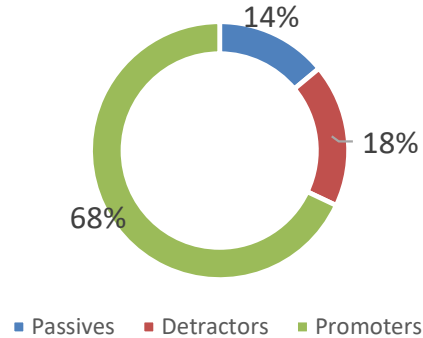
Airline Company	2021	2022
Southwest Airlines	79	77
Spirit Airlines	66	63

### Airline Satisfaction Study (Economy Class) - JD Power<sup>2</sup>

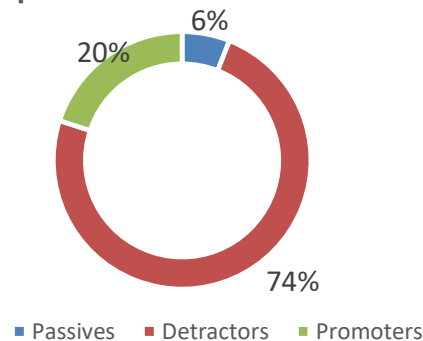
Airline Company	2022
Southwest Airlines	849
Segment Average	792
Spirit Airlines	772

**NPS Scores reported by ZoomInfo** (NPS Score Results were generated by 407 employees and customers of Southwest Airlines and 178 employees and customers of Spirit Airlines)

Southwest Airlines NPS Score = 50



Spirit Airlines NPS Score = -54



**Southwest**

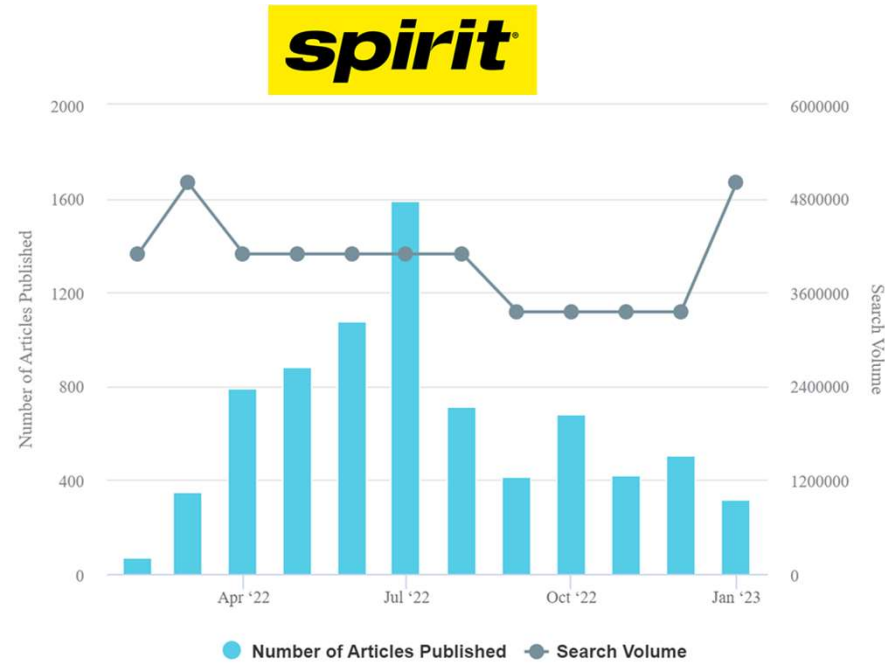


Net Promoter Score  
**Winner by 104**

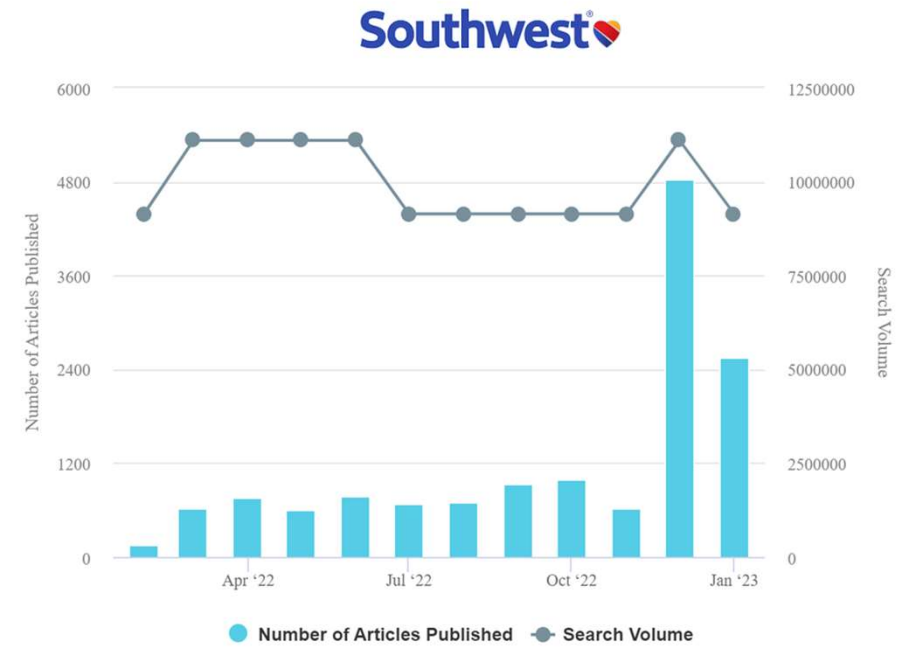
1. "The definitive measure of passenger satisfaction with cause-and-effect analysis", ASCI LLC
2. "North American Airline Passenger Satisfaction Declines: Here's Why That's Good News, Says J.D. Power", J.D.Power



# Low CPC gives Southwest more potential leads and a higher ROI



BuzzSumo



BuzzSumo

Airline Company	Search Volume <sup>1</sup>	Cost Per Click (CPC) <sup>1</sup>	Articles Published <sup>1</sup>
Southwest Airlines	11.1 M	\$ 1.80	4.2 K
Spirit Airlines	4.1 M	\$ 1.91	1.8 K

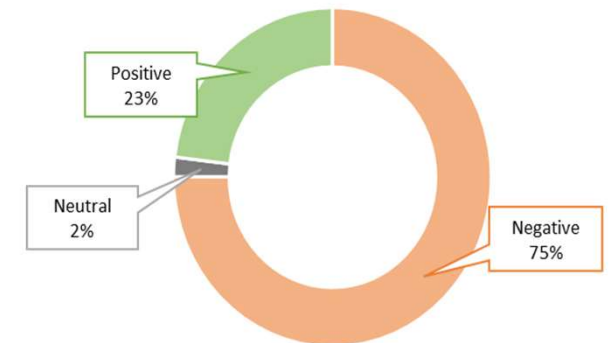
1. "Search Volume", BuzzSumo

# Buzzword analysis validates the Twitter sentiment analysis



## Top 5 buzzwords over last seven months:

1. Terrible customer service
2. Delayed
3. Hidden charges
4. Great service
5. Cancelled



*Datasource<sup>1</sup>: Reviews from TripAdvisor*

Key areas of improvement identified	Segment	Scope of this report
Customer service	Marketing	Scope is limited to marketing and communications only.
Flight timelines	Operations	
Lack of transparency	Communications	

1. "Customer Reviews", TripAdvisor

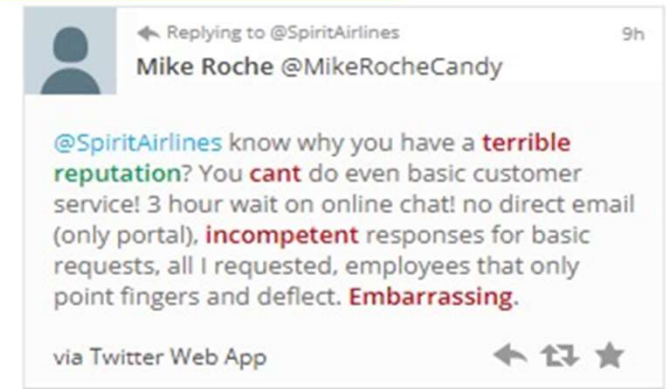
# Tweets further pinpoint the often repeated customers' issues



## Siloed and Chaotic Customer Service



## Cancellation and Refund delays



## Poor Customer Service



## Mediocre User Experience on Website



## Chatbot's inappropriate Response



## Unethically taking away Miles

# Key findings and takeaways

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Weak social media presence coupled with poor social media marketing strategy across major platforms alienating its customers.



There is a dire need to improve customer experience for both potential customers as well as existing customers.



Flight delays, cancellations, non-transparent fee structure, refund issues are commonly voiced complaints in the social media.



Unsatisfactory social media customer service is failing to retain customers. Its customers are disengaged due to brand's failure to post, promote, retweet quality content.



Poor customer service was frequently pointed out in all social media analytics platforms resulting in weak customer loyalty.



# Recommendation 1: Embrace digital transformation to enrich customer experience

Implementation	Impact	Metrics
<ul style="list-style-type: none"> <li>● <b>Double down on digital, more personalized omnichannel customer experience</b> <ul style="list-style-type: none"> <li>○ Ensure seamless personalized customer experience, and data security across smartphones, desktops, tablets, and airport check-in kiosks to allow passengers to manage travel.</li> <li>○ Integrate multiple systems deployed in silos across different channels into a unified platform.</li> <li>○ Consolidate data across all platforms to enable agents to gather 360° customer data, track each request, and respond to timely queries accurately.</li> <li>○ Redesign account creation, airline customer journey and fix website glitches.</li> <li>○ Explore data sharing via Blockchain among multiple airlines across entire value chain.</li> <li>○ Launch 'Call for Ideas' competition for startups, and work with innovative companies.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Improved employee productivity</li> <li>• New revenue streams</li> <li>• Enhanced operational efficiency</li> <li>• Reduced costs</li> </ul>	<ul style="list-style-type: none"> <li>• Support turnaround time</li> <li>• Average revenue per customer</li> <li>• Return on investment</li> <li>• Profit margin</li> <li>• Actual manhours</li> </ul>
<ul style="list-style-type: none"> <li>● <b>Deploy effective chatbots, Artificial Intelligence, and Machine Learning tools</b> <ul style="list-style-type: none"> <li>○ Replace the existing chatbot with effective and accurate AI-powered chatbot that provides real-time answers to customers' questions and allow them to manage bookings, and track flights via social media, whatsapp, website, and mobile application.</li> <li>○ Enhance chatbots with more capabilities like upgrade, collect feedback, track/claim baggage, manage refunds, and receive personalized offers.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Effective and scalable support</li> <li>• Lead generation</li> <li>• Reduced customer service costs</li> <li>• Delighted customer</li> </ul>	<ul style="list-style-type: none"> <li>• Issue resolution rate</li> <li>• Human takeover rate</li> <li>• Net Promoter Score (NPS)</li> </ul>

## Recommendation 2: Implement multi-pronged strategy to boost social media presence and customer support

	Gamification for customers	Influencer network	Customer service for 1:1 interactions at scale	Social media marketing (Content marketing)
Implementation	<ul style="list-style-type: none"> <li>• Create a fan's portal.</li> <li>• Reward participation in these "games" with discounts, promotions, points, and badges.</li> </ul>	<ul style="list-style-type: none"> <li>• Build an influencer network to change the social media narrative.</li> <li>• Identify influencers based on reach, engagement, alignment with the brand, and data.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide one-on-one customer support and feedback loops through social media.</li> <li>• Offer interactive, responsive, and immediate support.</li> </ul>	<ul style="list-style-type: none"> <li>• Retweet and repost happy conversations and experiences.</li> <li>• Brand must use hashtags to build relevance and authority.</li> <li>• Adopt social media management software.</li> </ul>
Impact	<ul style="list-style-type: none"> <li>• Higher brand equity.</li> <li>• Improved brand advocacy.</li> <li>• Larger wallet- and mind-share.</li> </ul>	<ul style="list-style-type: none"> <li>• A sense of community and emotional intimacy among customers and maximize campaign reach.</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced brand's reputation.</li> <li>• Positive engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Brand will be "humanized".</li> <li>• Brand will be an "active" participant in the market.</li> <li>• Positive "voice of customer".</li> </ul>
Metrics	<ul style="list-style-type: none"> <li>• Total page views</li> <li>• Time on site</li> <li>• Daily active users</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer growth rate</li> <li>• Click through rate</li> <li>• Number of referrals per influencer</li> </ul>	<ul style="list-style-type: none"> <li>• Repeat purchase rate</li> <li>• Retention rate</li> <li>• Resolved tickets per agent</li> <li>• Average response time</li> <li>• Net promoter score</li> </ul>	<ul style="list-style-type: none"> <li>• Total reach</li> <li>• Total impressions</li> <li>• Share of voice</li> <li>• New subscribers</li> </ul>

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“The definitive measure of passenger satisfaction with cause-and-effect analysis, American Customer Satisfaction Index”, <https://www.theacsi.org/industries/travel/airlines/>, Accessed February 10, 2023

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