

the **BIG IDEA** worksheet

Identify a project you are working on where you need to communicate in a data-driven way.
Reflect upon and fill out the following.

PROJECT Boosting Airline Revenue by Transforming Neutral and Dissatisfied Customers into Repeat Flyers

WHO IS YOUR AUDIENCE?

- (1) List the primary groups or individuals to whom you'll be communicating.

Airline's Revenue Optimization Team
Customer Experience Managers
Marketing and Loyalty Program Teams

- (2) If you had to narrow that to a *single person*, who would that be?

Head of Revenue Optimization

- (3) What does your audience care about?

Increasing customer retention and lifetime value.
Understanding actionable insights to convert dissatisfaction into satisfaction.
Strategies that align with profitability goals and resource optimization.

- (4) What action does your audience need to take?

Approve and implement targeted short-term and long-term initiatives:
- Launch a "Feedback-for-Rewards" program for dissatisfied passengers.
- Test value-added service bundles for Economy travelers.
- Develop partnerships for loyalty programs targeting dissatisfied business travelers.

WHAT IS AT STAKE?

What are the *benefits* if your audience acts in the way that you want them to?

-Increase repeat bookings by converting 20% of neutral/dissatisfied passengers.
-Unlock untapped revenue potential by targeting high-potential customer segments.
-Enhance airline brand reputation and long-term customer loyalty.

What are the *risks* if they do not?

-Continued loss of dissatisfied customers to competitors, impacting revenue.
-Missed opportunities to maximize profitability from current passengers.
-Widening gaps in customer satisfaction could harm brand equity.

FORM YOUR BIG IDEA

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.

"By addressing the dissatisfaction of key passenger segments and implementing targeted service enhancements, we can increase customer retention by 20% and unlock new revenue streams, transforming airline profitability"