



# TWITTER SENTIMENTS

What do people tweet about United Airlines?

# CONTENT

Challenge

Key Findings

Call to Action

Cost Analysis



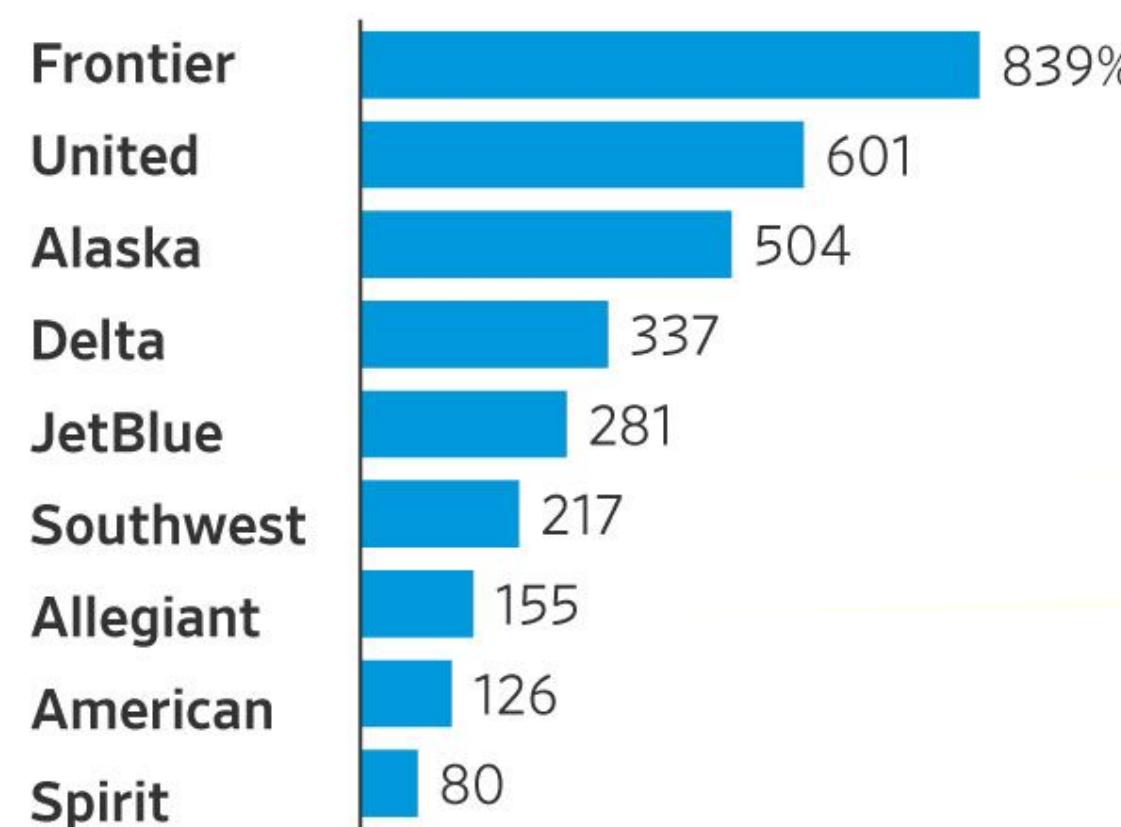
# The Complaint Department

- Complaints about airlines and travel sellers exploded in 2020, driven by problems with refunds for pandemic-canceled trips.

Total annual consumer complaints filed to Transportation Department

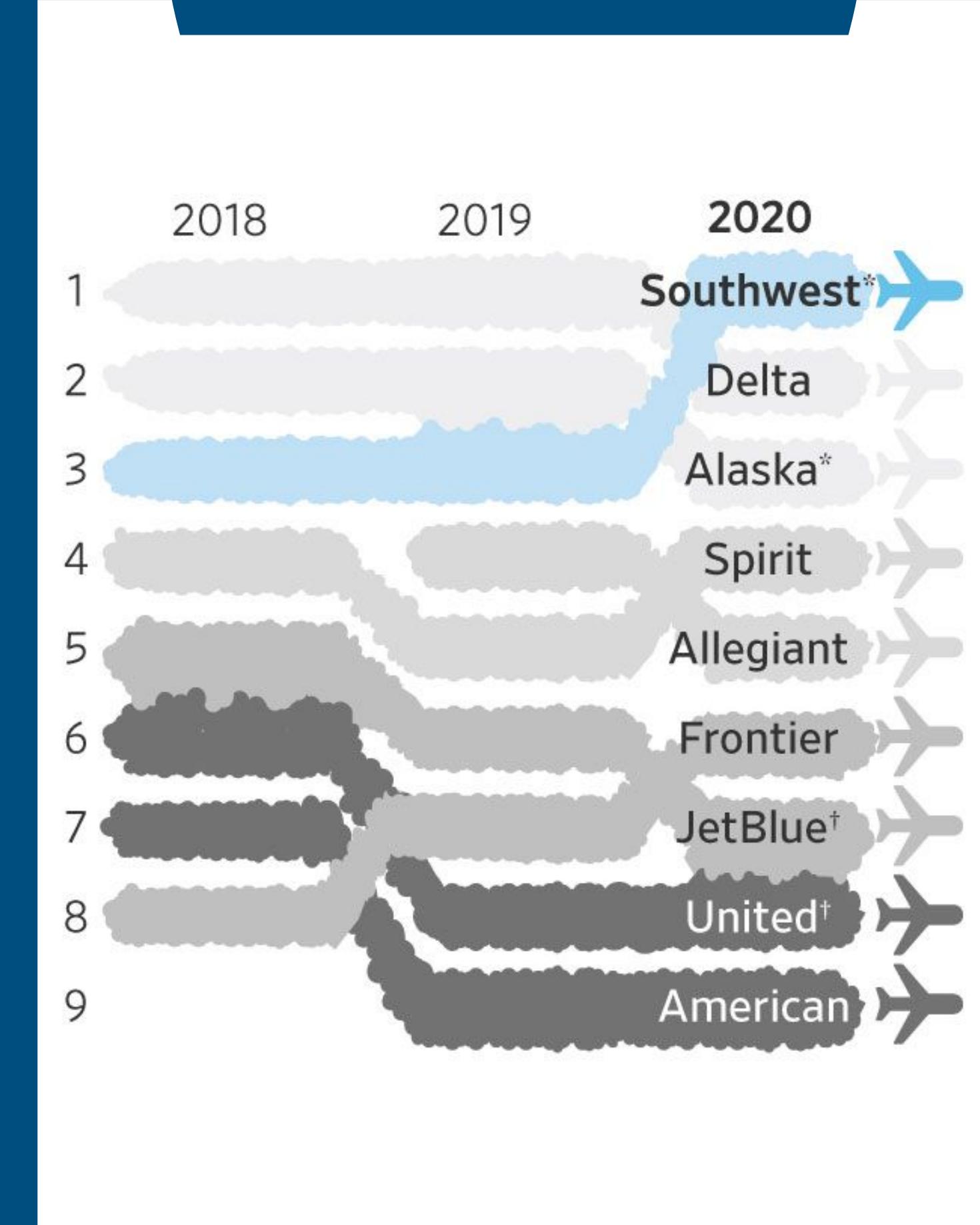
CATEGORY	2019	2020	CHANGE
<b>Refunds</b>	1,524	83,305	<b>5,366%</b>
<b>Fares</b>	1,151	3,122	<b>171%</b>
<b>Reservations</b>	1,837	4,427	<b>141%</b>
Flights	4,788	1,848	-61%
Customer Service	1,588	1,668	5%
Baggage	2,570	1,257	-51%
Disability	891	601	-33%
Other	957	852	-11%

Complaints about refunds, fares and reservations, percentage change from 2019 to 2020 by airline.



## How the Airlines Stack Up

- The overall performance of the largest U.S. airlines on the Middle Seat scorecard, from 2018 to 2020.



# CUSTOMER EXPERIENCE: NO-CHANGE FEE POLICY

**Tickets Included?**

All, except basic economy

**Destinations Included?**

All domestic.  
Puerto Rico, U.S. Virgin Islands.  
All international flights departing North America, as well as flights to/from the U.S., Mexico and the Caribbean

**Award Tickets Included?**

✓

**Switching to a Cheaper Flight?**

Issued credit with the price difference

**Switching to a more Expensive Flight?**

You owe the fare difference

**Refundable if Cancel?**

✗

**Credits Convertible to Points?**

✗

All, except basic economy

All domestic.  
Puerto Rico, U.S. Virgin Islands  
All international flights departing North or South America.  
Mexico, Canada and the Caribbean.

✓

Issued credit with the price difference

You owe the fare difference

✗

✗

All, except basic economy

All domestic.  
Puerto Rico, U.S. Virgin Islands.  
All international flights departing North America, as well as flights to/from the U.S., Mexico and the Caribbean

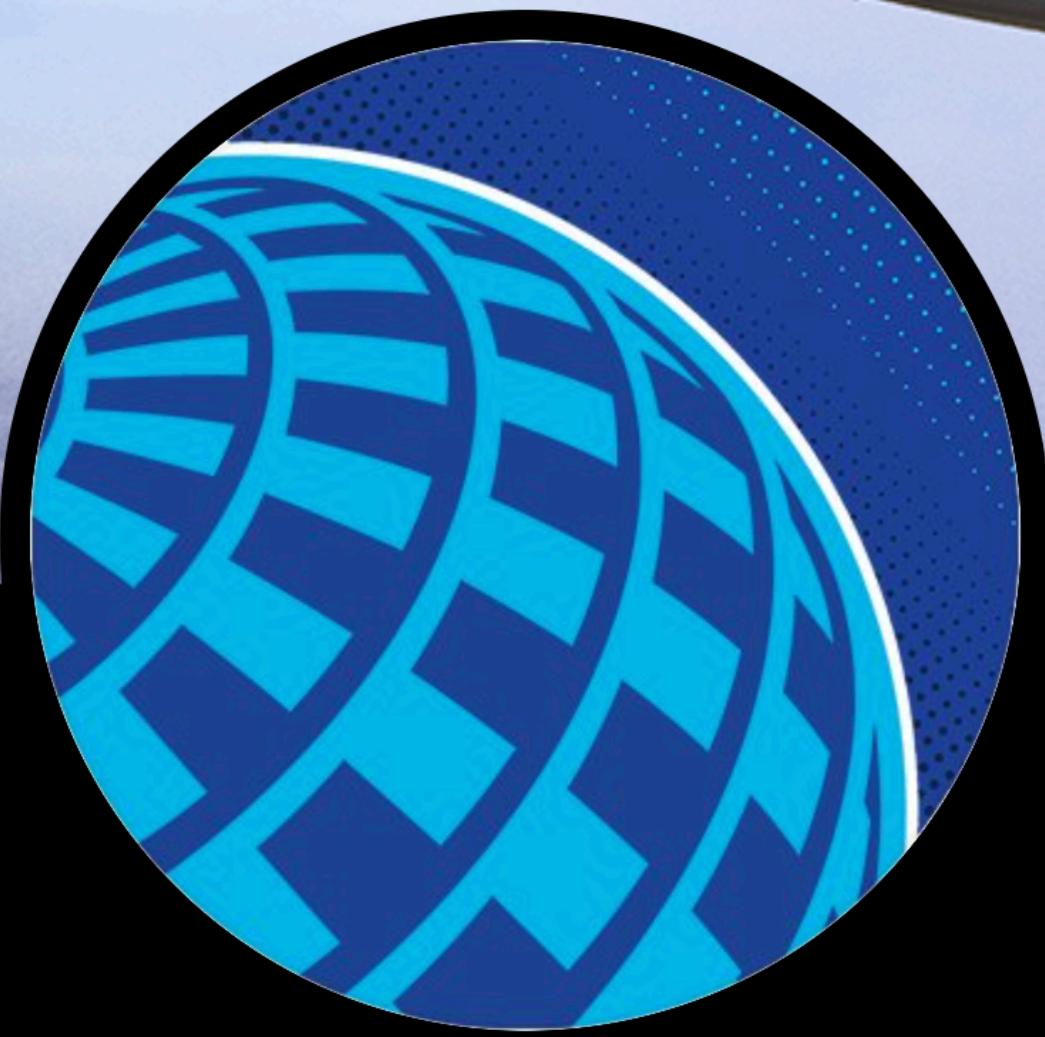
✓

**Lose the value**

You owe the fare difference

✗

✗



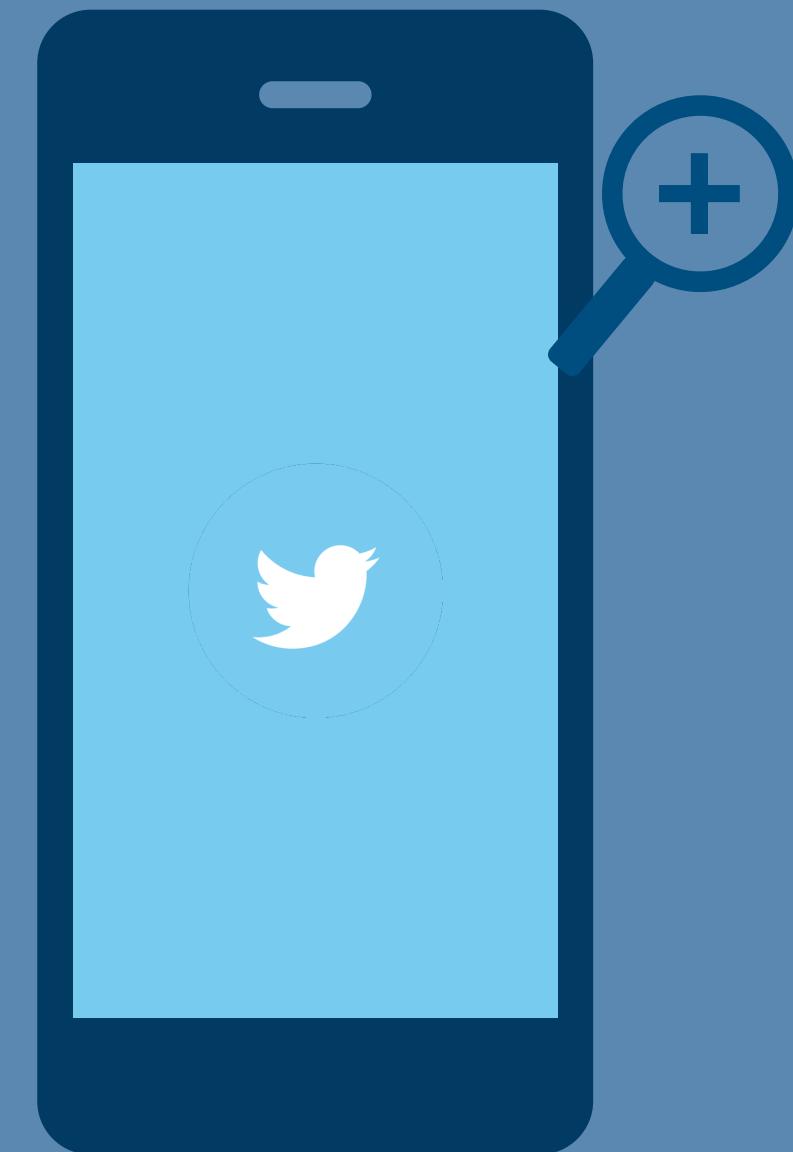
**United Airlines** ✓  
@united

1,115,745  
followers



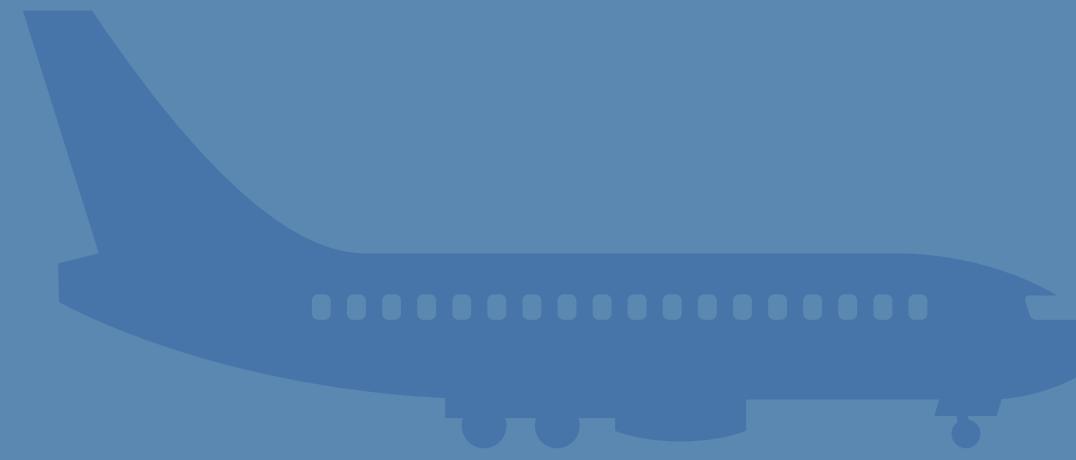
The latest on all things United, in flight and beyond. With live 24/7 support to help you on your way.

# #CustomerService Tweet Response Time



North American Airlines	Av Response Time
@AlaskaAir	2mins 34s
@JetBlue	5mins 3s
@Delta	8mins 45s
@SouthwestAir	10mins 2s
@VirginAmerica	16mins 21s
@WestJet	17mins 7s
@AmericanAir	25mins 5s
@AirCanada	1hr 26mins
@united	2hrs 10mins
@SpiritAirlines	5hrs 48mins
Average	1hr 5 mins



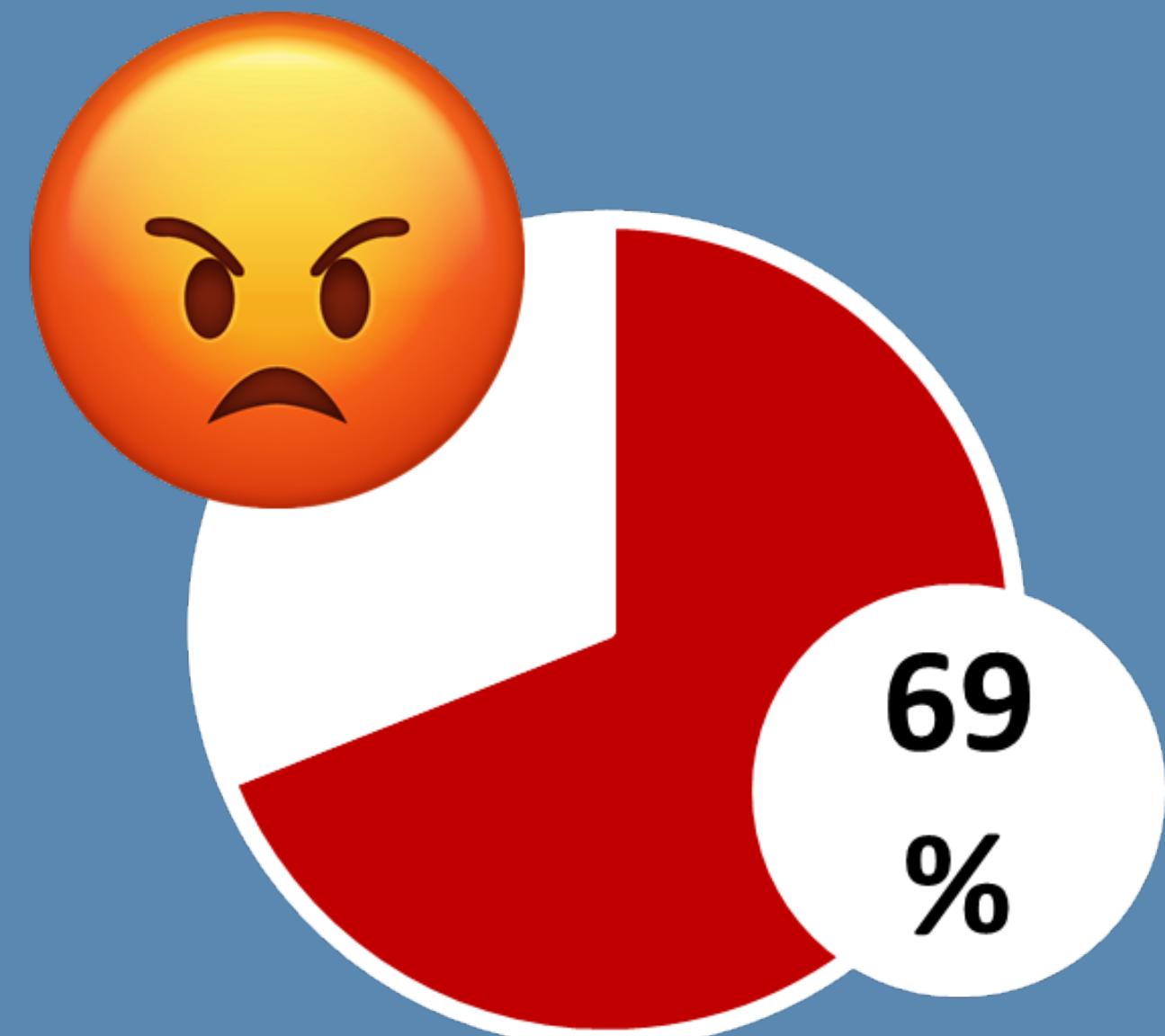
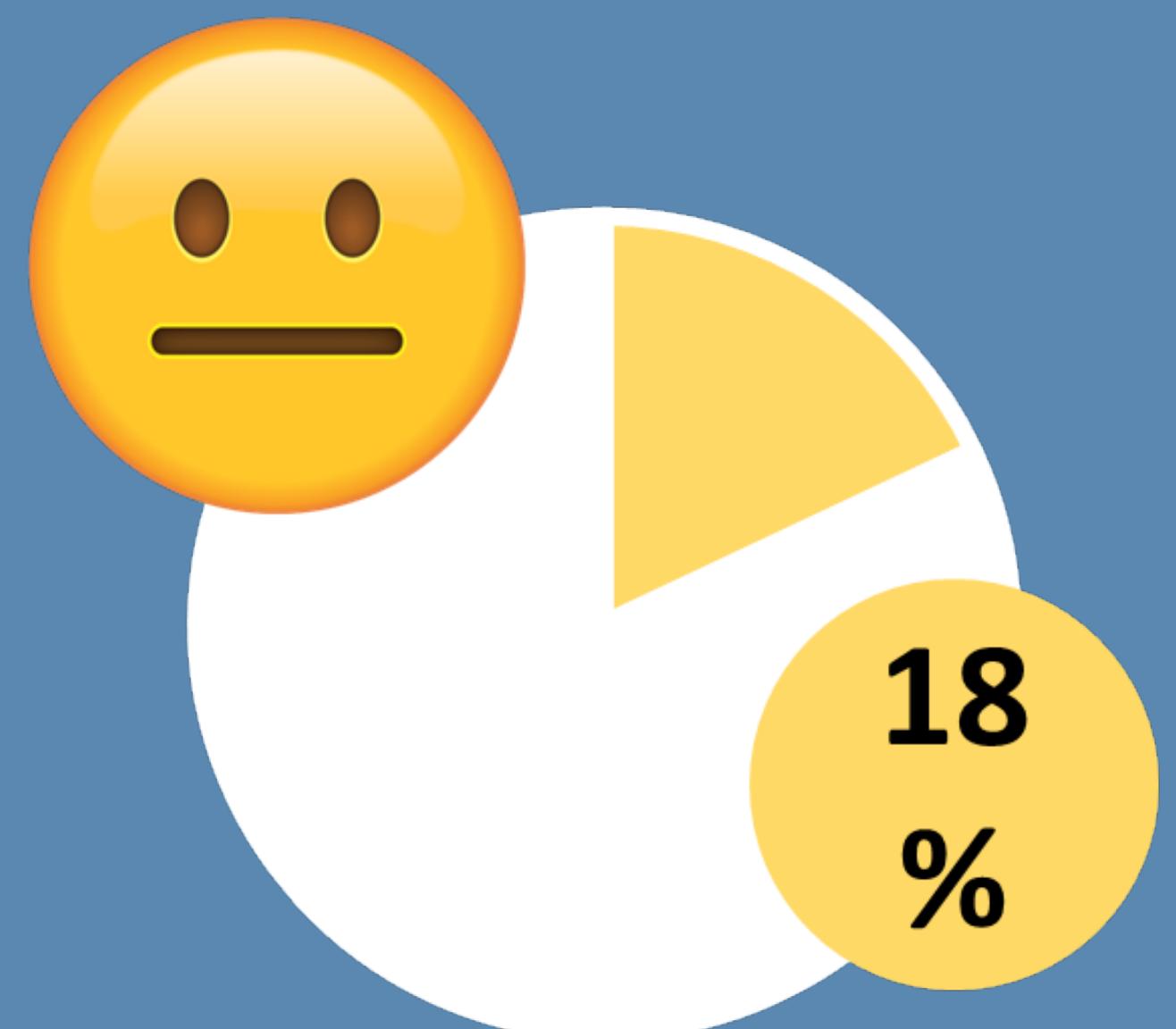
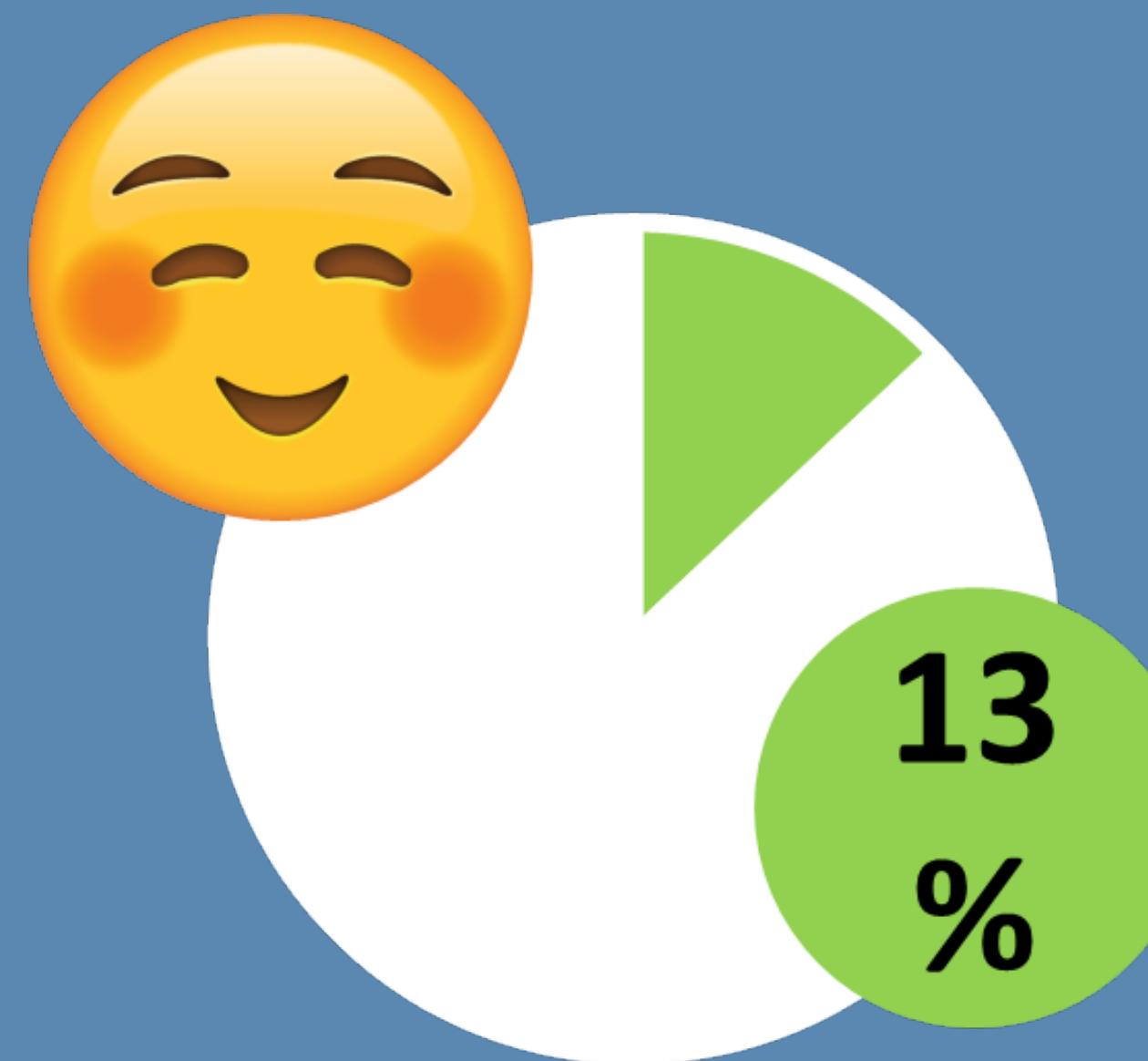


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Negative tweets in a week

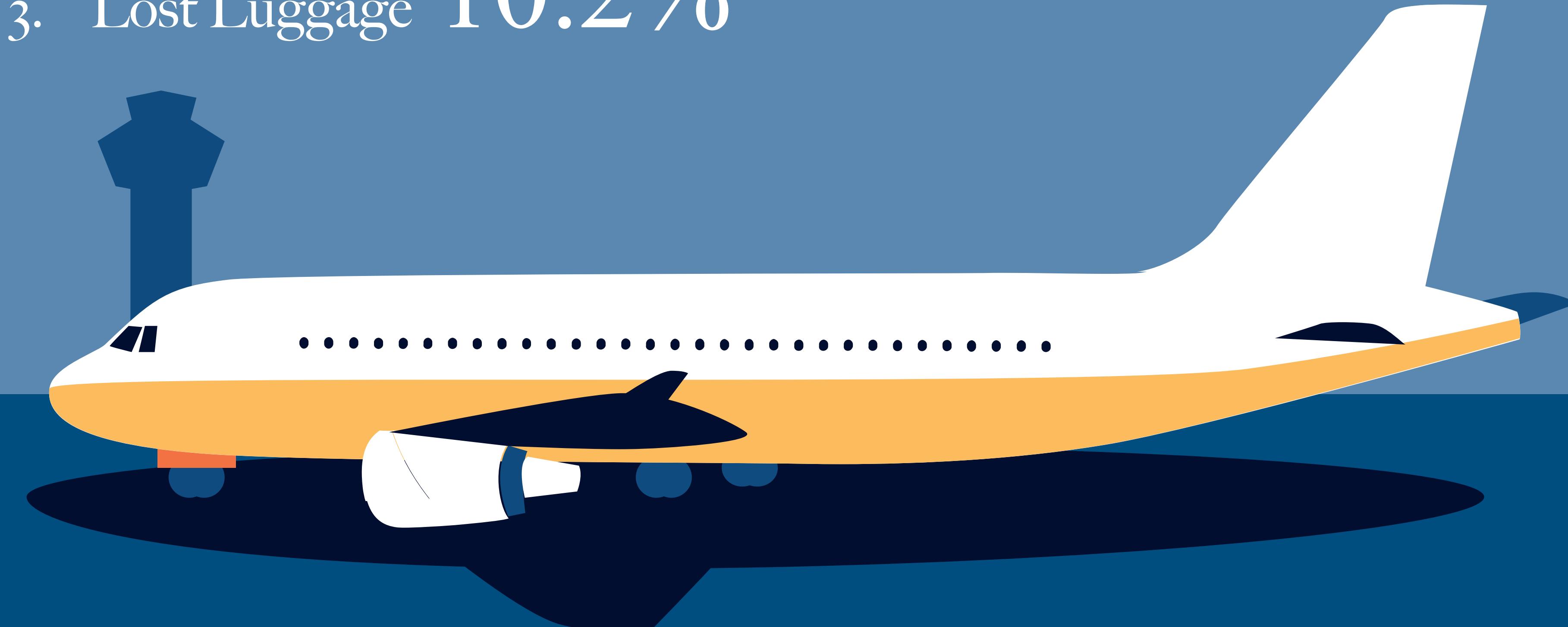
72%

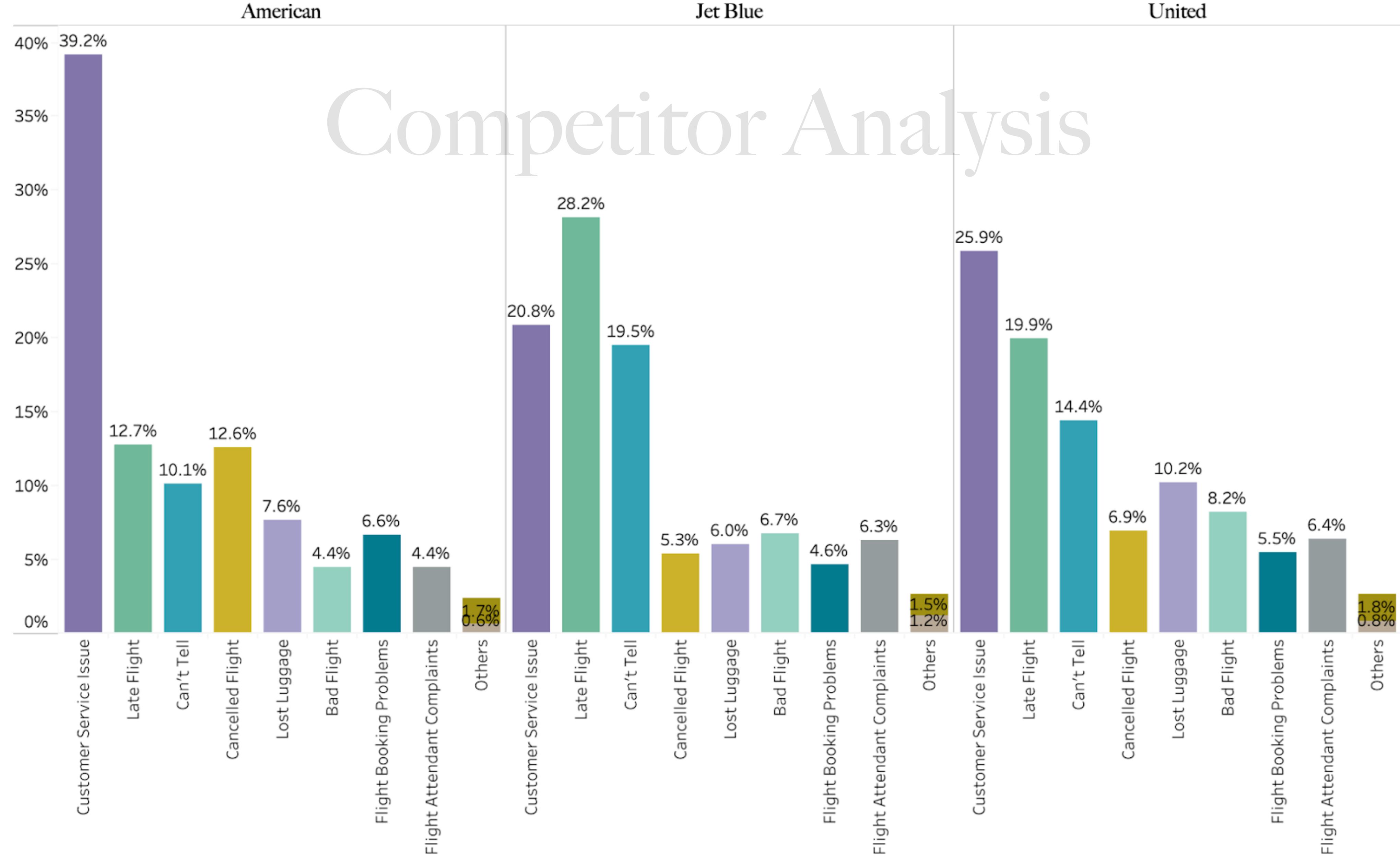
We have confidence in the result of sentiment analysis for 72% of tweets.



# Top 3 Negative Reasons

1. Customer Service Issue 25.9%
2. Late Flight 19.9%
3. Lost Luggage 10.2%



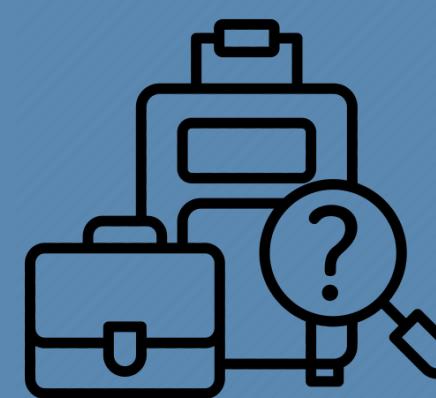


Calculation1 for each Negativereason (group) broken down by Airline. Color shows details about Negativereason. The view is filtered on Airline, Negativereason and Negativereason (group). The Airline filter keeps American, Jet Blue and United. The Negativereason filter has multiple members selected. The Negativereason (group) filter excludes no members.



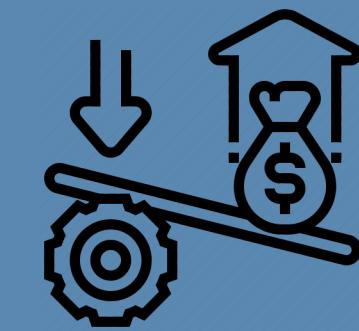
# “A New Trend in the Air Passenger Experience.”

1. Customer service issue:  
Recruit and train social media customer service specialist
2. Late flight:  
Develop a service recovery plan
3. Lost luggage:  
Develop luggage tracking feature in United Airlines App





# Small Investment Huge Return

Total Investment = **\$1,030,000**   
Social Media Customer Service Specialist + Training  
Improve net promoter score by **10%**.



Let's turn unhappy  
customers into  
loyalists and  
recommenders!





Fred Chen, Shiyu Hua, Yifei Fan, Heidi Lu, Yiting Zhang,  
Analytics Team | United Airlines



PRESENTED

# REFERENCE

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