

Global Premium Airline

Business Challenges

- Highly competitive global industry – culture driven by cost control and asset utilization
- Absence of a burning platform to align leadership around importance of customer experience to underpin success
- Lack of clarity on what was important to key customer groups

Business Solutions

- “Inside-out” and Outside-in” customer experience diagnosis (focus on high-value target groups)
- Cross-silo involvement to secure confidence and buy-in
- Definition of issues and opportunities to secure a leading experience
- Leadership alignment on strategic plan to retain and grow key customer groups

Business Results

- Market-leading growth with renewed focus on the brand service personality
- Leadership alignment on the importance of customer experience
- Utilization of the data assets to build customer value, loyalty and advocacy
- Renewed focus on importance of quality and engagement of all staff as a key discipline

Why
CFN?

“We are one of the world’s leading and fastest growing airlines - our objective was to focus on what was important to customers so we could align the brand with a world-class customer experience. This foundational work helped to unite our senior leadership behind the importance of the experience to underpin our growth aspirations.”

– Global CX Lead