

The power of Video Feedback for:

Customer Experience

Let customers tell their stories to better understand their experiences and what matters most to them



See it in Action

Driving Action & Improving Experiences

Challenge

- The 'Alaska Listens' survey collects feedback focused on their guest's day of travel experience, and links to their ticketing system which helps to bridge the gap between friction points and what their frontline can do to improve those experiences. This feedback is crucial, but Alaska was looking to do more to amplify the voice of their customers and better understand what's important to them.

Solution

- Alaska Airlines used their Alaska Listens survey as a deployment tool to capture video feedback in 3 distinct areas: what friendliness means, understanding millennial thoughts on sustainability in the airline industry, and lastly, inviting customers to tell them anything! By embedding video open-ends into existing surveys, Alaska was able to give customers' an opportunity to speak directly to Alaska about anything they cared most about, with no boundaries or limitations on the type of feedback they could give.

Business Impact

- Video provided a better understanding of key segments of their customer base, which gave clear actions Alaska can use to continually improve their experiences and maintain their number one ranking in customer satisfaction. They've also created a platform for new customer learning. Customers now answer the questions Alaska never knew to ask, providing additional insight and at the same time shining a light on the feedback they were seeing from other feedback methods. This additional context and new learning, combined with the emotion that can only be generated by hearing the voices and seeing the faces of their customers, truly amplifies the customer voice and drives action.
- One area where they needed more context was around "friendliness". This came up in their Alaska Listens survey system-wide, but on its own was too vague and not actionable. By obtaining a deeper understanding of what friendliness means to their customer base, Alaska was able to establish specific steps to action and further improve the entire flight experience.