

I At a Glance

Challenge

Monitor, analyse and channel the mass of data available online to manage Air France's online reputation.

Solution

A two-tier approach:

- Corporate Communications teams: monitoring online media presence and the company's online reputation.
- Marketing & Communications teams: picking up on travelling customer voice and views.

Results

Effective management of online reputation and customers' voice; anticipation of digital buzz since the implementation of the project.

- Identification of key influencers and other KPIs.
- Two extra projects since 2010 and more in the pipeline.
- Recommendation from Air France gained us another important client.

I Social Media Stats

Air France's profile has increased considerably since they started using Akio Spotter's platform:



Likes

Feb 2011 – 68,536

Today – 1,989,185

INT.



Followers

Feb 2011 – 32,633

Today – 267,218

FR



INT



Feb 2011 – 70,000

Today – 412,929

(all accounts)

I The Challenge

In 2010, Air France realised the importance of the social media "big data" phenomena and wanted a system that would help them monitor, analyse and engage on social and online media. Two major events triggered the value of using Akio Spotter's platform:

- Snowfall in December that crippled airports throughout the world in 2010, for which Akio Spotter delivered an Ad-Hoc Study to the Air France team, allowing them to track and analyse the situation and take informed decisions.
- In April 2011, the Japanese Tsunami generated bad buzz on social media for Air France that escalated into negative coverage in the off-line international press

I The objectives

- Improve in-house monitoring
- Leverage monitoring and analysis methodologies
- View the big picture and analyse trends
- Reduce the time spent in-house on research and manual analysis

Examples of social media monitored by Akio Spotter for AF



I Akio Spotter's Platform

Akio Spotter and Air France devised Flyerbuzz, a customised platform which collects all relevant data from multiple online sources (webnews, Twitter, Facebook, blogs, forums, YouTube, etc), cleans it and ensures it is ready to use. Scope focuses on 2 continents: North America and Europe, in English and French.



Corporate

A daily newsletter summarising coverage and opinion from pre-identified sources focuses on corporate image. Multiple users receive this newsletter which is complemented by a weekly analysis report.



260
recipients



Marketing and Communications

Customer opinions are key throughout all the different stages of passenger experiences. Are clients happy with on-board service? With the way luggage problems are handled, etc.? Air France now uses "Smart data" provided by Akio Spotter to generate their own customer insight reports.



205
recipients

I Results



Air France manages its online reputation and picks up quickly on issues that are liable to generate bad buzz. The company knows its social media key influencers. Volume curves are a useful KPI for Air France. Since the beginning of the project, Air France's social media presence has evolved and the company has recently been awarded the "Trophée Qualité Web" for the best online client relations in the category 'Tourism / Transport' and is renowned for its excellent online response rate (95% source: <http://www.lechotouristique.com/trophees-innovation/air-france>).

Air France's collaboration with Akio Spotter mirrors the fast changing world of social media. The client has added four extra projects since 2010; two online reputation projects for its subsidiaries, Transavia and Hop!, a project focused on trends in customer experience, and a project for worldwide monitoring and analysis of Air France's corporate reputation.

Air France benefits from Akio Spotter's Premium features. The company is one of the first to use our new application Akio Spotter, and to have access to the new generation of Influencers Dashboard with real time alerts when a key influencer Tweets or posts about Air France, and advanced scoring on digital and non-digital influencers. Thanks to a recommendation from Air France, Akio Spotter signed a major deal with an international entertainment company.