

Maximise passengers' experience by better understanding their voice and measuring the impact of influencers through the use of analytical platforms

I Overview

- Air France is one of the main airline companies worldwide, with approximately 320 destinations in over 115 countries. In 2015, Air France carried 89.8 million passengers.
- The company is part of a highly competitive and challenging sector, often exposed to sensitive subjects such as politics, environment, regulations, human resources, and others.
- Apart from its worldwide operations and affiliates, Air France is considered to be an iconic brand that proudly represents the country of France.



I Challenge

As the big data phenomena boomed in 2010, Air France wanted a system that would help them monitor, analyse and engage on social and online media. With this challenge in mind, Akio Spotter and Air France conceived and implemented FlyerBuzz, a worldwide monitoring and analysis platform for, covering social media, online media, blogs, forums, reviews sites, printed press, television and radio.

I Platforms

Akio Spotter Insights Box

For Market Intelligence

The Insights Box is a competitive intelligence platform that monitors and shares relevant data and knowledge from competitors and markets. It is designed for a large number of employees, and aims to encourage people to upload key information from the field, and also allows all teams within a company to be aware of the latest news and best practices.

Akio Spotter

For Customer Insights

In this project, Akio Spotter's main objective is to listen and analyse the customers' voice on social media, public forums, reviews sites and specialised blogs to measure customer satisfaction levels. As of now, a new project is being developed and includes combining the results of customer satisfaction surveys conducted by Air France with customer data from Akio Spotter analysis.

Akio Spotter Influence Score

For Communication

Analysis of Air France brand reputation in the online and traditional media, as well as within digital communities. Measure the impact of corporate and marketing campaigns. Mapping and tracking of brand influencers. In order to continue innovating, we are evaluating the relevancy of integrating Akio Spotter influence score into the Customer Service application of Air France, which would quickly identify customers that are key influencers towards the brand.



Online media

Any mention of the brand in general in specialised news sites, blogs, public and specialised forums, reviews sites, competitors' websites.



Social media

Any mention of the brand on Facebook, Twitter, Google+, LinkedIn, Instagram, YouTube, Pinterest, + monitoring of the brand's social accounts and pages.

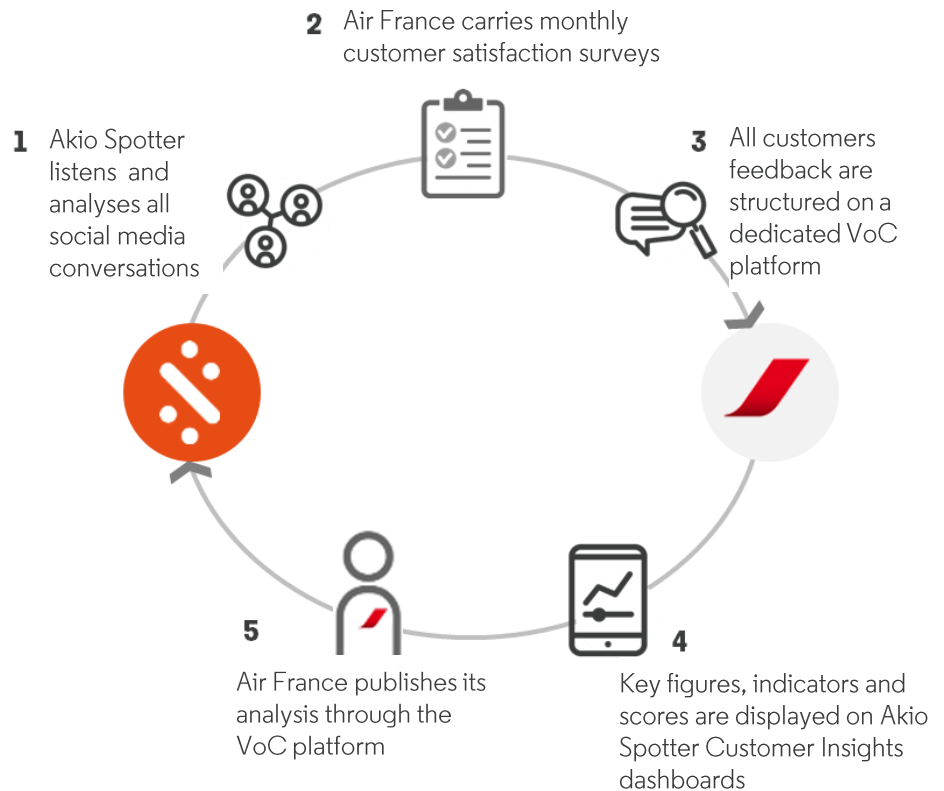


Print Press, Television, Radio

Data provided by Air France's external clipping providers and Public Relations teams from local offices.

Customer Story

Listening to customers & Analysing their voice



*Example of how Akio Spotter is **implementing** its social monitoring capabilities and **analytics technology** to the benefit of the **Customer Service**, the **Customer Experience** and the **Customer Marketing** departments of Air France.*

Results & Benefits?

- Improve the analysis of customers' satisfaction levels by adding unsolicited opinions shared on social networks of customer experience situations linked to Air France.
- Deepen customer knowledge through the combination of qualitative analysis of social conversations with customer satisfaction surveys.
- Optimize the customer experience, improve customer service and adjust the brand offers.