

[TIVIAN]

TIVIAN BRINGS SWISS TO ITS GOAL



SWISS CASE STUDY

The Customer Satisfaction Survey program helps SWISS to invest in areas where they can have the greatest impact on creating a positive customer experience.



CSS enables targeted investments

Using the TIVIAN Enterprise Feedback Platform, SWISS conducts a continuous online passenger survey that covers the entire travel experience at 15 identified customer touchpoints - for each airport and aircraft type, as well as each flight route and class of travel. This provides the airline with an invaluable database for making a variety of operational and strategic decisions for the company.



OBJECTIVES

Mapping of the entire travel experience chain

Elimination of interviewer bias

Intelligent user guidance

Highest data quality

Optimized surveys for different input devices

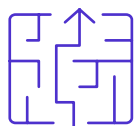
Situation

Objective: Unique customer experiences

In the highly competitive air travel market, airlines are engaged in a tough price competition, resulting in them becoming interchangeable in the eyes of passengers. SWISS is taking its own path to differentiate itself from the competition. The Swiss airline aims to offer its guests a seamless flight experience, from booking to onboard service to assistance at the destination. Therefore, customer satisfaction is a core value of the company's global objectives.

Inefficient survey process

But how can passenger satisfaction be measured accurately and efficiently? Until 2010, the passenger survey was conducted during the flight using a paper questionnaire distributed and collected by the flight attendants. This process was associated with a great deal of logistical effort and had methodological weaknesses: on the one hand, there was significant interviewer influence from the cabin crew, and on the other hand, the customer could not give a final judgment during the flight as important touchpoints such as baggage delivery (or even the service in the event of baggage loss) were missing.



SOLUTIONS AT A GLANCE

Implementation of a
new CSS (Customer
Satisfaction Survey)

Surveying of the entire
travel experience

Accurate statements
about customer
satisfaction

Surveying methods
tailored to travel class

Solution

Attractive questionnaire design

In 2010, SWISS launched a large-scale project to renew the CSS (Customer Satisfaction Survey). It was converted to an attractive online survey for customers, using the Tivian Enterprise Feedback Platform. The online survey is conducted after the end of the trip, allowing the complete travel experience chain to be surveyed - the airline receives valid statements about whether the guest will fly with SWISS again in the future. Of course, the flight experience depends on which class the guest is flying in.

Customer-oriented survey process

For this reason, SWISS uses various survey methods: Guests in economy class are given feedback cards that contain a web address and a code. When the code is entered, a questionnaire programmed specifically for this route appears, avoiding unnecessary questions (such as the entertainment system on a short-haul flight).

The process for Business and First-Class customers is even more personalized

Since they are usually status customers, there are enough contact details available (such as email address, current flight data, and customer history). This allows the questionnaire to be sent via email on the day after the flight – and already includes all known information, making answering quick and efficient.

Targeted Assumption

In short: The EFS platform from Tivian enables SWISS to develop an intelligent questionnaire design that is enriched with important customer and flight data. The questionnaire design focuses on an intuitive user interface with images that reduce participant input errors. The survey is also optimized for various digital devices (e.g. tablet or smartphone), which is particularly appreciated by business travelers who want to provide their feedback on the go.

**JONAS
BACHMANN,**
Team Leader Market
Research



With the introduction of the online survey based on the Tivian system, we were able to eliminate all the shortcomings of the old paper survey at once and ensure the continuous tracking of all important KPIs - including the crucial Arrival Experience.”



RESULTS AT A GLANCE

Obtain relevant and valid data on the complete customer experience

Improve and expedite the utilization of customer comments

Simplify the process and reduce costs by around 30%

Result

Targeted approach with minimal effort

Customer feedback was also repeatedly used to refine the questionnaire, adjust selection options, or review question formulations. "This would not have been possible logistically with the paper survey," adds Jonas Bachmann. "With each revision, all questionnaires in circulation had to be collected around the world, and it could hardly be ensured that only new questionnaires were distributed at time X. Today, we can enter new questions within a few minutes."

Customer experiences in real-time

The fact that the responses of the passengers are available digitally in the shortest possible time also offers tangible advantages. This gives the airline the chance to respond immediately to feedback: If the customer wishes to be contacted, this can be done promptly. In addition, there is now the possibility to leave a customer comment for each service element. In the paper questionnaire, there were only two comment lines at the very end. The comments, for example, allow problems with the introduction of new products to be identified immediately. Immediate action can be taken without having to wait for all the paper questionnaires to be typed up.

Capturing the entire customer journey

The central problem with paper surveys - the exclusion of important arrival experiences - is now a thing of the past. With the introduction of the online survey, SWISS has data on the entire travel experience - and that for the entire route network, all aircraft types, airports, travel classes, and separated by regular and status customers. This way, the CSS program helps SWISS make investments in the right places - namely where they have the greatest impact on the positive customer experience.

About Swiss

SWISS is the national airline of Switzerland. The airline operates flights to 70 destinations in 37 countries from its hub in Zurich, as well as from its regional airports in Basel and Geneva. True to its Swiss heritage, SWISS is committed to offering the highest level of product and service quality. Its manageable size allows SWISS to be closer to its guests and provide individualised service.



LET'S TALK.

The intelligent experience management leader

Through advanced analytics and cutting-edge AI technology, Tivian helps great organisations capture and harness experience data to drive business listening, deeper insights, and better decision making. Tivian's intelligent experience management platform increases corporate effectiveness and enables a smarter business world, empowered by insight. Built on 20 years of experience in enterprise feedback management, Tivian provides over 400 customers in 35 countries with the ability to take action and achieve their objectives.

Reach out for more information here:

<https://www.tivian.com/uk/contact-us>