# QUESTBACK HELPS SWISS REACH ITS DESTINATION

The customer satisfaction survey programme (CSS) helps SWISS to make investments where they will have the biggest positive impact on Customer Experience.

**CASE STUDY SWISS**

**People matter.** Get their insight.

# USING CSS TO DIRECT STRATEGIC INVESTMENT

Using Questback's Enterprise Feedback Suite, SWISS runs a continuous online passenger survey. This covers the complete travel experience chain across 15 customer touch points, and integrates business data on the destination airport, aircraft type, routes, and travel class of passengers. Feedback is enabling the airline to build an invaluable database to underpin operational and strategic business decisions.

## SITUATION

### Goal: A unique customer experience

**Objectives**

› Map the entire travel experience chain
› Eliminate interviewer bias
› Provide engaging user interface
› Deliver highest quality feedback data
› Surveys optimised for multiple devices

Price-based competition in the airline industry is fierce, meaning that many passengers don't differentiate based on the service or experience they offer. In contrast, SWISS is aiming to stand out from the crowd by achieving higher customer satisfaction levels. It aims for passengers to have a smooth journey, from booking, through on-board service, right through to arriving at their destination. For this reason, ensuring customer satisfaction is a key part of the company's business goals.

### Inefficient survey process

But how can airline customer satisfaction be measured precisely and efficiently? Until 2010, SWISS used a paper questionnaire, which cabin crew handed out to passengers during flights and collected before they disembarked. This process was logistically difficult and also had methodological weaknesses. On the one hand, the fact that the cabin crew were giving people questionnaires introduced interviewer bias. At the same time it was impossible for the customer to have a complete picture of service, because they had not yet experienced important touch points, such as baggage reclaim (or any assistance provided if baggage was lost).

## SOLUTION

### Engaging online survey design

In 2010 SWISS began a broad-based project to update its customer satisfaction survey (CSS). This was transformed into an engaging online survey running on Questback's Enterprise Feedback Suite (EFS), with passengers completing the survey after completing their journey. In this way, the survey can cover the whole travel experience, with the results giving more reliable information about the likelihood of customers flying with SWISS again.

### Customer-oriented survey process

The customer satisfaction survey programme helps SWISS to make investments where they will have the biggest positive impact on Customer Experience. Economy passengers are given a feedback card with a website address and a code, which unlocks access to a survey that is specific to their route. In this way, irrelevant questions, for example about the on-board entertainment system

on short haul flights, can be avoided. The process for Business and First Class passengers is far more personal. As these are normally frequent flyer customers, the airline has their contact and booking details, such as email address, flight number, and information about previous flights. This group receives an email containing a link to the survey the day after their flight, pre-populated with the information that the airline already holds, making it fast and easy to complete.

### Added value through engaging survey design – optimised for multiple devices

The Questback EFS platform enables SWISS to design its surveys intelligently, automatically adding relevant customer and flight details. The survey is picture-based to guide users and to ensure that they can respond as efficiently and accurately as possible. It is optimised for multiple devices, such as tablets and smartphones, making it simpler for business travellers to give their feedback while they are away from their offices.

> The introduction of the online customer satisfaction survey on Questback's system has proven to be very beneficial for us over the past few years. On the one hand, we get a much broader picture of the customer experience compared to the old paper based survey, since it now includes the very important arrival experience. On the other hand, with this online approach we strongly benefit from increased flexibility and reduced administrative efforts

**JONAS BACHMANN,**
Team Leader Market
Research, SWISS

**Results**

› Relevant and valid data on the whole customer experience
› Better and more immediate use of customer comments
› Simplification of the process and cost reduction by 30 %

## RESULT

### More flexibility during survey design process

Customer feedback is constantly being used to improve the survey, for example by offering different response options or altering the wording of questions. This just would not have been logistically possible with the paper questionnaire. With each revision, SWISS used to have to collect up all the paper questionnaires all over the world, meaning it was almost impossible to ensure that, at the agreed time, only the new version of the questionnaire was in circulation. Today new questions can be added within minutes.

### Customer feedback in real time

The fact that the passengers' responses are also immediately available in digital format means the airline has the opportunity to react to feedback straight away – so, if the customer has asked for SWISS to get in touch, they can do so within a very short timeframe. It is now also possible to gather open-ended comments from customers on every element of the service, whereas on the paper questionnaire there was only space for limited comments at the end. This qualitative feedback can be very useful, especially when identifying teething problems with new products or services. SWISS can respond to any issues very quickly without having to wait for the information from the paper questionnaires to be transcribed and analysed.

### Covering the whole customer journey

Paper surveys previously missed out on the important arrival experience, but online surveys overcome this issue. With online surveys, SWISS now has data about the whole travel experience, across its whole network, all aircraft types, airports, and classes. It can also compare the responses of high status and other passengers. Through this the CSS programme enables SWISS to invest in areas that will have the largest positive effect on customer experience.

# SWISS

**Company**
Swiss International
Air Lines Ltd.

**Industry**
Aviation

**Area of use**
› Cusotmer loyalty and
  satisfaction

## ABOUT SWISS

Swiss International Air Lines (SWISS) is the national airline of Switzerland. It serves 106 destinations in 49 countries all over the world from Zurich and Geneva. With a fleet of 95 aircraft, SWISS transports in the region of 16 million passengers every year.

Swiss WorldCargo offers a comprehensive airport-to-airport service for high-quality goods and intensive-care freight to some 120 destinations in more than 80 countries.

As the national airline, SWISS stands for Switzerland's traditional values and is committed to the highest standards of product and service quality. In 2014, SWISS had a total revenue of CHF 5.2 billion with 8,245 members of staff.

SWISS is part of the Lufthansa Group and a member of the Star Alliance, the world's biggest airline network.

Questback is Europe's leading Enterprise Feedback Management Software provider, with more than a billion completed surveys. Over 4,000 customers across every industry use software solutions from Questback to run complex employee surveys, customer surveys and market research like Lufthansa, Deutsche Telekom, Payback, Hilti, Daimler, and Coca-Cola.

Questback covers the entire feedback process, from data collection to processing and visualisation. The data value chain doesn't simply end in static reporting, because Questback connects customer opinions with employee feedback and corporate KPIs. Dynamic evaluation tools deliver real-time insights for authoritative decision-making. Questback hosts all its data in German ISO- and BSI-certified data centers. The company currently has subsidiaries in 19 countries and employees more than 300 people. Questback is headquartered in Oslo, Norway. You can learn more about Questback and feedback at www.questback.com.

www.questback.no