

Co-Create

Ideate

Improve

Discover

Solve Problems

Innovate

Customer Collaboration - Uncovering & Amplifying Hidden
(Ideas / Insights / Trends / Solutions)

Case Study

Identify Travel Experience Gaps
Road to Competitive Advantage

Challenge & Opportunity

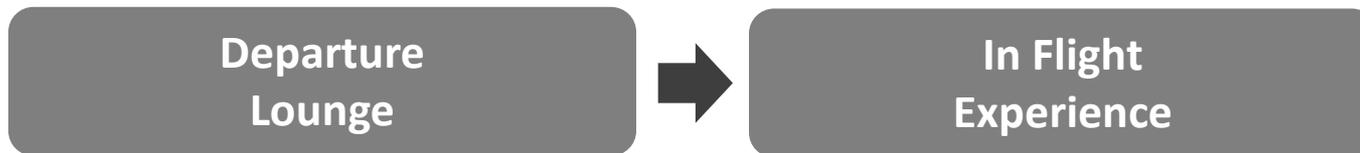
An airline company was facing the threat of brand defection due to competitive airlines offering services at lower costs. The airline industry being a commodity (low price play), airlines needed to identify profitable niche areas where it can meet customers expectations and deliver great travel experiences.

Overcome Challenge by Uncovering Market Gap Opportunities

The QualQuant Signals team recommended an 'OUTSIDE IN' strategy development process. It made sense as the airlines needed to travel experience gaps and for the strategy to be very effective it was necessary to involve customers (existing customers, multi-brand switchers & competitor loyalist) to uncover...

1. Existing pain points
2. Services that would provide incremental value
3. Gaps in communication
4. Factor that lead to favoring brand

How can we be best at offering what customers need for a great travel experience?



QualQuant Signals consultants designed a collaborative qualitative / quantitative solution to involve customers to provide ideas / insights that will provide areas where the airline can offer a better travel experience.

QualQuant Signals – The Patented Ideation / Insights Process

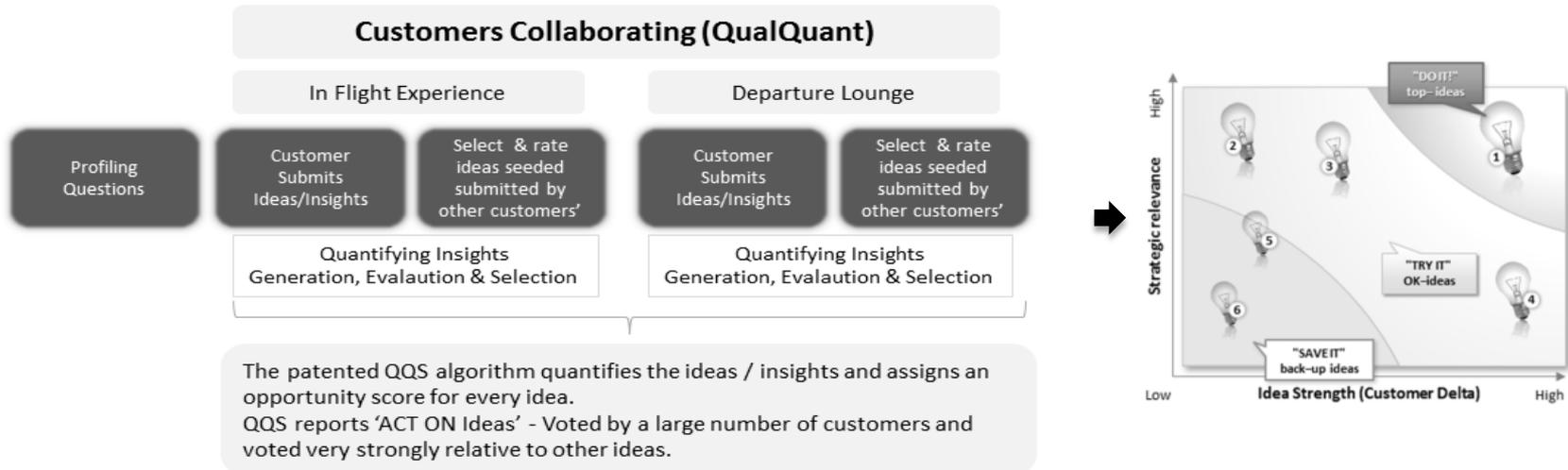
It was necessary to be customer centric and get a 'BUY IN' as they were the most important variable within the success equation.

A set of two sequentially deployed collaborative questions were designed to generate actionable ideas / insights related to...

1. In-flight Service – What do customer expect and how much are they ready to pay more for the service?
2. Departure Lounge – What gaps need to be filled in terms of delivering a great experience?

The sequencing of questions is important to systematically uncover the hidden signals. This scientific & psychological approach generates high quality ideas / insights driven by uncovering opportunities in a multi-layered manner. The next section presents the top level findings that lead to effective decisions.

Below is a visual representation of the QQS session (patented survey technique)



In Flight Service – What enhancements will drive you to select & pay more?

Identifying In Flight Experience Gaps:

The collective customer intelligence (qual/quant collaboration) signals the gaps that need to be filled to gain competitive advantage.

How did we arrive at these findings? QualQuant Signals Patent Qual/Quant Collaboration.

Customers submitted their insights and then selected/rated insights submitted by other customers. A scientific collaboration process where patent algorithm prioritizes and reports the insights that stand a high probability of success.



The additional price they would pay for this service.

Filling the In flight experience gaps that customers expect will drive brand selection and help gain competitive advantage.

The Central Theme

Airlines have an opportunity to provide a comfortable and entertaining journey.

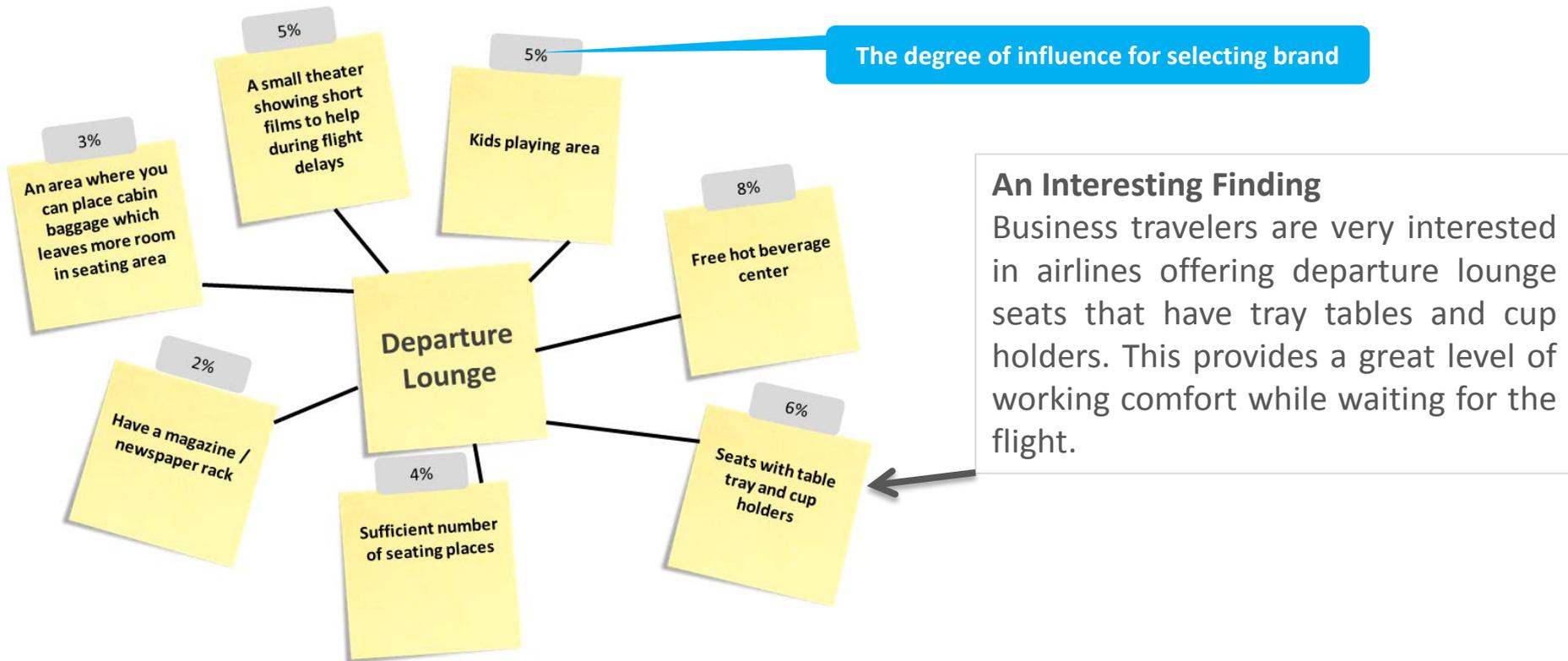
Departure Lounge – What enhancements will drive you to favor a brand?

Identifying Departure Lounge Experience Gaps:

The collective customer intelligence (qual/quant collaboration) signals the gaps that need to be filled to gain competitive advantage.

How did we arrive at these findings? QualQuant Signals Patent Qual/Quant Collaboration.

Customers submitted their insights and then selected/rated insights submitted by other customers. A scientific collaboration process where patent algorithm prioritizes and reports the insights that stand a high probability of success.



QualQuant Signals
Science, Psychology & Statistical Model Applied



Helping to...

ReDISCOVER

WhatNEXT

ReENGINEER

MoveFORWARD

ReDEFINE

ReTHINK

In the areas of...

Marketing

Customer

Process

Technology

Employee

Strategy

Your QualQuant Signals Team
Creative, Innovative, Passionate, Skilled
Guiding Brands for Over 10+ Years



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Come, visit us virtually. Thank You!

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