

CM 313 FINAL PRESENTATION

American Airlines

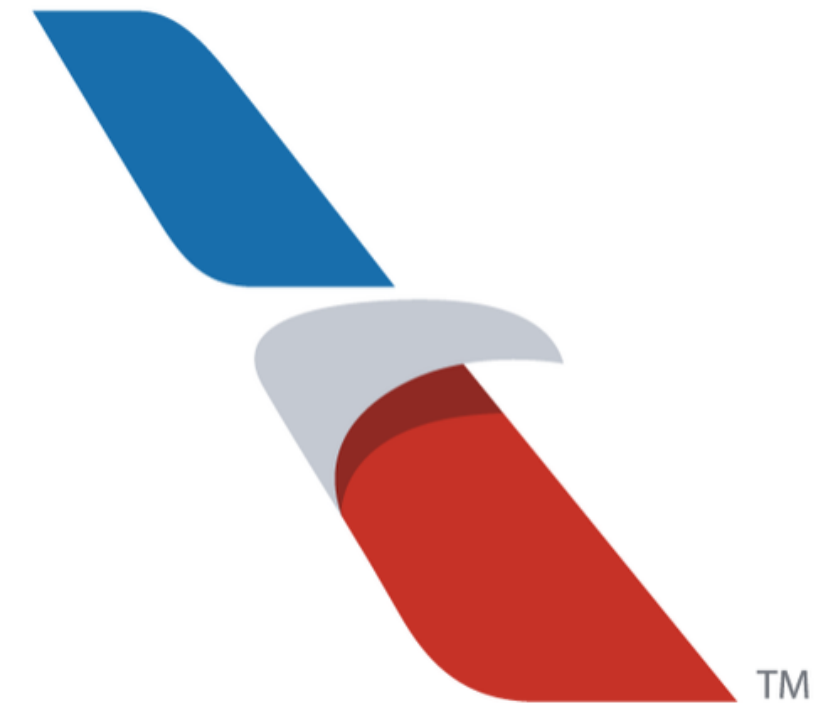
Prepared by Nicole, Tyler, Rebecca, Sasa and Yuna




About American Airlines

Who They Are

- Founded in 1926 by C.R. Smith
- World's largest airline
- American Airlines operates 6,700 flights daily to 350 destinations across 50 countries.
- Major airport hubs include Charlotte Douglas, Chicago-O'Hare, Dallas/Fort Worth and more
- Publicly traded on the NASDAQ



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☐ Redeem miles

From

To

Number of passengers

Competitors



Southwest Airlines



UNITED

United Airlines



DELTA

Delta Airlines



jetBlue

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Finances

How is American doing?

- The net profit for 2017 is \$1.92B and the 2017 revenue is \$42.21B
- American Airlines Revenue
- Delta Airlines Revenue
- Southwest Airlines Revenue



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Social Media Presence

What they do well



Promoting new and key features of the airline



Sharing fundraising efforts



Highlighting employee testimonials and profiles

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Crisis

Most Recently

- Computer malfunction nearly lead to the cancellation of 15,000 flights in December of 2017
- American Airlines' issues management team reacted quickly and prevented a crisis from occurring



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Reputation

**According to the latest
American Customer
Satisfaction Index
Travel Report:**

- **Southwest Airlines (80)**
- **JetBlue (79)**
- **American Airlines (74)**
- **Delta Airlines (74)**
- **United Airlines (67)**

A photograph of an airplane cabin interior, showing the backs of several passengers seated in rows. The seats are blue and white, and the cabin lights are visible on the ceiling.

Recommendation #1

- Improve corporate culture
- Start by improving mission culture
- Incorporating empathy and care for customers
- Southwest's Mission statement: “Dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride, and company spirit.”

Recommendation #2

- Improve internal communications
- Implement intense training program for employees
- Create better relationship between management and employees



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Tactics For Recommendation #1

- Implement two-way symmetric communication plan
 - Create Question & Answer board on their website
- Encourage customer engagement
 - Feedback surveys, positive social reviews, and UGC
 - Establishes credibility
- Be more responsive to criticism
 - Hire media monitoring employees to understand conversations
- Develop an integrated communications strategy
 - Reinvent their customer service from phone calls to staff training.

Tactics for Recommendation #2

- Transition to top-down egalitarian
 - Leadership should listen and allow for opinions
- Culture as a performance driver
 - Motivators such as travel miles or career ladders
- Culture as a creator or value
 - Cultures that inspire more play and purpose and potential produce better customer outcomes
- Integrate strategic organizational communication
 - Align employees with the organization's reputational interests as a way to produce competitive advantage





PESO Model

Paid: Advertisements

Earned: News releases

Shared: Instagram, Facebook, Twitter

Owned: Official website, Email Newsletters



**To our
Customers:**

We Care

**To our
Employees:**

Your opinion matters

A photograph of an American Airlines aircraft, showing the tail fin with the airline's logo and the fuselage with the word "American" in large blue letters. The aircraft is parked on a tarmac under a clear blue sky.

How to Measure Success?

Quantitatively:

- Questionnaires by email
- Polls on social media
- American Customer Satisfaction Index Travel Report
- “American Voice” survey for employees
- Financial progress

How to Measuring Success?

Qualitatively:

- Interview
- Focus group
- Ambassadors forum



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Monitoring PESO



How to see results:

- Bounce rate
- Conversion rate
- Social media performance
- News articles



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Questions?

Thank you for your time!

