

A woman with blonde braids, wearing a pink long-sleeved shirt, is blowing a red horn. She is in the foreground, looking towards a crowd of people. In the background, there are other people, some also blowing horns, and a banner with various flags. The scene is outdoors, likely at a marathon event.

**WIZZAIR**

[wizzair.com](http://wizzair.com)

**Budapest Half Marathon 2019**

Fly more.  
Run more.  
Be more.



**LEARNING ABOUT ROOT CAUSES OF  
NEGATIVITY WITHOUT ASKING**

**FIRST STEPS TOWARDS A MORE CUSTOMER FOCUSED ORGANISATION**

**FEBRUARY 2020 – LONDON**



# WHO HAS HEARD OF WIZZ AIR PRIOR QUIRKS LONDON?



# WIZZ AIR TODAY



## FLEET

- 120 Airbus A320, Airbus A321 and Airbus A321neo



## STAFF

- > 5,000



## ROUTES ON SALE

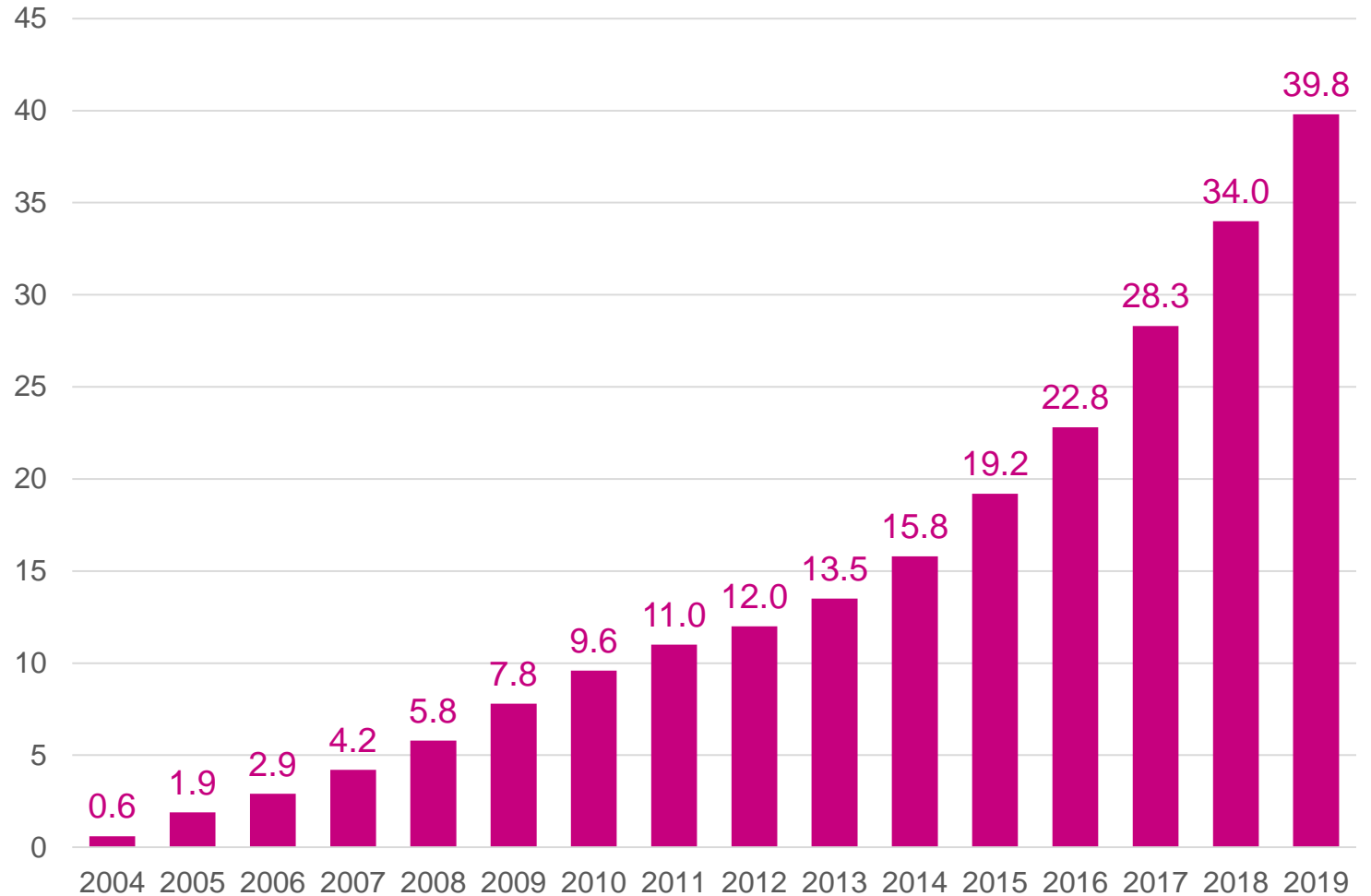
- 700 routes
- 155 destinations
- 45 countries



## OPERATING BASES

- 25 operational bases in 14 countries

Carried passengers (in M)



# THE CHALLENGE

Turbulent times between August 2018 – August 2019

Take me from A to B on time!

Air Traffic Controller strikes

Weather

More and more congested airspace

Unexpected technical delays

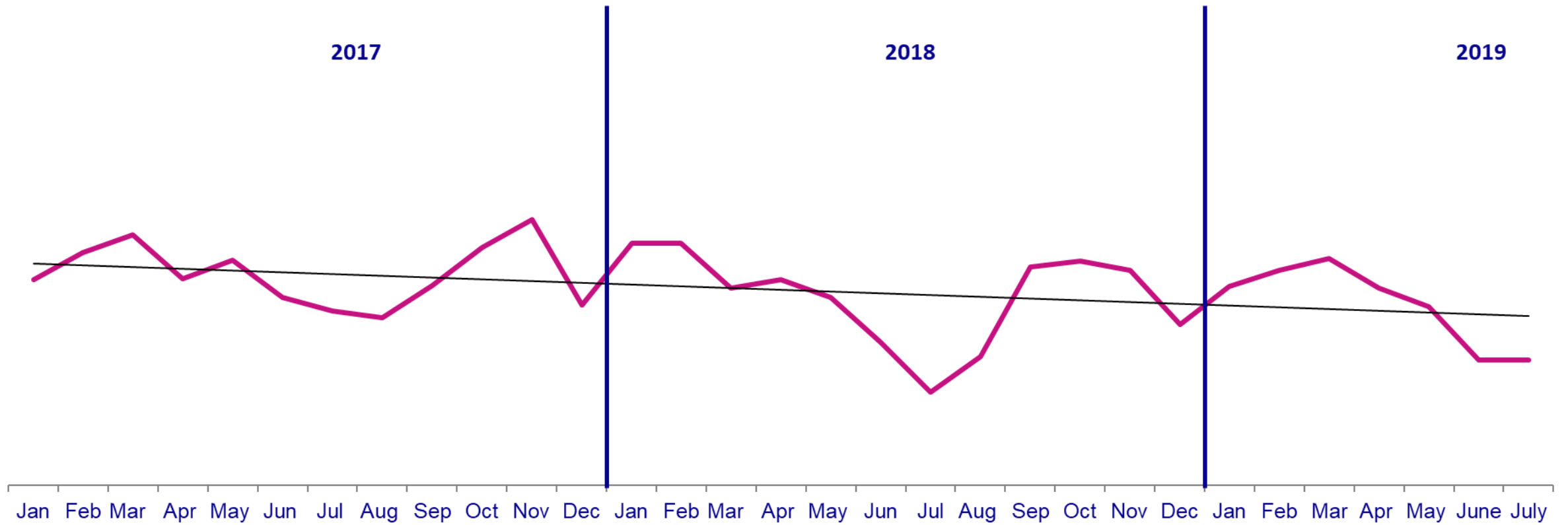
Cancellations

**Negative press, online sentiment, mood amongst colleagues**

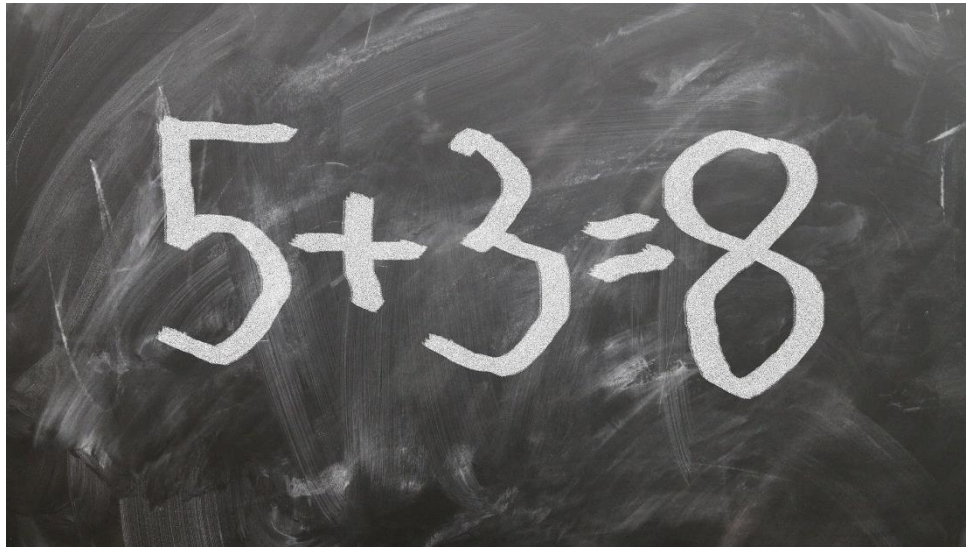
**Fine for passenger handling during delays**

# THE CHALLENGE

## Declining customer happiness



# SEARCHING FOR A PARTNER



# CONNECTION BETWEEN SENIOR MANAGEMENT AND CUSTOMERS





# AND THEN WE FOUND BAKAMO

## The Bakamo story



- Founded in 2016 to use the unique research opportunity of social media to listen without research bias, allowing our client to build **bridges of relevance**:
  - Find **invisible insights**, in their **natural context**, **collected at scale**
- Operate globally in 35+ languages.
- Internal team of 10 and a network of 250+ trained analysts

# METHODOLOGY

## How you did what you did?

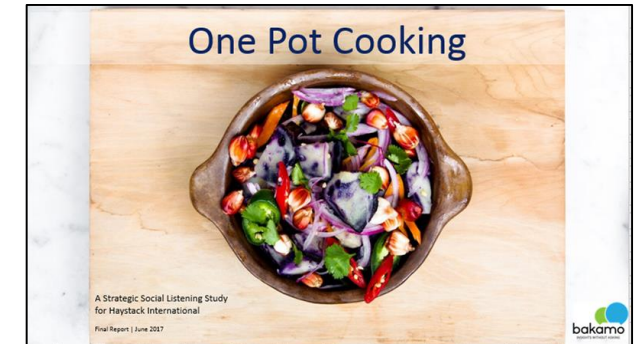
We use advanced technologies to listen to a world of voices without asking questions



Our human teams interpret authentic conversations to unearth meaning



We create high impact debriefs that answer organisational challenges with strategic recommendations



# FINDINGS – REACTIONS PER STORY TYPES

Positive story Positive reaction	Negative story Negative reaction	Positive story Negative reaction
Wizz Air Half-marathon	Delays	One of the safest low-cost airline
Best low-cost airline award	Fine for passenger handling during delays	Q&A with WIZZ communications manager on facebook
Greenest airline in Europe	Problems with ground handling in Budapest	↓ <b>INVISIBLE CLOAK OF NEGATIVITY</b>

# FINDINGS – TALK DRIVERS

Meaning of budget (fapados) in everyday life



Wizz Air communication



Wizz Air fails to win over Hungarian hearts



Working at Wizz Air



Advantages of flying with budget airlines



# SEGMENTS OBSERVED IN SOCIAL MEDIA



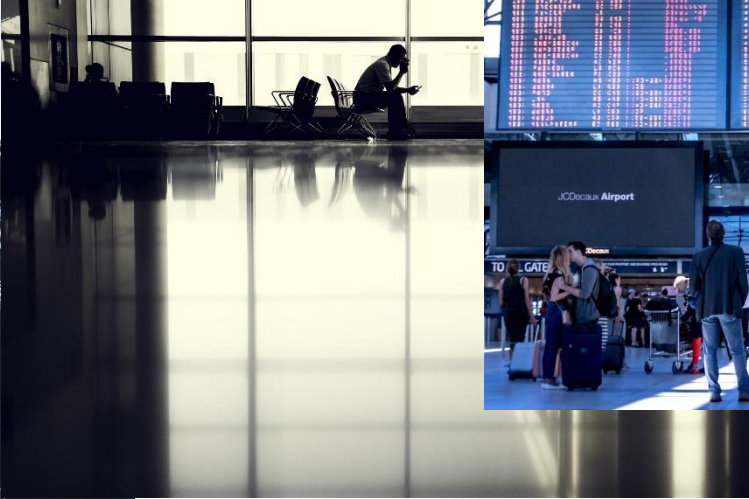
People who never fly

Holiday makers

Frustrated frequent flyers

Price sensitive flyers

Supportive frequent flyers



# WHY WAS IT CONSIDERED A SUCCESS?



1. Brought the passengers' pain points closer to the leadership  
Uncensored swearing helped the senior management build empathy towards the passengers
2. Interesting and some unique findings
3. I could be honest with the Bakamo team
4. Good listeners
5. Several check-ins during the process

1. Working with a company touching over 40 million consumers is by default exciting
2. Detailed briefing to Wizz Air's business and challenges; allowing us to ask unfiltered questions
3. Client's curiosity to genuinely understand the consumer perspective, as it is, and openness to a new methodology
4. The rich results proved valuable for more stakeholder than originally expected
5. Ability to involve client in the research process

# AFTERLIFE



## CUSTOMER EXPERIENCE COUNCIL

- Cross functional effort to improve customer experience
- By setting priorities, allocating resources, making decisions quickly
- Chaired by Deputy CEO, 4-5 officers present each time

## GUIDING PRINCIPLES

#1 THE CUSTOMER IS ALWAYS RIGHT

#2 SHOW EMPATHY, MANAGE EMOTIONS

#3 MISTAKES ARE OPPORTUNITIES TO BUILD LOYALTY

#4 EVERY CONTACT WITH A CUSTOMER IS A MOMENT OF TRUTH

#5 OUR PEOPLE ARE OUR GREATEST ASSET

#6 SET KPIs TO DRIVE AND MEASURE ACTIONS

#7 CX IS DRIVEN BY CULTURE AND ATTITUDE

# BECAUSE THERE HAS TO BE A COUPLE OF CUTE DOGS AT LEAST ON THE LAST SLIDE



“Can we do more of these, for other markets too?” –  
CCO





**THANK YOU**