

Phocuswright[®]

Social Travel: Managing, Monitoring and Measuring

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TECHNOLOGIES

December 4, 2014



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- December 4, 2014
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Agenda

1. Social Demand
2. Travel Companies on Social Media: Where and Why?
3. Managing, Monitoring, Measuring

Social Demand



Share of Travelers Who Use Social Monthly



Source: Phocuswright's *Traveler Technology Survey 2013*; *European Traveler Technology Survey*; and *China Consumer Travel Report*

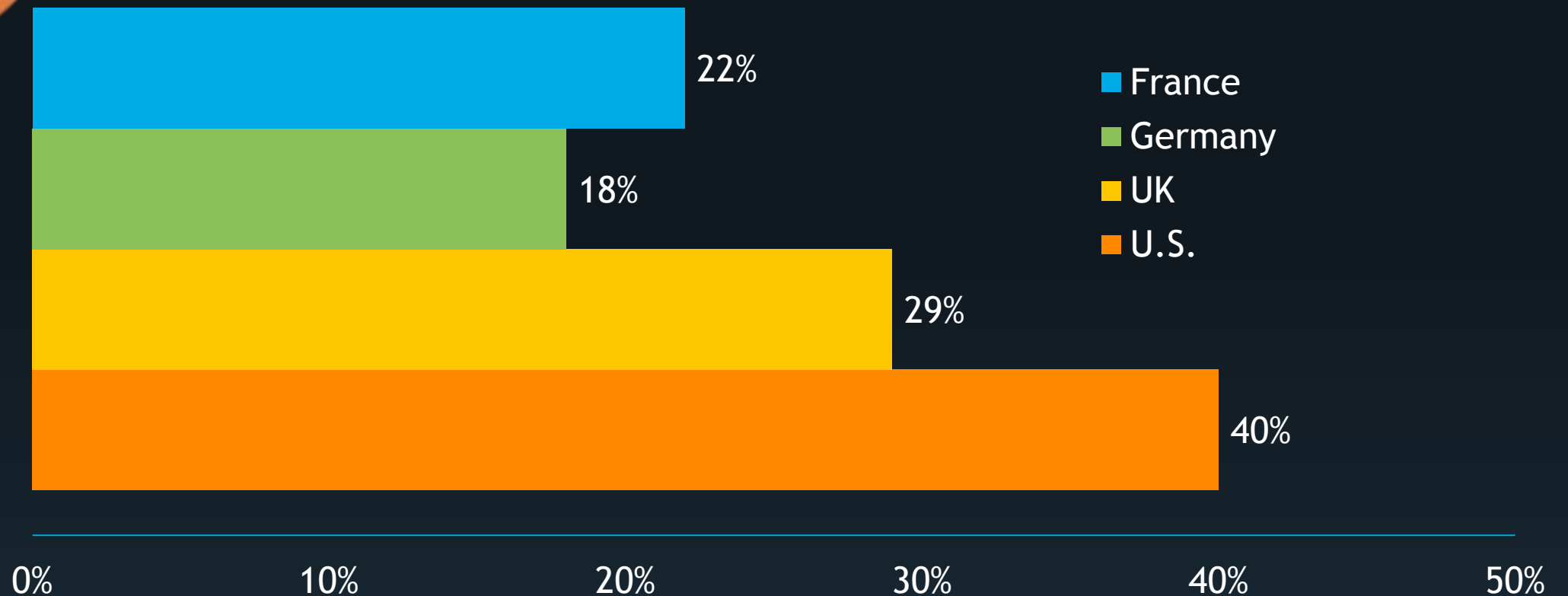


Source: Phocuswright Inc.



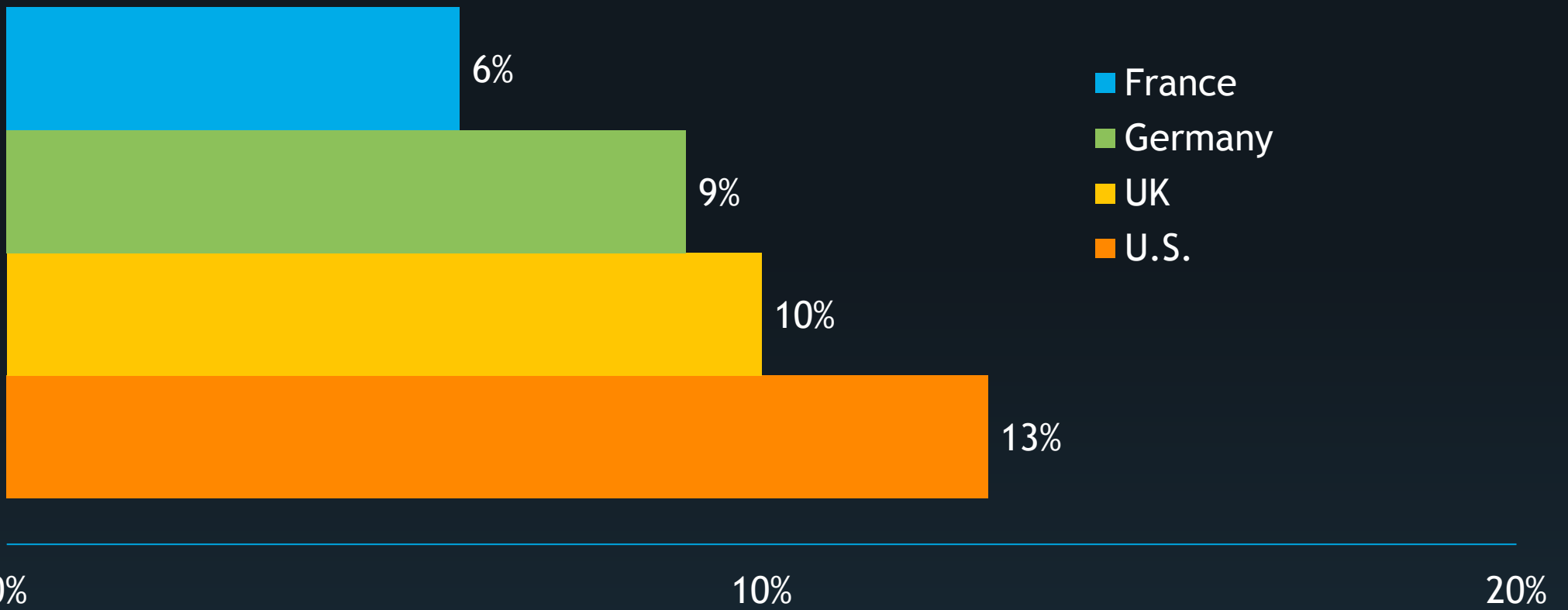


Travelers are Sharing Leisure Travel Experiences on Social Networks



Source: Phocuswright's *European Traveler Technology Survey 2014*

Shopping? Not So Much.

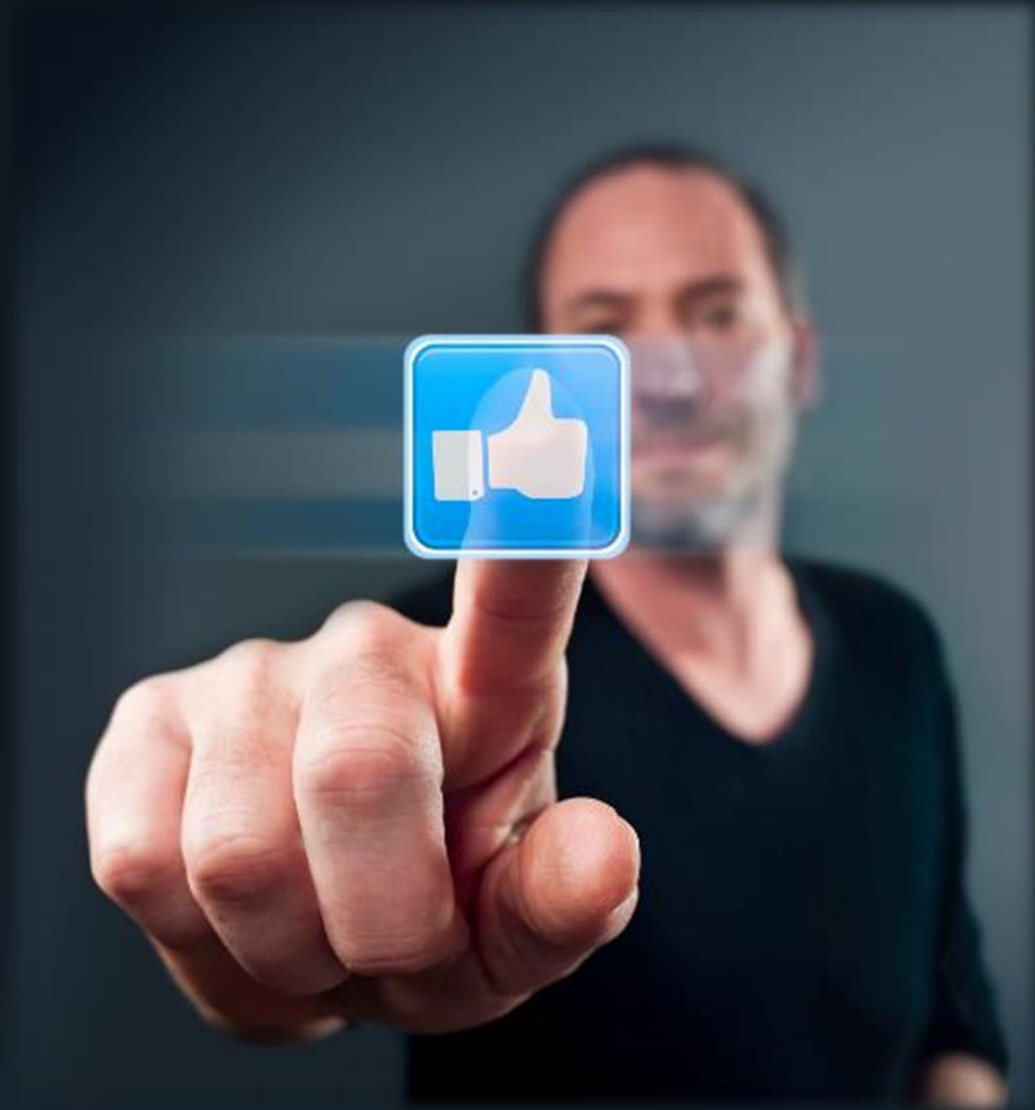


Source: Phocuswright's U.S. Consumer Travel Report Sixth Edition; Phocuswright's European Consumer Travel Report



More than half “like” or
“follow” a company

Two in 10 “like”
or “follow” a
travel company

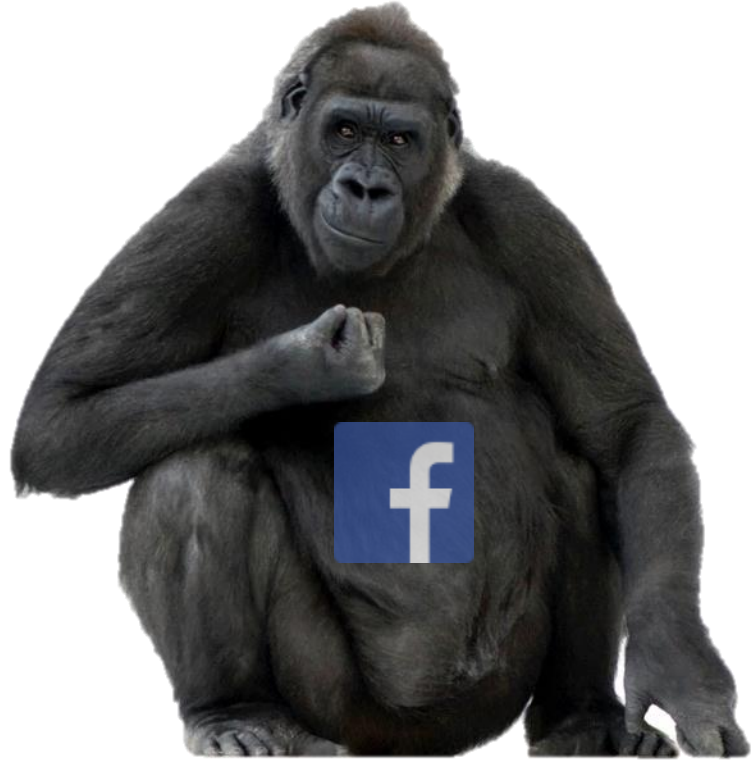


Base: U.S. online travelers who use social networks

Source: Phocuswright Inc.




60-80%



Source: Phocuswright Inc.

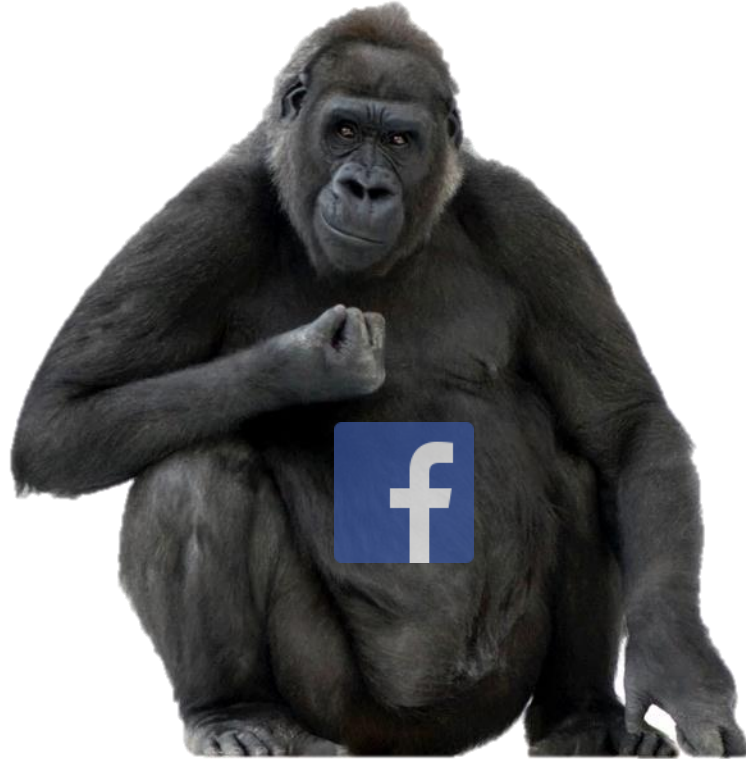


60-80% 

>20%




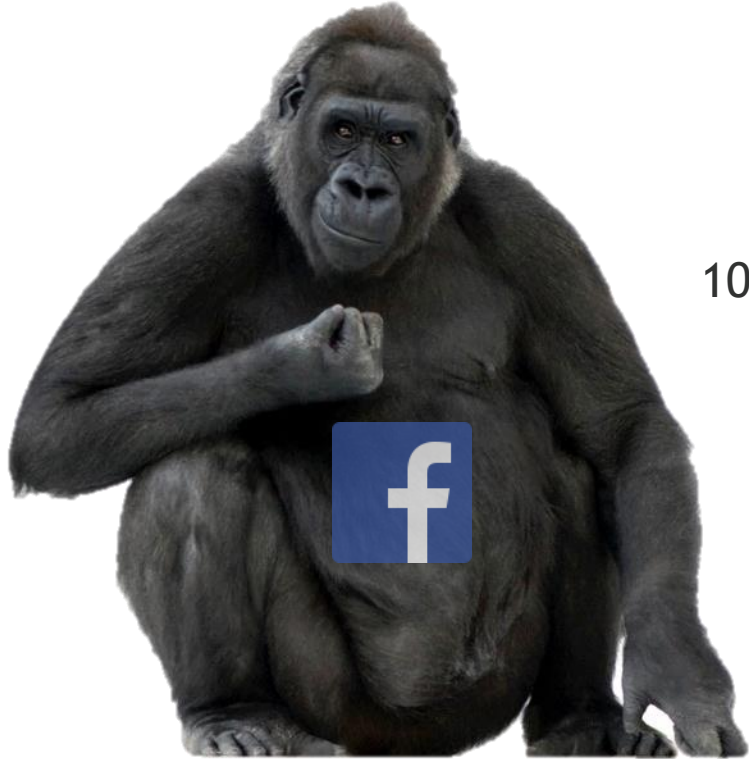
36%



Source: Phocuswright Inc.



60-80% 



>20%



36%

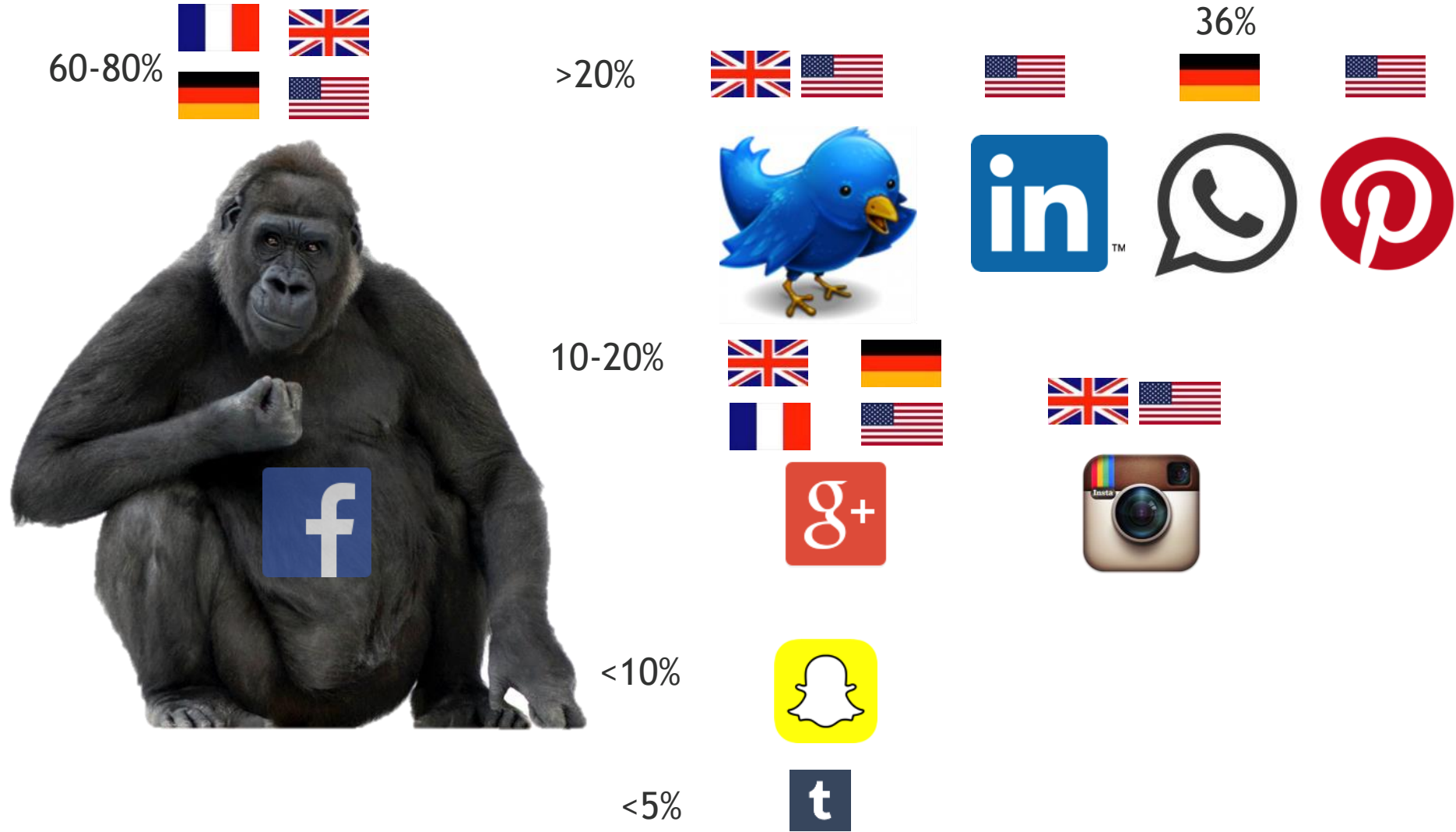


10-20%



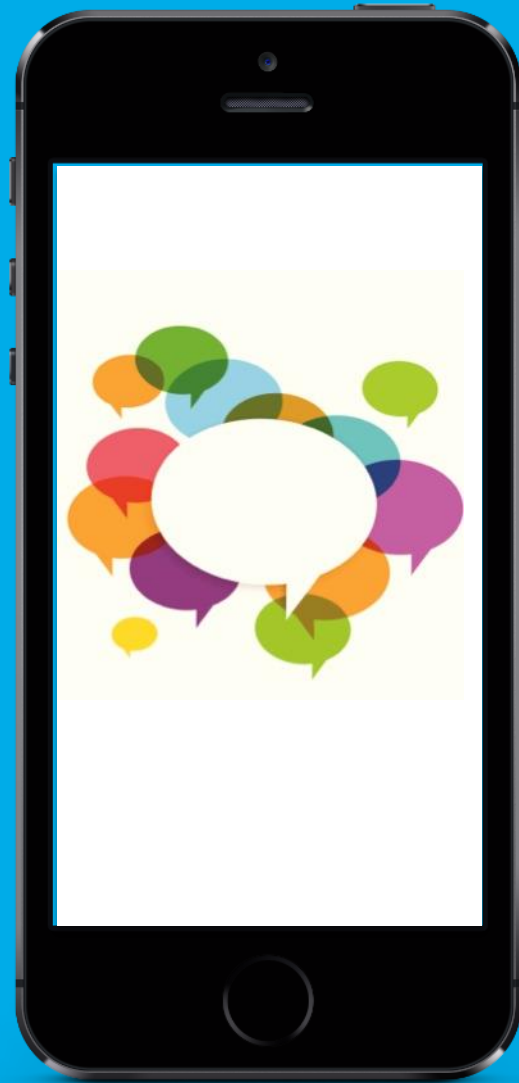
Source: Phocuswright Inc.





Source: Phocuswright Inc.





More travelers
post about their
trips on mobile
than on desktops

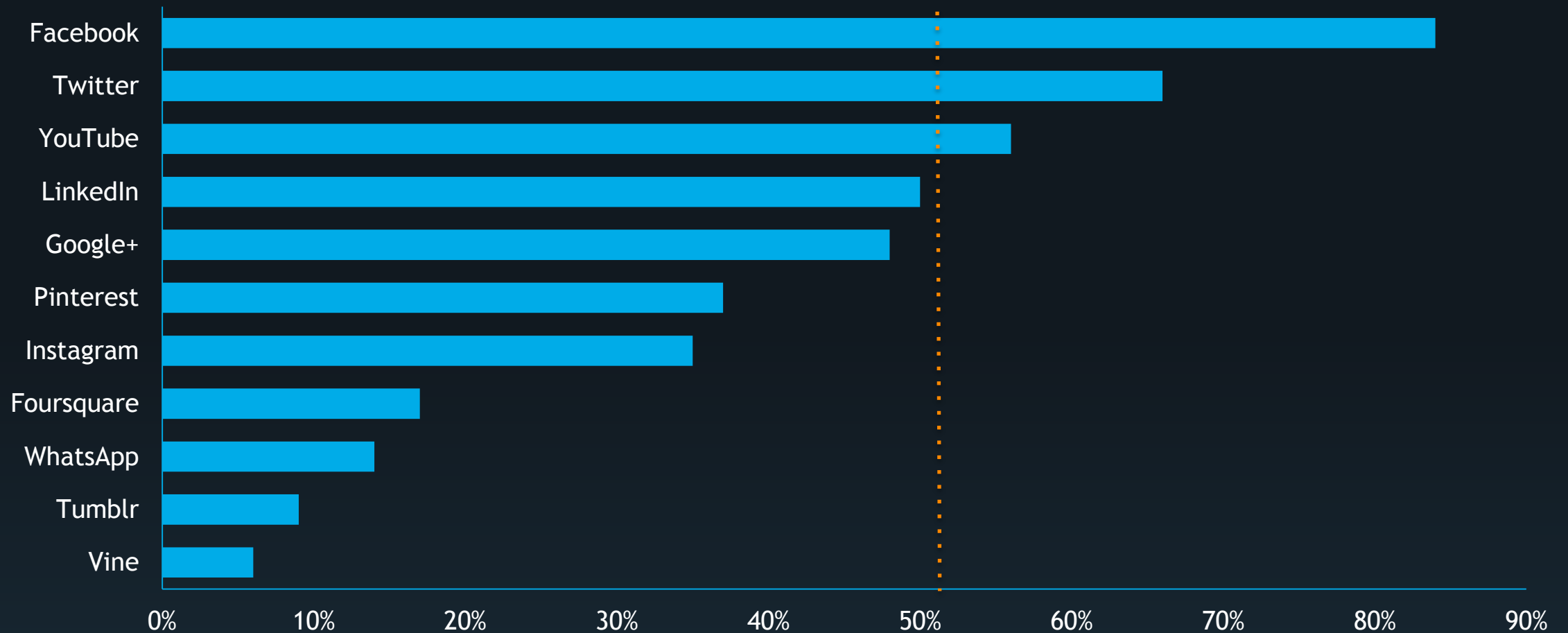
Source: Phocuswright Inc.



Travel Companies on Social Media: Where and Why?

Travel Companies are Keeping Pace

Use of social networks by all travel companies



Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*

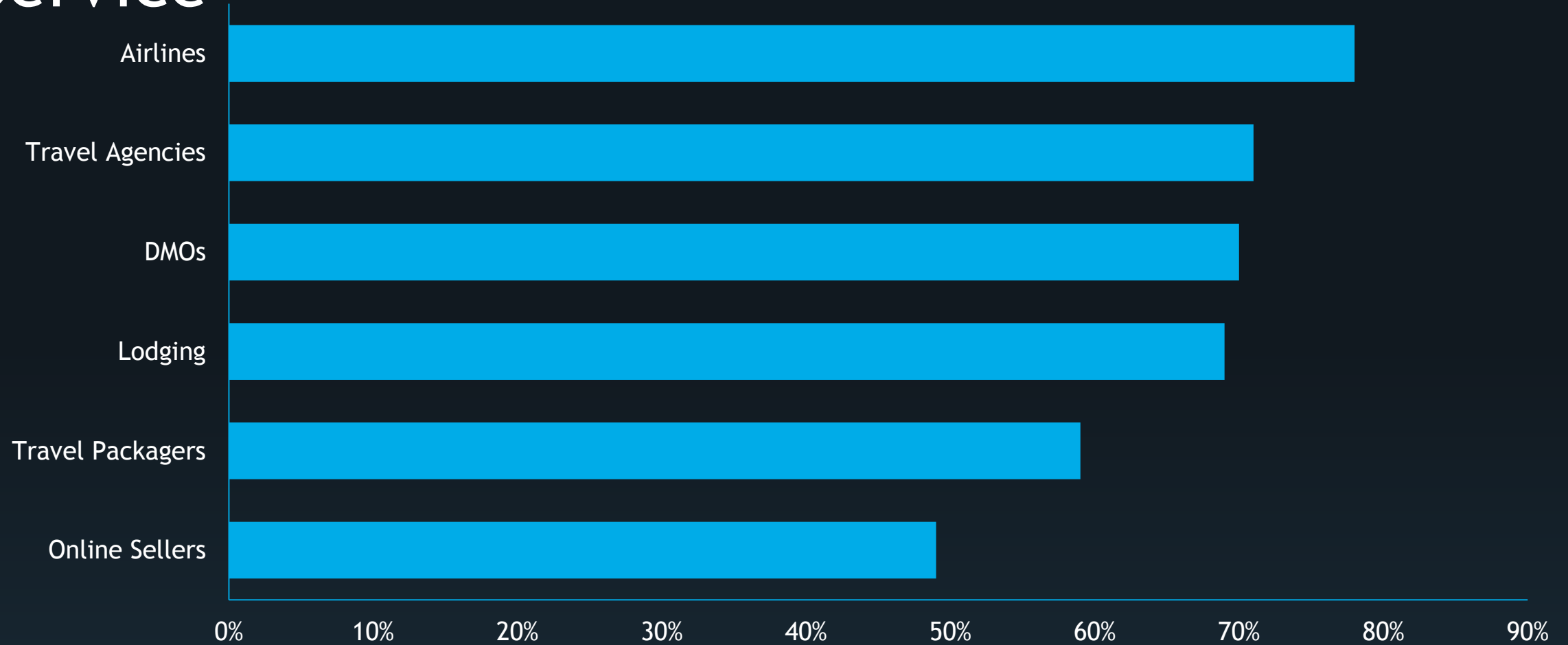


Social hasn't replaced the call center or front desk ...

Source: Phocuswright Inc.



But It Is Still “Very Important” for Customer Service



Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*



Managing, Monitoring, Measuring



Four in five travel companies monitor at least daily

Constant real-time monitoring most common among chain hotels (nearly 70%)



social
media

Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*



Most travel companies monitor and maintain social content in 1-2 languages

But roughly two in 10 monitor 3+ languages

Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*

Mix of Positive/Negative Comments Varies by Segment



Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*

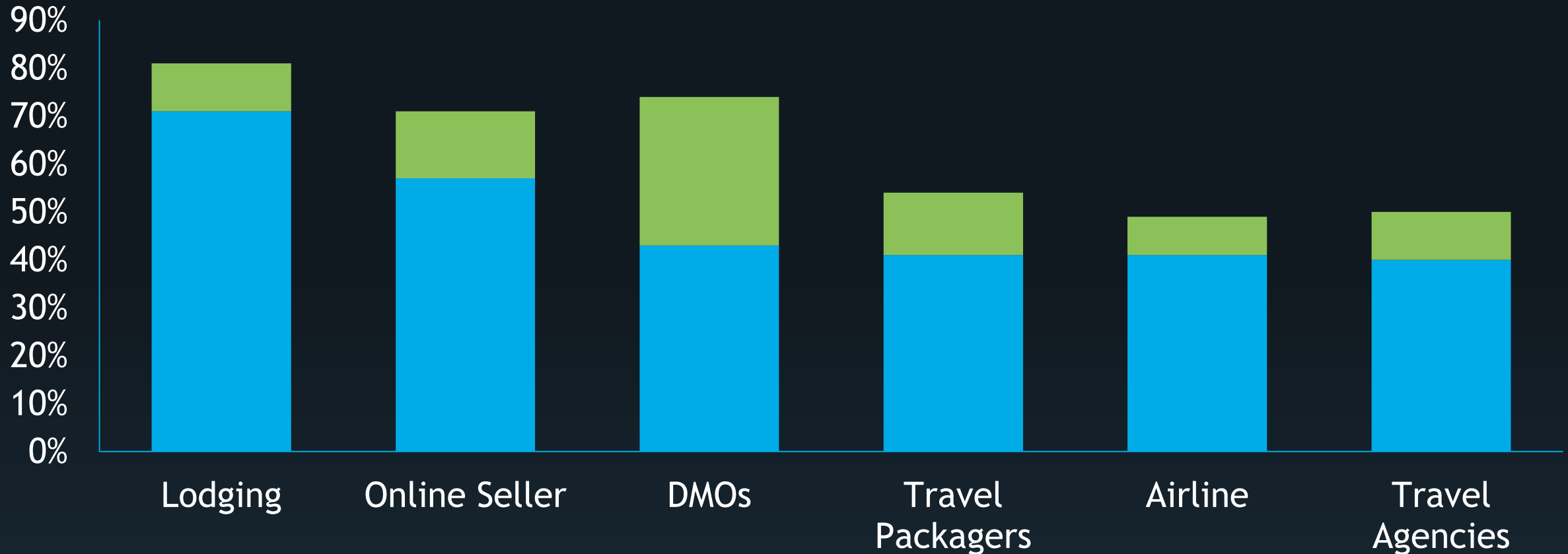
Mix of Positive/Negative Comments Varies by Segment



Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*

Travelers Complain... Who Responds?

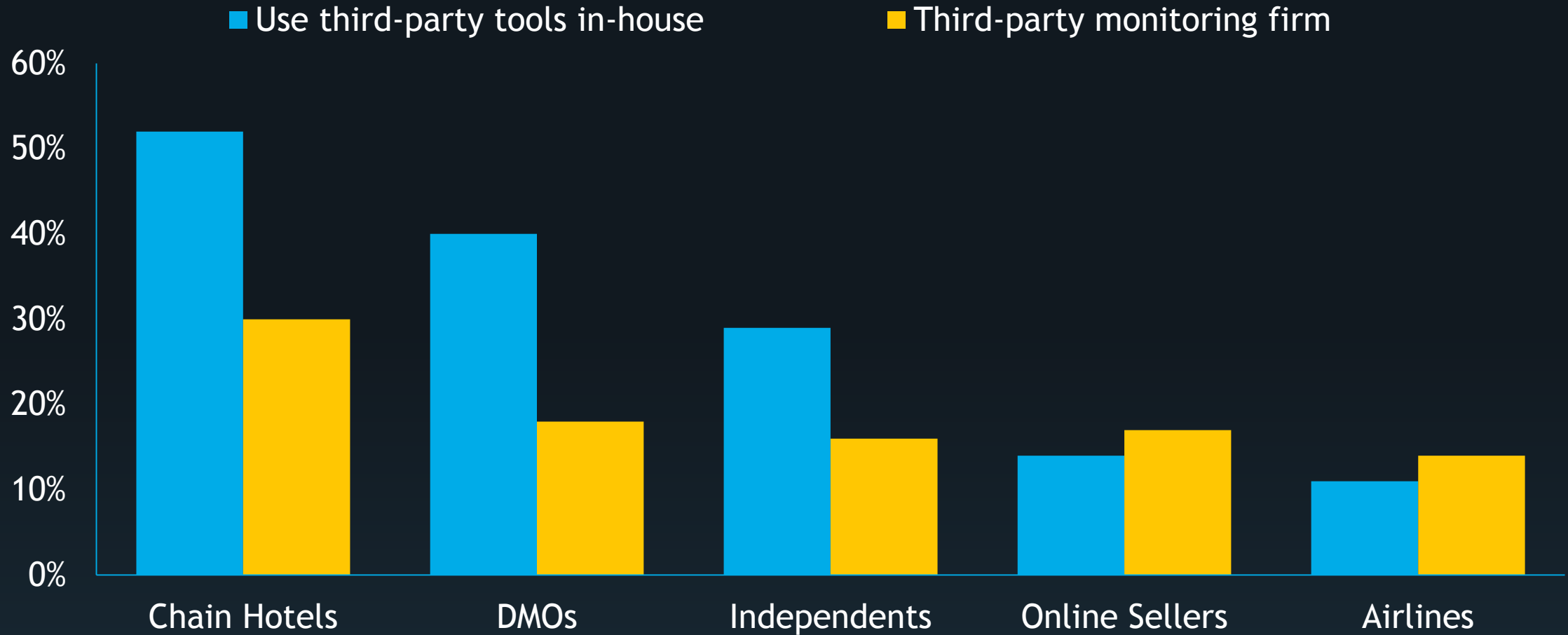
Always respond Usually respond



Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*



Third Party Tools v. Monitoring Firm



Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*



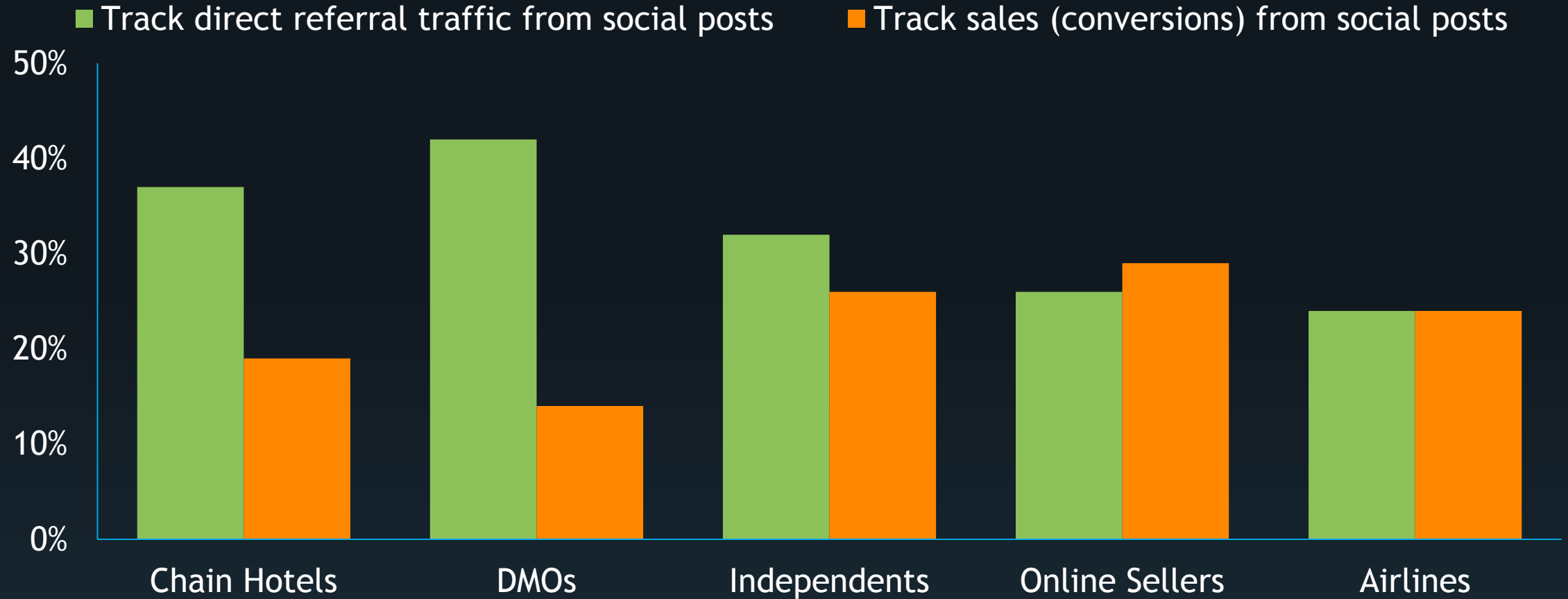
Metrics: Sizing Up Social Performance



- Referrals
- Responses to posts/tweets
- Number of likes
- Conversion on referrals
- Number of followers
- Clicks on posts/tweets with a link

Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*

Tracking Referrals and Conversions



Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*

Measuring ROI

New social platforms

Measuring social marketing

Monitoring social activity

Responding to complaints



Top Social Challenges

Source: Phocuswright's *Social Media In Travel: Mayhem, Myths, Mobile & Money*



Gert Wim ter Haar

Social Media Hub Manager,
KLM Royal Dutch Airlines

Gert Wim ter Haar • KLM Royal Dutch Airlines

Service WOW.

Designing the infrastructure for the future of customer service.



Our challenge is *huge*

67 countries

134 worldwide destinations

100 different languages (maybe even more)



26.787.500 passengers per year

The suitcase principle.

You can do all the cool things you want,
but if you don't get the basics straight, you're lost.



Our answer: three pillars.

Service



Service is marketing and sales.

Brand & Reputation



Brand actions speak louder than tweets.

Commerce



Make commerce social by design.

Stellar webcare is only the start.

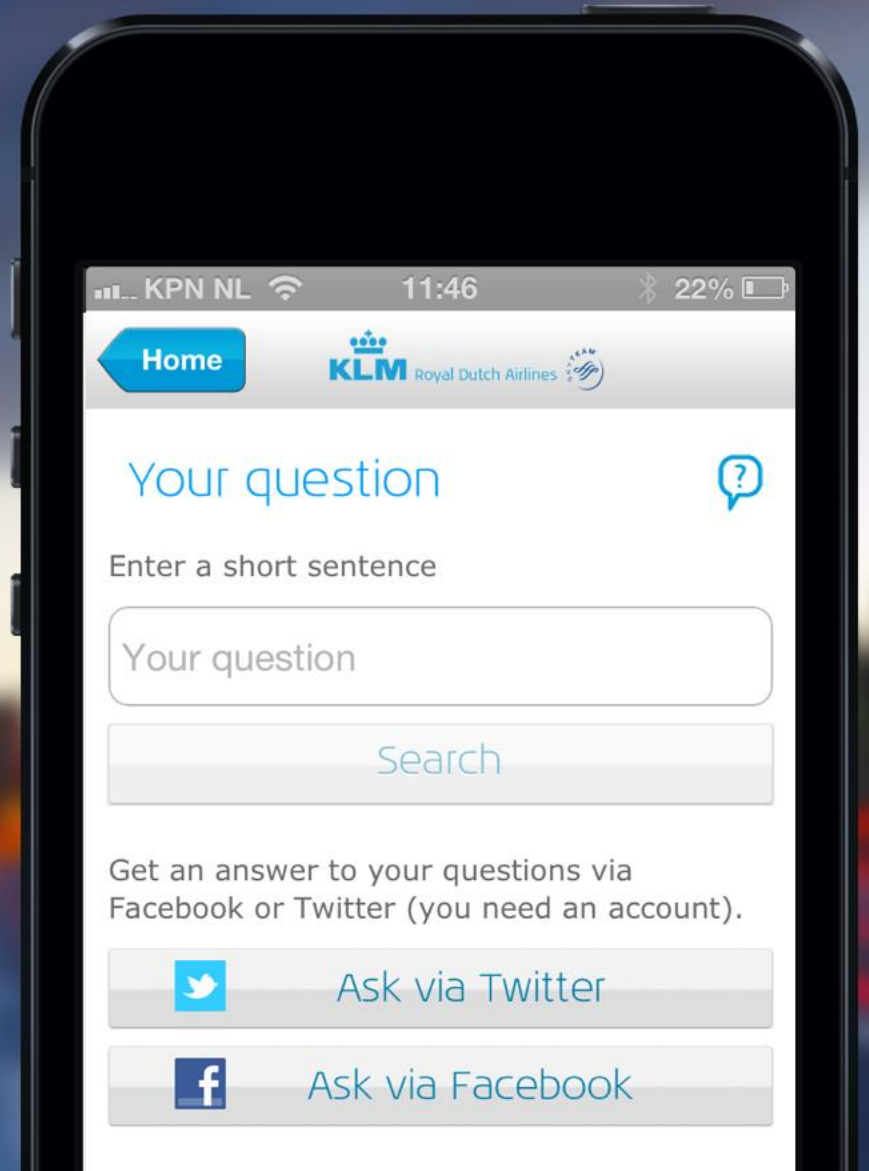
Wherever, whenever, a speedy reply in your own language. To be precise: 24 hour a day, 7 days a week, a reply within 60 minutes in 11 languages.

4 **45.000**

questions a week.

+250%

Yearly
growth.





Salesforce1

Integrated dashboard with social media, Flying Blue and profile data.

The screenshot displays the Salesforce Social Console for KLM. The interface is divided into several sections:

- Left Panel (Social Posts):** A list of tweets from KLM. The first tweet is from @day264 about a flight promotion. The second is from @KenyaAirways about a 20% promo for Flying Blue members. The third is from @KLMOpen about the 2015 KLM Open event. The fourth is from @KLM about a flight booking to Kilimanjaro.
- Center Panel (Compose):** A form for composing a tweet. It includes a "Managed Social Account" dropdown set to "@KLM (can't Direct Message)", a "Social Network" dropdown set to "Twitter", and a "Message Type" dropdown set to "Direct Message". The "In Reply To" section shows a tweet from Polle de Maagt asking about changing a flight. The "Content" field is empty, and there is a "Tweet" button.
- Right Panel (Flying Blue Details):** A customer profile for Polle de Maagt. It includes a "Customer ID: 1008285560" and a table of details:

Full Name	Polle de Maagt
Civility	MR
Flying Blue number	
Birthdate	
Tier level	Ivory
Level Miles	6012
Award Miles	14760
Language	EN
Nationality	NL
Seat Preference	
Meal preference	
E-mail	
Mobile Phone	
Full address (Address, city, country)	

Below the table are sections for "Customer Flights", "Knowledge", and "Last 5 Cases".

Every interaction is a moment of truth.



KLM
16 hours ago

Nkechi Ekeogu ▶ **KLM**

Hi, still waiting for your reply. I sent a reply to you half an hour ago, please I need a response on my enquiry so I can change my plans. Thanks.

about 6 months ago



300 Friends
Like KLM



Invite Your Friends to Like This Page

Type a friend's name...

See All

Invite

Invite x

Invite x

Invite x

Fabiano Maisonnave ▶ **KLM**

i ve been waiting for over 20 minutes!!!!

about 2 months ago



Ulrika Loi

Dear KLM, Yesterday I traveled from Cagliari (Italy) to ...
7 minutes ago



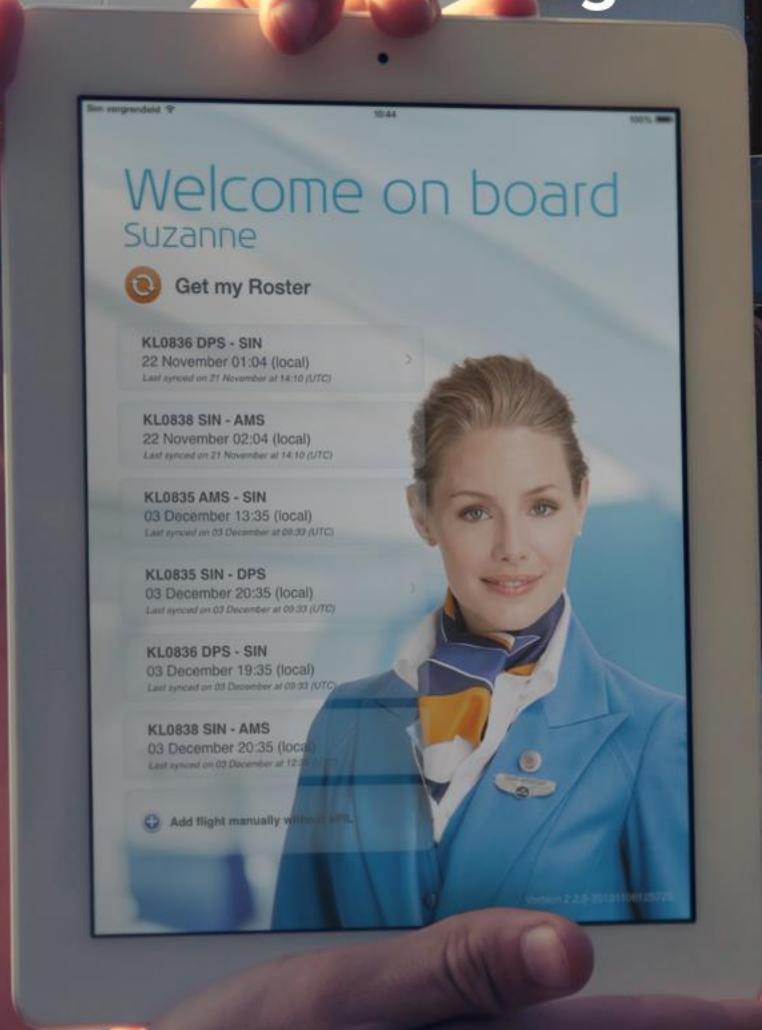
Elke Gloeggler

I have booked a flight for my dad next thursday from ...



Manage Expectations

Closing the loop with social media on board.



Dogie Shirlaw
@dshirlaw

Follow

Many thanks to @KLM - bag has arrived. Customer service being 24/7 certainly makes you less stressed when there is someone there to engage.

Compliments and/or complaints are fed back to iPads on board.



Musa Tariq @MusaTariq

11 Sep

LOVE that the air-steward on @KLM announces that u can use twitter for service & that they'll respond within 1hr, 24hr's a day! Wow!

Collapsible

Reply Retweet Favorite More

2
RETWEETS

3
FAVORITES



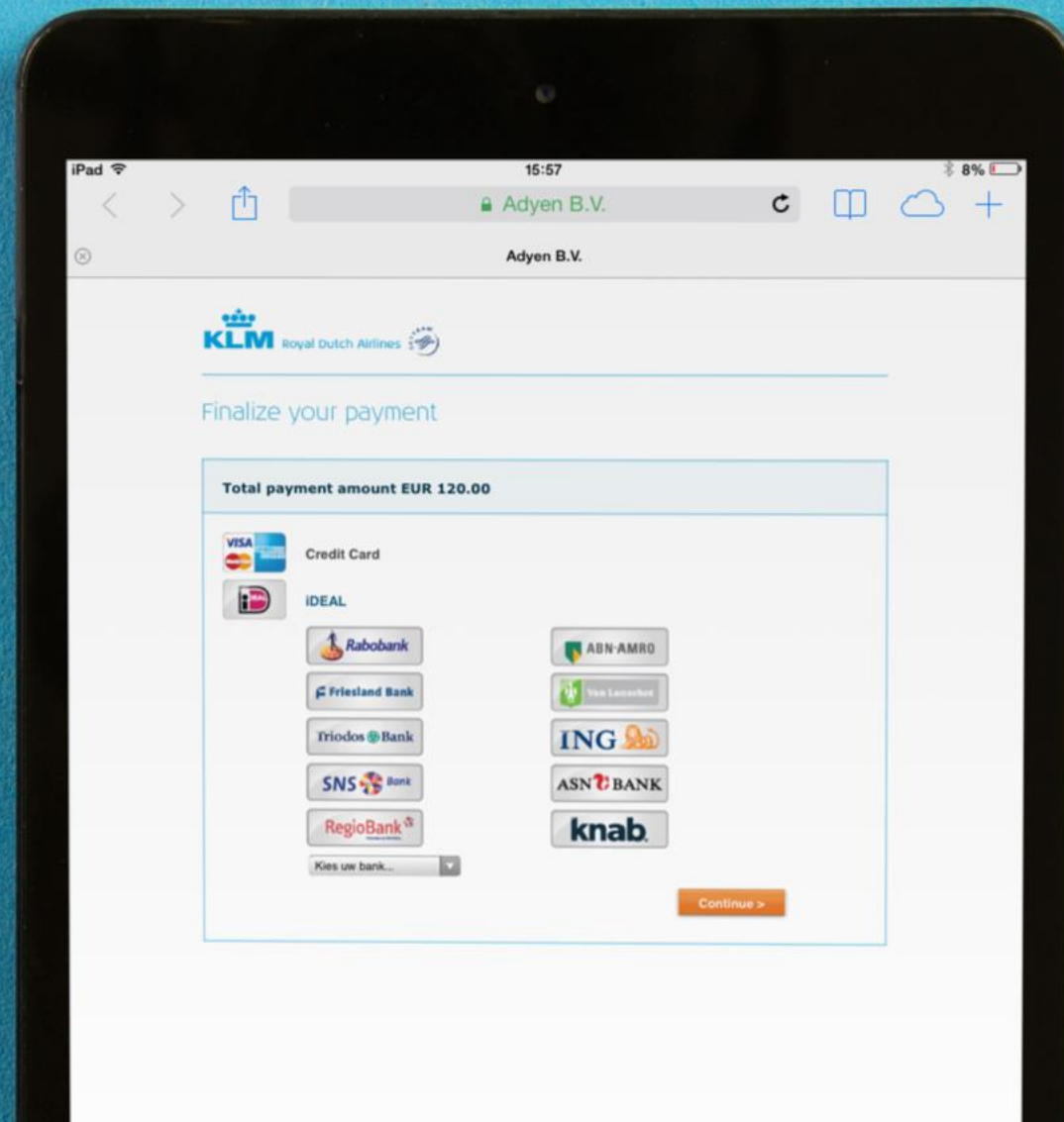
10:37 PM - 11 Sep 13 from Haarlemmermeer, North Holland · Details

Our social media message is also added to the purser talks on every flight.

Social Payment.

Investment: €3500,-

Return: €80.000,- p/week



Spread the word.
Questions? Let us know
through Facebook/Twitter.

Thank you.

AIRFRANCE KLM

TOKYO

KLM

NEW YORK

ISTANBUL

SHANGHAI

LONDON

Our social media team is available 24/7

Regardless of the time, where you are, or what your circumstances may be, someone from KLM is always available to help. Just contact us via [facebook.com/klm](https://www.facebook.com/klm) or twitter.com/klm and we'll respond within one hour.

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ways of inspiration

Phocuswright[?]

Questions?



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Upcoming Webinar:

PhoCusWright's Social Media Webinar, [Sponsored by Socialbakers](#)

December 10, 2014



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Vice President, Research
Phocuswright Inc.



Marcello Gasdia
Sr. Consumer Analyst,
Phocuswright Inc.



Evan James
Head of North American
Marketing Socialbakers

Thank You!

- Today's *Webinar* deck and recording will be emailed in a few days to all registered attendees
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- Please fill out the short survey - thank you!