

CASE STUDY

JetBlue increases agent and operational efficiency with Gladly

Quick Snapshot

GOALS

Deliver a **more personal** customer experience

Meet customers on their channel of choice

Have continuous conversations across channels

Provide agents with a **single, complete view of the customer**

JETBLUE + GLADLY

Replaced siloed systems with a single platform

Every conversation, **regardless of channel**, in a single stream

Single view of the customer, including history, profile, preferences, and status

Introduced live Web Chat

RESULTS

Shaved seconds off every interaction, driving efficiency

Seamless experience for customers across any channel

Agents can focus on delighting customers and building meaningful relationships, with key customer information on one screen

JETBLUE AT-A-GLANCE

INDUSTRY Airline

CREWMEMBERS 20,000+

CHANNELS Chat, Email, Voice, Social

CUSTOMERS 40+ million annually

FLIGHTS 1,000 daily (average)

“The JetBlue experience is about the personalized moments we share with our customers, building meaningful relationships one interaction at a time. Our customers are individuals, not numbers. Gladly empowers our crewmembers to offer a more seamless experience at every touchpoint by providing them a holistic view of a customer’s interactions with us.”

— FRANKIE LITTLEFORD, VP CUSTOMER SUPPORT, JETBLUE AIRWAYS



Humanity isn't something you usually associate with airlines—unless of course you're talking about JetBlue. Winners of numerous customer satisfaction awards, JetBlue was founded on the mission to bring humanity back to air travel at a time when other airlines were reducing amenities and neglecting the customer experience.

One of JetBlue's key strategies has been to constantly innovate ahead of their competition. Whether it's small innovations like giving passengers whole cans of Coke, or big ones like being the first airline to offer free, high-speed Wi-Fi on their planes, and the first domestic airline to launch a fully-integrated biometric self-boarding gate for international flights, JetBlue has always been on the forefront of creative innovation.

In keeping with that tradition, JetBlue wanted a customer service platform that would similarly look to the future, keeping them ahead of competitors while still achieving their goal of building deeper, more personal relationships with customers.

Meeting Customers On Their Channel of Choice

JetBlue realized that their customers wanted to use more than just phone and email to reach out to them. They wanted to use whatever channel was most convenient for them at the time, and be able to switch between channels in a way that felt seamless and continuous.

With Gladly, JetBlue's 3,000 crewmembers (their term for contact center agents) can now handle every customer from the same platform—regardless of whether they're reaching out over the phone, email, messaging, social media or chat. And because it's all in one place, crewmembers and customers can switch channels mid-conversation, while still maintaining the history and context of every conversation.

In one quick glance, crewmembers can pick up where the customer last left off. No repeat. Reduced frustration. And a faster, more seamless experience that delights both customers and crewmembers too, helping them work smarter and more efficiently.

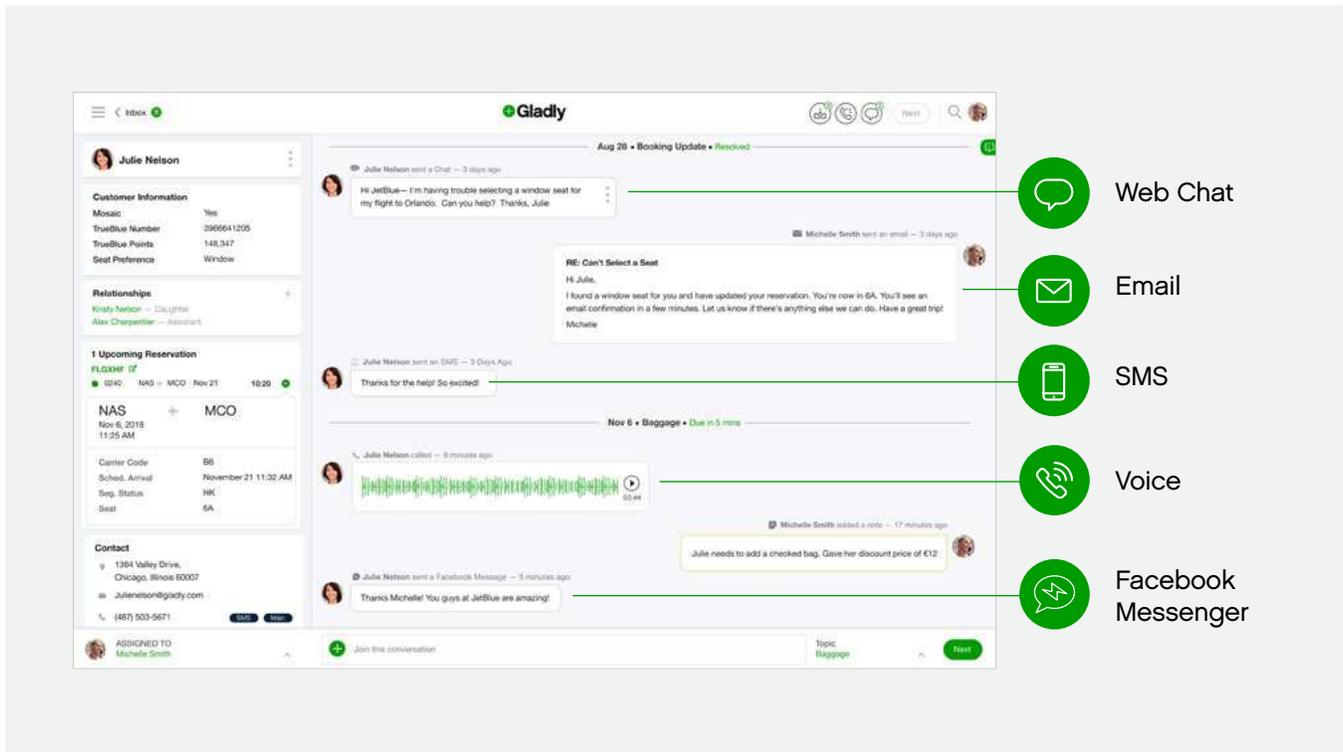
A Platform Truly Centered Around the Customer

Delivering the award-winning support they're known for required crewmembers to toggle between multiple systems behind-the-scenes—one that manages flight details, another for loyalty information, one more for their knowledge base, and their separate email and phone platforms.

With Gladly, JetBlue crewmembers now have a single platform to handle

GLADLY MOMENT

We had a customer reach out to us via chat, but during the conversation, it became clear he wasn't comfortable using it. In the middle of the chat session, our crewmember was able to switch to a phone call and simply continue the conversation. That level of empathy and personalized interaction is what we pride our crewmembers on, and it made an incredible impression on the customer.



all customers, regardless of the channel they use. Gladly has also made it easier for JetBlue to offer new channels. Within a year, JetBlue introduced live Chat to their customers. And because crewmembers were already familiar with using Gladly for voice and email, they needed minimal training to get going. JetBlue also saved valuable time and resources in not having to set up and pay for a separate chat platform.

Today, crewmembers can also see key, contextual information about a customer, including their flight details, loyalty status, and even their preferred seat, in a single view. By leveraging Gladly's APIs, JetBlue connected their multiple systems of record with Gladly so all that key customer information gets pulled securely into one space.

Having easy, immediate access to Gladly's Answers—a knowledge base of JetBlue's frequently used responses—has also helped crewmembers work more efficiently. Previously, crewmembers would have to navigate to a separate system to access JetBlue's knowledge base. Today, they save precious seconds since Answers sits on the same screen they use to communicate with the customer, right alongside their individual context and history.

GLADLY MOMENT

While on a call, our crewmember noticed their customer had set a preference for seats with more legroom, so she asked if he wanted to switch to his preferred seat type. He really appreciated that tailored offer. He'd had that information in his TrueBlue profile for years, but it hadn't been picked up on before. Gladly has made it so easy for crewmembers to see and use a customer's details to personalize and enhance their experience, while opening opportunities for ancillary sales tailored to the customer's preferences and travel needs.



In a busy contact center, every second saved represents real dollar savings that can go back into supporting their crewmembers and delivering awesome experiences for customers.

AI and Machine Learning That Empower Crewmember Productivity

JetBlue credits their award-winning service to their incredible crewmembers, hired for their empathy, and ability to deliver warm, personal hospitality. Gladly's built-in AI and machine learning capabilities have helped enhance these existing talents, empowering crewmembers to take JetBlue's service to new heights.

Before Gladly, JetBlue had a dedicated team of 10 Supervisors manually sifting through the thousands of communications JetBlue receives daily, escalating urgent or high-priority issues, and routing the rest to the right team. Today, that work is done automatically via Gladly's intelligent routing system which routes and prioritizes customers based on configured rules and conditions. Today, those Supervisors are freed up to handle the more high-level needs of JetBlue's contact center.

Gladly's Answers also surfaces Suggestions for crewmembers to use, leveraging machine learning to recommend answers based on what crewmembers have used in the past. Not only do crewmembers work faster, but it's also been a helpful training tool for new crewmembers, akin to having their most experienced crewmember 'virtually' guide them to the best response. And because every communication, regardless of channel, is threaded into a single platform, Gladly's machine learning algorithms have a complete, comprehensive data set to learn from—no added data integration or pipelines needed.

GLADLY MOMENT

Veteran JetBlue crewmembers who had been with us for over 10+ years were seeing answers they never knew existed in the knowledge base thanks to Gladly's suggested Answers.

Ready for Take-Off?

We'd love to share how Gladly can help center your service around your customer, and build lifelong relationships.

Email us at audrey@gladly.com and we'll get in touch.