

Case Study: Jetstar Group



Introduction

The Jetstar Group is a network of value based airlines that provide affordable travel across Australia, New Zealand and the Asia Pacific region. Since launching in 2004, Jetstar have flown over 100 million passengers and become the largest low cost carrier in the Asia Pacific by revenue. Their business mission is to offer 24/7 low fares to enable more people to travel to more places, more often.

In the market for a powerful social relationship platform, Jetstar was interested in the following features:

- **Low price point:** Important for a low cost carrier.
- **Powerful platform features:** Browser based, single interface for multiple social profiles, multiple tabs and streams, workflow capabilities, multilingual, excellent analytics, good online training, post scheduling and mobile apps.
- **Fit with team structure and workflow:** Multiple localised and multilingual teams monitoring five Facebook pages, six Twitter profiles and one Sina Weibo profile.

In this case study, discover how the Jetstar Group adopted HootSuite Enterprise social business solutions to manage their expansive, multilingual social marketing and social customer service initiatives.

The Challenge

From Australia and New Zealand to South East Asia, Japan and China, supporting international growth across multilingual countries and regions is a massive undertaking. Jetstar's Marketing, Customer Service, HR and Corporate Communications teams set out to reach the following top-tier goals for social media:



Since 2004, the Jetstar Group has seen exponential growth. Beginning with providing employment to approximately 400 people, they now have more than 7,000 multilingual employees and ambassadors across Asia Pacific today. Likewise, in the financial year ending June 2012, the Jetstar Group carried more than 23 million customers.

Social Marketing: Protect Jetstar's online reputation, tell the Jetstar story and empower employees to be brand ambassadors to build awareness, loyalty and optimise performance of social marketing initiatives.

Social Customer Service: Connect directly with customers in a two-way dialogue to increase customer satisfaction, engagement, measure success and increase response times.

Achieving Success

"We use HootSuite primarily to provide excellent customer service across our multiple, multilingual social media profiles. This is key for a service company like ours," says Ameen Khan, Social Media Manager.

To provide excellent social customer service and increase brand awareness, Jetstar relies on the following monitoring and engagement tools in the HootSuite dashboard:

Collaboration

Four departments across the Jetstar Group use HootSuite to effectively track and respond to multilingual brand mentions and conversations on social media on a day-to-day basis:

- **The Marketing Team** to tell the brand story and share with their social customers about sales, promotions, contests and competitions.
- **The Customer Care Team** to effectively listen and respond to customer queries and to provide excellent customer support.
- **The Human Resources Team** to advertise job openings and connect with potential future team members.
- **The Corporate Communications Team** to amplify Jetstar's brand awareness, tell longer-form brand stories, respond to escalated customer complaints, provide an early warning for customer issues and support crisis communications if necessary.

While all four teams engage with customers on social media, only the Customer Care team listens to customers full-time. The Customer Care teams are in Melbourne, Australia, Tokyo, Japan and Hong Kong, China. To maintain effective communication between all Jetstar teams and its customers, they rely on HootSuite Teams functionality.

The Voice of the Customer

The Jetstar teams set up different Twitter lists and keyword and hashtag search streams to monitor and engage with customers and conversations. This also ensures that social customer service messages aren't overlooked. "We use HootSuite to connect directly with our customers, listening to their stories and telling our own," says Ameen Khan, Social Media Manager.

The Jetstar Group consists of five airlines:

- Jetstar Airways in Australia and New Zealand
- Jetstar Asia in Singapore
- Jetstar Pacific in Vietnam
- Jetstar Japan
- Jetstar Hong Kong*

*Subject to regulatory approval



"One of our goals for Jetstar Japan is increase sales through social media. Running multiple Twitter-only campaigns and competitions through HootSuite increased our followers by 78% over the month of August 2013 (from 15k on 1 Aug to 27k on 31 Aug)"

Ameen Khan,
Social Media Manager

“The Jetstar Group is always looking to minimize costs to help us offer the lowest ticket prices to our customers. Thanks to HootSuite, we managed to reduce our social Customer Care team’s workload, freeing up valuable time to share stories and increase our social customer engagement. Compared to the beginning of the year, we reduced our FTE spend on social media by 30%.”

Decision-Making Data

Jetstar’s teams required a tool to measure and track results of their social customer service and social marketing campaigns. “HootSuite analytics provides us with an excellent opportunity to gauge customer sentiment and adjust conversations accordingly” - Ameel Khan, Social Media Manager. With weekly activity and monthly trend reports, the Jetstar Group is able to communicate the results of their social media efforts across Asia Pacific to each of their airline leadership teams.

Results

The Jetstar Group was successful in reaching their goals of protecting their brand, telling their story and those of their loyal customers and tapping into customer service conversations. With the help of HootSuite Enterprise solutions, they are able to effectively listen to and engage with millions of multilingual customers across Asia Pacific. Using analytics, Jetstar can monitor and adjust their social campaigns for optimal reach in each region.

From February to August 2013, Jetstar Australia increased their **Facebook Page’s average weekly reach by 170%.**

One of their most popular stories reached **2.1M people on Facebook** - **nearly 9x the total likes** for Jetstar Australia’s Facebook Page.

“HootSuite allowed us to manage the high-volume customer engagement on all these posts.”

Ameel Khan,
Social Media Manager



Using social analytics the Jetstar Group was able to achieve the following business goals:

- Achieve buy-in from leadership team
- Provide visibility into business metrics to the organisation
- Recommend business policy changes based on direct customer feedback
- Make decisions regarding team size and activities
- Improve ongoing social media strategy
- Measure and optimise ROI on social initiatives