



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

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

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ex. Head of Insight, Wizz Air



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# WIZZ AIR PRE-COVID-19



## FLEET

- 120 Airbus A320, Airbus A321 and Airbus A321neo



## STAFF

- > 5,000



## ROUTES ON SALE

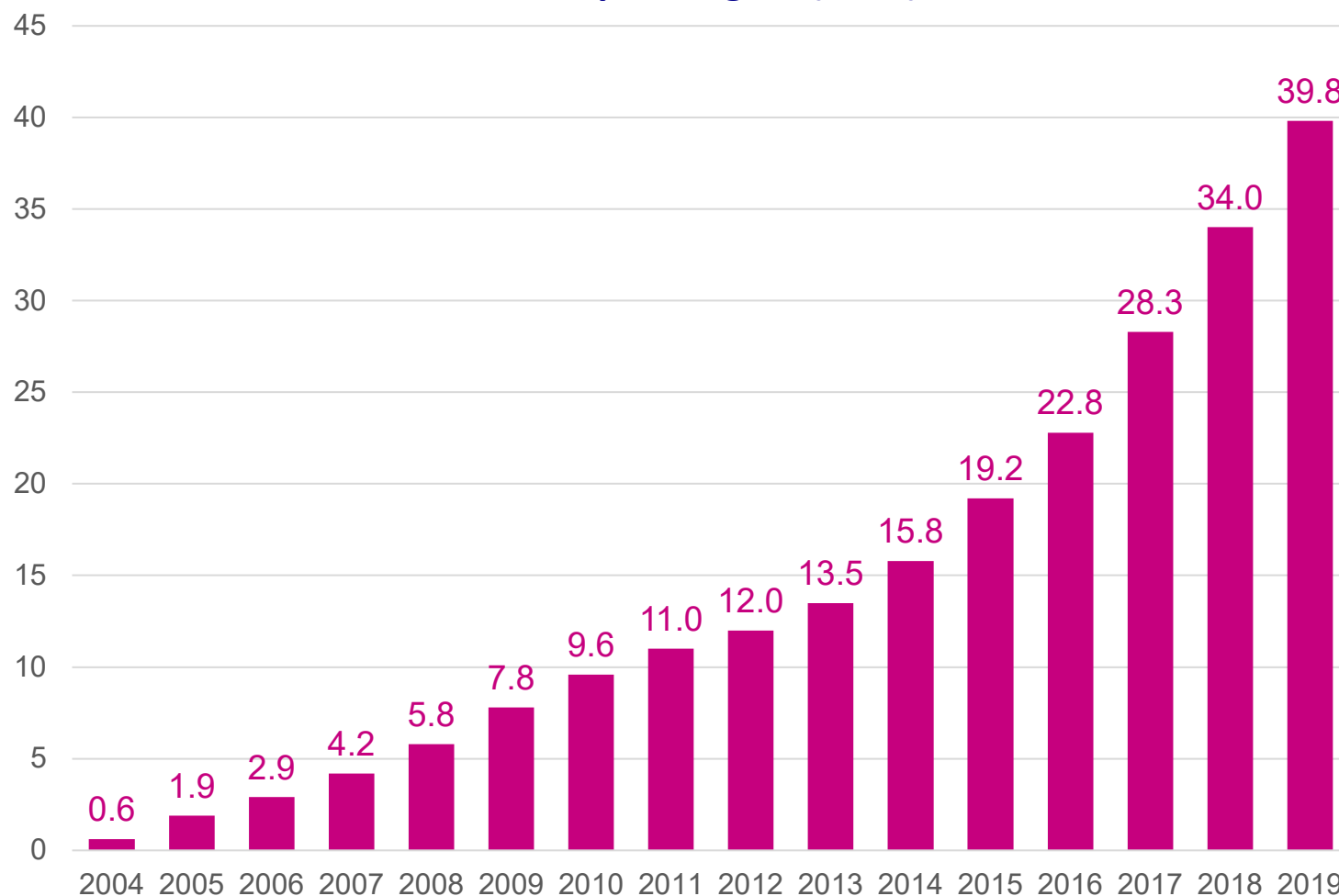
- 700 routes
- 155 destinations
- 45 countries



## OPERATING BASES

- 25 operational bases in 14 countries

Carried passengers (in M)



wizzair.com

DC1-Restricted Data

# 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

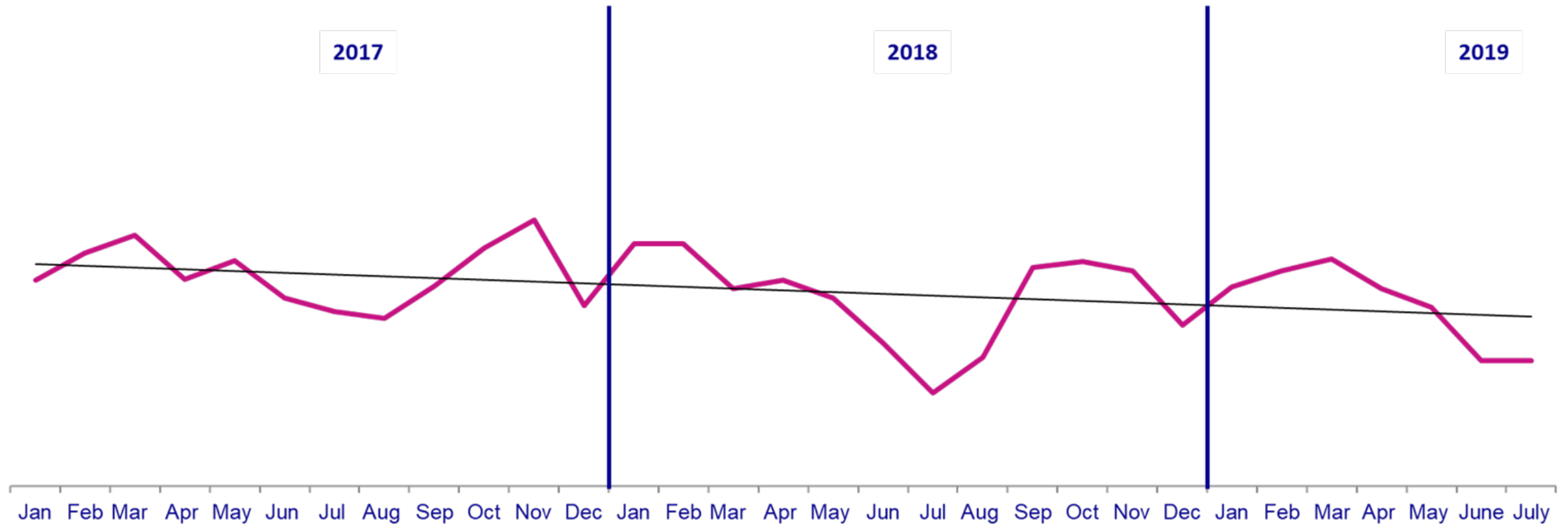
Delays, Cancellations

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

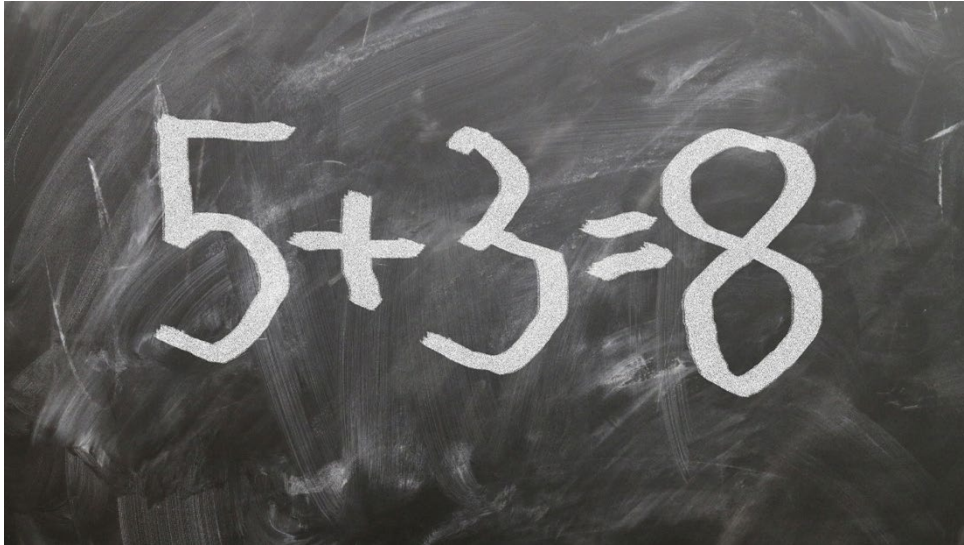
**Fine for passenger handling during delays**

# THE CHALLENGE

## Declining customer happiness



# SEARCHING FOR A PARTNER





# CONNECTION BETWEEN SENIOR MANAGEMENT AND CUSTOMERS



# AND THEN WE FOUND BAKAMO

The Bakamo story



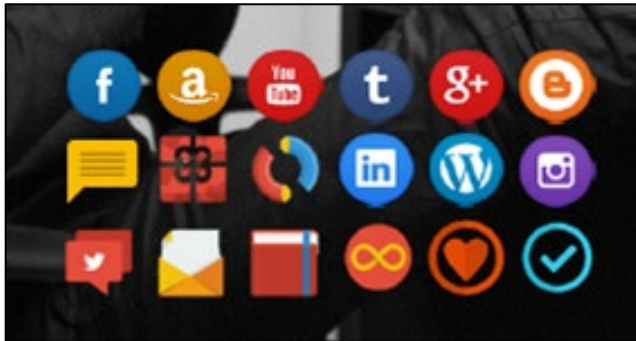
- **Founded in 2015**
- **Qualitative social media intelligence for invisible insights, natural context, collected at scale**
- **Global coverage with 55+ languages**
- **Team of 10 and network of 250+ trained analysts**



# 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



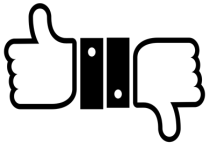
# FINDINGS – REACTIONS PER STORY TYPES

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	↓ INVISIBLE CLOAK OF NEGATIVITY

# Findings - Talk Drivers

## Narratives shaping the brand

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



LOW-COST

+

+

LOW-QUALITY

SIMPLE, PLAIN

||

||

BAD

GOOD

LACK OF CUSTOMER CARE

INEFFECTIVE COMMUNICATION OF POLICIES

PERCEIVED DISHONESTY OF CORPORATE COMMUNICATION

MALÉV NOSTALGIA

FAILS TO BE AN OBJECT OF PRIDE

LOW-CLASS PASSENGERS

GLAMOROUS JOB

HARSH REALITY

REPLACING LEGACY AIRLINES

ALLOWING NEW LIFESTYLES

**Wizz**

wizzair.com

DC1-Restricted Data



# SEGMENTS OBSERVED IN SOCIAL MEDIA

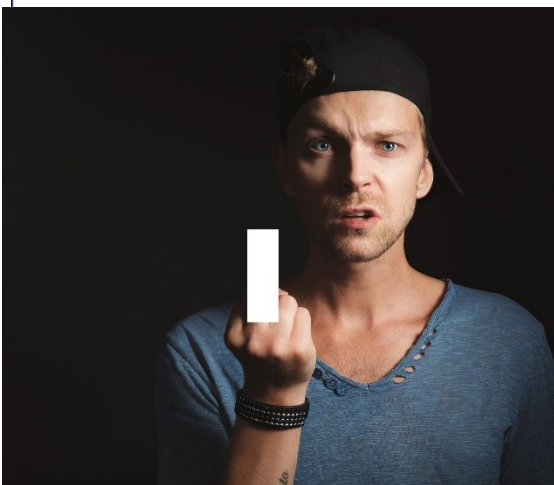
People who  
never fly

Holiday makers

Frustrated  
frequent flyers

Price sensitive  
flyers

Supportive  
frequent flyers



# Management Response

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



# AFTERLIFE FOR CUSTOMER ENGAGEMENT



## 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



# AFTERLIFE FOR MARKETING COMMUNICATIONS



# 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





**THANK YOU**