Ideal situation | Current ways

Employees want to aware **customers' mood**, behavior, situation, and requirements in a **timely manner** with **aligned, prioritized, enough information** and have options to show their concern.

Customers have high expectations for customer-facing employees to become aware of their **changing mood, dynamic** situation and requirements, and loyalty to this company.

The real-time, optimized **customer status** can enable customer-facing employees' **empathy**.

Aligned, Prioritized, Empowered — **NO**

1, Customer information overload and no summary or ranking of the passenger to customer-facing employees. So there is less an aligned plan of customer data usage and selection across different tools.

Dynamic Real-time — **NO**

2, Different supportive resources and working context cause little consistent understanding of customers among different groups of employees. And there are few procedures to support them align understanding and exchange it.

Mood — **NO**

3, No real-time mood collection and storage

Four tools to Narrow the Gap

1

JET Principle

Survey with

120 Cabin Crew
100 Ground agents
25 Customer contact agents

One Co-creation workshop

Customer status can be organized by the "JET" structure and defined by the "JET principle", it gives the opportunity to align and optimize customer status, it can be used to describe real-time customer status.

	story in **J**ourney	**E**motion/**E**xperience	**T**icket facts
High priority	Necessary-High perceived disruptions / High priority disruptions / High priority action requirement (promised by other employee)	Strong negative emotions Detractors	FB-Ultimate/Platinum Important customer Mandatory information
Middle priority	Nice to have-Low perceived disruptions / Low priority disruptions / Low priority action requirement	Positive emotions Promoters	FB-Silver Nice to have information
Normal	Normal journey	Normal mood and emotions	FB-Explorer Non-frequent flyer

The flow explains how the customer status will be described via the "JET principle" in the personal service of the customer journey. The customer status will be shown in different touch-points at the same time by the same structure of "JET", the status will be updated based on the real-time customer information updating.
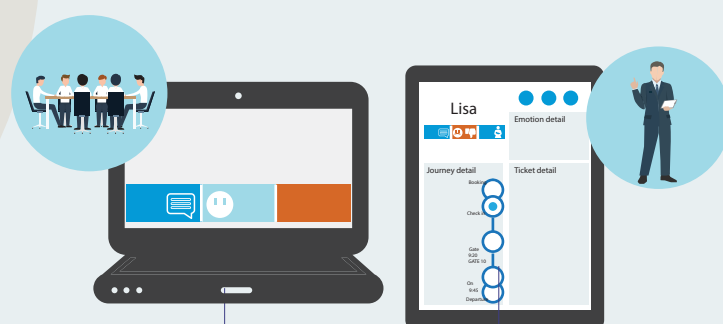
2

JET Banner

There are six indicators represent the main common high priority customer status elements in "JET" categories, which are customer journey, experience, and ticket facts

All of the data resources for "JET banner" are existing in this company's system. This tool is to extract and organize them based on the JET principle to transfer to a visualized indicator.

Add the aligned customer status to employees' tools
Allow the machine to maximize the value of customer data by implementing the customer status into the employee's tools and align information structure of interfaces based on the JET principle

Story in **J**ourney | **E**motion | **T**icket facts

"JET banner"
= Summary of Customer status

3

Live JET

$Status = Weight1*Priority*J + Weight2*Priority*E + Weight3*priority*T$

Live JET means after the JET banner has been added in those supportive tools, customer-facing employees, especially the dedicated service expert can reflect the customer's current emotion after the interaction. And customers can mark their real-time satisfaction for every stage of the journey. Plus the real-time data feeds and improved algorithm in the operating system. Then, the customer status is approaching real-time via the contributions from both the customer and employee side.

Enrich the customer status from customers' input to increase employees' empathy
Enrich the job resources of customer status from customers' input from new touch points and enhance the opportunity for employees to understand the customer and take actions accordingly
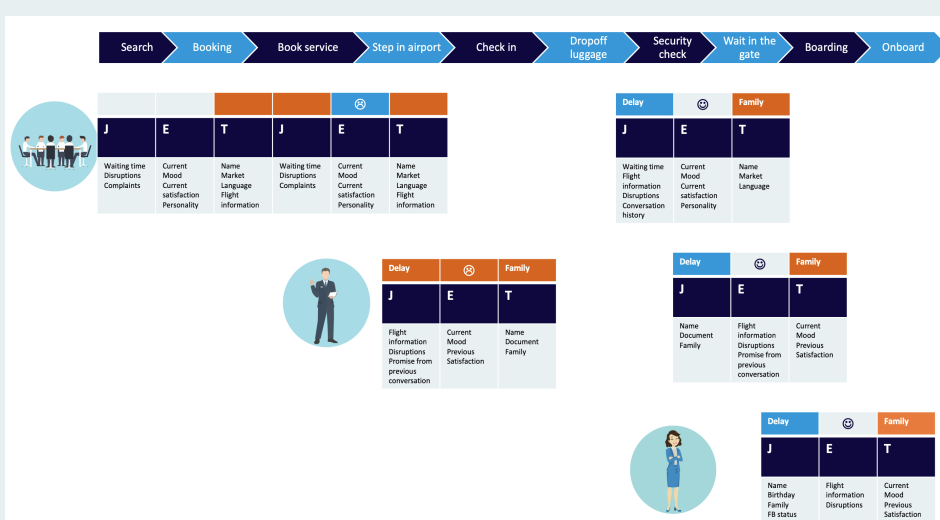
"Live JET"
->
Empathetic employees

This tool and relevant process support the time or inspire the ability of employees to corporate for **empathy**

4

Empowered JET

Option 1 can be arranged. Tap here to check
Arrange shuttle bus
Listening

Next Best Action / Upgrade / Assistant / Wow experience / Lisa / Listening and attention

Empowered JET can inform customer-facing employees the priority of customer status and what are the recommendations for those high priority customers. The system will open some personalized options to the employee as empowerment and inform employees automatically.

Let the customer status empower the employees' empathy
Empower employees by empathetic gestures' suggestions and emotion predictions from improved algorithm of the customer status from the full journey's information

"Empowered JET"
->
Engaged employees

This system will increase customer-facing employees' engagement. That means, after information to foster empathy, time and ability to explore and practice it, the empowerment is going to give customer-facing employees options to proactively do something for their understanding of customers.

This approach will engage customer-facing employees to proactively deliver their empathy to customers when they have perceived disruptions. As a result, **customer satisfaction** will increase.