



Stanford eCorner

Creating A Customer Experience

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Video URL: <http://ecorner.stanford.edu/videos/289/Creating-A-Customer-Experience>

Neeleman shares an experience he received by asking for feedback about of the airlines business from a class of business students. He emphasizes the importance of a customer's experience.



Transcript

When I was in business class this afternoon and they listed, they said these are all the things that are wrong with the airline business and tells futilely all the ways that JetBlue will fail and they came up with probably 15 or 16 different things that were geopolitical to raising fuel prices to you're running out of low-hanging fruit, just on and on and on. There was only one thing that really like yeah, yeah, I've heard all that before but there was one that I worry most about, the one that keeps me up at night that I worry most about is the dilution of a culture. It's outgrowing this culture of kind of this feeling that when customers fly JetBlue they feel special. They just feel different. It's something that you can't really put your finger other than the fact that you know that the people who are serving you, this isn't the case on every flight unfortunately but on most of the flights that you feel like people actually are pleased to have you on board that you're not just an irritation. You don't feel like that if you didn't show up then people would be a lot happier without having dealt with you in the first place. I don't know if any of you have been through that experience but often on the flights when I tell them I'm on board, I introduce our customers to the flight attendant call button and I say it's okay to use it on JetBlue. We relish the opportunity to serve you and you'd have to have one child throwing up all over you before you would ever push the dreaded flight attendant call button because you would say, what is it? They'd turn it off first and they say, what is it? We actually relish the opportunity to serve and so it's...