



CASE STUDY

Tapping Into Customer Advocacy

TAP Air Portugal is the flag carrier airline of Portugal, headquartered at Lisbon Airport. Established in 1945, today, TAP carries millions of passengers to more than 90 destinations and operates an average of more than 2,500 flights per week.

With so many passengers travelling with the airline, TAP needed a CX programme to gain a deeper understanding of their customers' decisions to travel with them and what the factors were for driving customer advocacy.

Centralising the Voice of Customer Programme

Partnering with InMoment, the online survey was a first step in collating and centralising all customer data in the

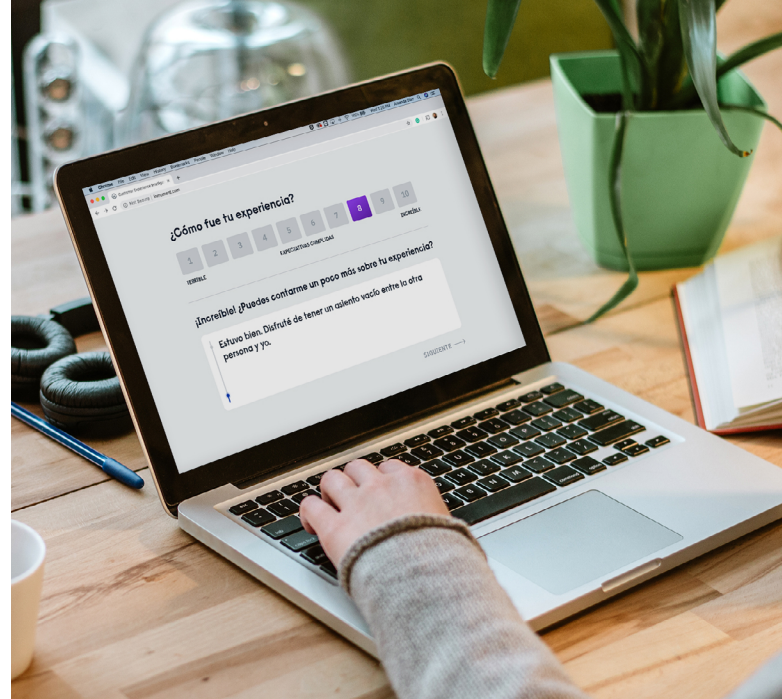
XI Platform and a formal regular transactional customer feedback analysis was implemented.

TAP decided to place the feedback survey at the beginning of the customer experience measurement journey in order to focus on the booking, pre-flight, inflight and arrivals experience. With the help of InMoment, over 40 different customer variables were set up to trigger relevant questions relating to a specific flight, ensuring the survey is highly personalised and specific to customers' experiences. The scale of TAP's unique project and highly personalised approach signifies its dedication to develop valuable and reflective customer experience practices.

Gathering a Global Customer Voice

To ensure all customer voices were captured, the survey was set up in multiple languages including Portuguese, English, French, German, Italian, and Spanish.

It was clear to see that customers' experiences and needs differ throughout every market, therefore, with a jointly-conceived approach, TAP is ensuring that it collates as much insight for each territory as it possibly can.



Richer Intelligence for Every Journey Experience

As well as setting up the feedback survey, TAP wanted to dive deeper into areas of the journey experience of their customers for richer insights. A self service tool was engineered by InMoment to enable TAP to turn on and off additional questions depending on certain trigger points and the customers' willingness to provide feedback.

The company's emphasis on verbatim feedback gives TAP customers greater control and flexibility of input should they wish to recount their experiences in their own words. Real time dashboards were set up to show rich information about each customer



“InMoment’s long-standing experience in the aviation and customer experience sector made the company the right choice for us. Their highly flexible approach enables us to grow our NPS programme as our client base and needs evolve. The platform’s highly flexible dashboards allow us to receive detailed, timely feedback analytics about each customer and flight. From these results we are able to develop highly personalised customer experiences.”

PAULA CANADA, TAP

and about each flight to enable detailed analysis and allow TAP to constantly review what’s working well and what could be done to improve and enhance their customers’ experiences.

Ensuring a Smooth, Stress Free Travel Experience

With any airport experience, time is of the essence. On top of making sure you’re at the correct gate on time and navigating your way around a busy airport, there

is so much to remember and when issues occur this can be a very stressful time.

TAP wanted a solution that would allow their employees to step in quickly and efficiently to resolve any problems their customers may face. InMoment and TAP worked together to set up configured response alerts which allow TAP to escalate any issues that arise in real time directly to the relevant employee, enabling them to react directly to the customer and to ensure a rapid response rate.

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