

CUSTOMER EXPERIENCE

# Case Study



Emirates Airlines

**Reconceptualized Customer Journey Keeps Emirates  
Highest Ranked Airline in the World**

## Case Study

# Emirates Airlines

## Reconceptualized Customer Journey Keeps Emirates Highest Ranked Airline in the World

### Challenge

- Fragmented view of their customer journey from disparate feedback collection methods
- Difficulty analyzing set of data from various touchpoint

### Solution

- Using advanced data analysis enabled customer segmentation
- Role-based custom dashboards to empower the right people with real-time data
- Robust touchpoint reporting redefined the customer journey

### Results

- Created Chauffeur-drive service now in over 70 cities worldwide
- Continues to uphold industry leading customer excellence
- Empowered Emirates team with real-time, actionable data to drive immediate actions

*“QuestionPro’s partnership with Emirates helps us keep a pulse on our customers and leads our effort in being the highest ranked airline in the world.”*

— Gurupratap Suri, Research Manager



Emirates is the largest airline in the Middle East, operating over 3,600 flights per week from its hub in Dubai International Airport, to more than 154 cities in 80 countries across six continents.

It’s the strong commitment to their vision and values that propelled Emirates into becoming the world’s largest international airline, and it all started in 1985 with just two aircrafts.

Emirates’ customer, product and service innovations have earned the brand an array of accolades, including four from Business Traveller Middle East - ‘Best Airline Worldwide’, ‘Airline with the Best First Class’, ‘Airline with the Best Economy Class’ and ‘Airline with the Best Cabin Staff.’

## About Emirates



Over 3,600 flights  
per week



Operates in 80  
countries



Skytrax World  
Airline 2016 Winner



16 million+  
members

## Challenge

Customer feedback has always been in the Emirates Airlines mission. The challenge wasn't the absence of customer feedback, but the opposite. Prior to QuestionPro's Customer Experience platform, the company had a fragmented view of their customer journey. With disparate feedback from all facets of the business, silos unfolded without a closed-loop feedback system.

As an industry leader in the airline space, Emirates strives to fulfill their world-class customer service promise. Without a 360 view of the customer journey, Emirates Airlines risked losing at-risk customers and the brand promise.

## Solution

QuestionPro Customer Experience partnered with Emirates to unify customer data, empower immediate action and redefine the 360 view of the customer journey.

### Full Customer Journey View

Comprehensive view of the entire customer journey: from online booking, pre-departure to arrival, in-flight experience including the entertainment satisfaction, and post-flight experience.

### Closed-Loop Feedback System

QuestionPro Customer Experience provides real-time data to the right people at the right moment. With role-based reporting, only the most relevant information is presented to the right people.

### Redefining the Customer Journey

The unified data reporting helped identify not only the customer segmentation, it also revealed a competitive differentiator.

## Results

Customer response rates have increased, but the most notable opportunity was identified in the customer journey. Using QuestionPro's Customer Experience, Emirates revealed an innovative solution to solve one of their customer's biggest pain points: the pre-departure touchpoint. With a substantial amount of customer data collected and analyzed, the brand enhanced their customer experience with a new service, Chauffeur-drive. Chauffeur-drive has revolutionized a segment of their customer's airline experience. Today, the Chauffeur-drive service has expanded to over 70 cities worldwide.

## About QuestionPro

With over 2.5 million users across 100 countries, we are a leading provider of online survey software that allows our users to generate the insights they need to make better business decisions. Our software includes not only tools for creation, distribution, and analysis of surveys, but also provides a platform for polling, tablet-based mobile research, and data visualization. We have provided reliable and innovative technology to Fortune 100 companies, academic institutions, small businesses, and individual DIY researchers for over 12 years. Learn more at [www.questionpro.com](http://www.questionpro.com)