



Success Story

Air travel 4.0

Extensive digital customer journey study

Photo: Lufthansa Group

Flight guests of Lufthansa, SWISS and Austrian Airlines systematically provided feedback on the entire travel chain at the moment of truth in a group-wide project of the Lufthansa Group. The focus was on digital touchpoints, such as the search for information, the booking process, the check-in and notifications in advance of the flight.

But also the experience of personal contact, on-board and ground processes as well as current sensitivities of the guests were recorded. Selected customers from the Miles and More program were invited to participate in the project using their own Android and Apple devices. After the installation of the mQuest® app, the „Trip Diary“ questionnaire was assigned.

Deployed product: mQuest® Diary

Independent completion of questionnaires on participants' own smartphones

Clearly structured questionnaires covered all phases of the customer journey

773 recorded reports of air travel during the study

Independent of WiFi or mobile networks thanks to offline functionality at an altitude of 15,000 m

Daily upload of results

Services



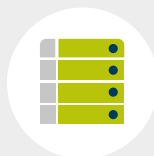
Programming of questionnaires



Set up of participants for the diary study



Support



Hosting



With mQuest® we were able to capture live impressions immediately – our customers were able to reproduce what they were experiencing directly. This allowed us to gain new insights, even about less conspicuous but important touchpoints. Offline functionality and easy setup on the participants' devices were very important.

Caroline Kleber
Customer Insights, Lufthansa German Airlines

Further informations:
www.lufthansa.com und
www.klare-antworten.de



www.mQuest.de