

After reading a mini-  
case, and writing a  
summary with your  
opinion

[Business](#)



JetBlue Using Twitter JetBlue started using Twitter in mid 2007 as a means to reach out to their frequent flyers, the TrueBlue users Amplifying Perceptions”

1). The unexpected positive results they received over a span of a few years were surprising. JetBlue made it a goal to make a solid relationship with its customers and to reach out to them in order to build their trust. They actively engaged with clients and successfully secured old and new customers. For example, JetBlue had one public voice where it emphasized honesty, empathy and acceptance. JetBlue also claimed that Twitter was more compatible for their needs than Facebook, as Twitter was more mobile friendly and allowed them to create needed content immediately.

JetBlue used Twitter to market new deals and sales without turning into spam or the usual “ promotional lingo” (2). It created a separate Twitter account known as “ JetBlue Cheaps” to cater to the different needs of their customers. This led to an exciting offer in JetBlue’s history in the summer of 2009 known “ All You Can Jet” (3). This allowed customers to travel many routes under just one ticket. Twitter basically allowed them to market this offer for free. The AYCJ pass was sold out before the company’s expectations leading to millions of blog references, search engine hits, and increased traffic. Media channels, newspapers, and blogs also propelled this offer, further highlighting its publicity. The already booming loyal followers became ecstatic over this historical offer and shared it on their other social networks. JetBlue was able to get a hold of even more customers and satisfied followers. The offer allowed JetBlue to gain immense profits as well as more TrueBlue flyers, where its members soon hit the 8 million member mark.

JetBlue also used Twitter in March of 2010 to give away 1, 000 free roundtrip

tickets because of its 10th anniversary (4). The company established itself further as a customer oriented service gaining even more positive publicity. JetBlue realized that its profits and public support were not solely the result of its few Twitter team members but instead due to “ the crew members who are on the front lines all across the company” (4). Furthermore, JetBlue used Twitter to closely and carefully monitor customer complaints and concerns as they were occurring in real time. This way instead of targeting a problem or issue, no matter how big or small, a week down the road, they were able to handle it on the spot with satisfying results. For example, when the company noticed a bike handling fee that the customers were complaining about, the communication team promptly got hold of the check in members and presented a solution.

JetBlue has also taken great care to follow its customers’ tweets and keeping up to date with their concerns, helping them to feel appreciated and acknowledged. Twitter has allowed the company to actively engage with its customers and build a strong network of support and interaction. I think JetBlue has done a tremendous job in maintaining its excellent reputation and standard. Using a public network, like Twitter, it has not only grown its customer support but also increased its trust and relationship. I think it’s great that a company keeps up to date with its customers and their day-to-day issues. This way the followers feel like their voices are being heard and their concerns properly met. Using Twitter the way JetBlue has provides an outstanding example of a company actively participating with its customers and reaching out to them in these fast changing times. I truly think, that other companies should follow JetBlue’s example, and start actively

engaging with the customers who appreciate the little personal touches and everyday conversations as it helps them to feel that the company is also a part of their normal, everyday lives.

#### Works Cited

“ Amplifying Perceptions: How JetBlue Uses Twitter to Drive Engagement and Satisfaction.” Jonathanfield. com. Stanford: Graduate School of Business. 10 June. 2010. Web. 01 Mar. 2012.