



brandwatch

Case Study/ Cathay Pacific

How social analytics is used
at scale at Cathay Pacific



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At a glance/

About Cathay Pacific

Cathay Pacific Airways is a Hong Kong-based airline offering scheduled passenger and cargo services to nearly 200 destinations in Asia, North America, Australia, Europe and Africa, using a fleet of more than 140 wide-body aircraft.

The company is a member of the Swire group and is a public company listed on the Hong Kong Stock Exchange. Dragonair is a wholly owned subsidiary of Cathay Pacific, and the airline also has a 60% stake in AHK Air Hong Kong Ltd, an all-cargo carrier operating regional express freight services.

Cathay Pacific has made substantial investments to develop Hong Kong as one of the world's leading global transportation hubs. The airline is a founder member of the oneworld global alliance.

Cathay Pacific was named "World's Best Airline" for the fourth time in the 2014 annual Skytrax World Airline Awards.

Headquarters : Hong Kong

Staff : 23,000 worldwide (as of Feb 2016)

Cathay Pacific and its subsidiaries employ 33,600 people worldwide. The Group employs 25,800 staff in Hong Kong where 16,500 are Cathay Pacific staff while a further 9,200 work for local subsidiaries, making the Group one of Hong Kong's biggest employers.

1946

YEAR FOUNDED

23,000

STAFF WORLDWIDE

173

DESTINATIONS

42

TERRITORIES

Background

Since its inception in 1946 Cathay Pacific has been awarded the 'World's Best Airline' four times, more than any other airline, and in 2015 announced record profits. Business is going very well at Hong Kong's official airline.

Forbes reported in its article 'Social Media Tips From The World's Top Airline' just how and why things are going so well for Cathay Pacific.

100% dedication to social

Social media flows through nearly every department at Cathay Pacific from marketing communications to employee recruitment and customer service. Cathay Pacific is committed to hiring people who are skilled in business, communication, storytelling, marketing and writing. It's a real showcase of just how vital a role the social team play within the whole organization.

Offline and online customer service

Every touch point a customer engages with deserves exceptional customer service, whether that be the website, at the airport check-in or on social media. Each touch point must reflect Cathay Pacific's brand, and consistency is essential.

Understand each channel's strengths

Cathay Pacific is highly aware of the type of audience each of its social channels attracts. Knowing its audience allows Cathay Pacific to ensure relevant content, using language and tone that will resonate with the specific audience, is used on the appropriate channel.

Cathay Pacific views social media as a way of building relationships with its customers through two-way dialogues.

Placing such importance on social media and customer service is evident in the set-up of the businesses social and digital teams.

Cathay Pacific has local teams on the ground at every location the airline flies to, ensuring effective response and communication with its customers. The local teams are responsible for managing their own local channels and handles, giving a local flavor to any customer who interacts with them.

Sharing insights across the business

With over 23,000 employees worldwide, the seamless distribution of information is paramount.

The digital marketing team at Cathay Pacific works very closely with different entities, such as the corporate communication department and the customer service team, both of which they share knowledge, information and insights.

Priscilla Chok is digital marketing manager at Cathay Pacific and works alongside many of these other departments within the organization.

“We work closely with our digital retail team, which manages the website sales, online sales, and mobile sales. We like to understand how the content that we generate can bring quality traffic to the website.”

The digital marketing team also works closely with the customer-facing departments within Cathay Pacific.

“When customers ask online ‘where’s my lost baggage?’ or ‘why is my flight delayed?’, we liaise with the appropriate departments to ensure our customers’ needs and requests are met as soon as possible,” says Priscilla.

A crucial element in this process is that Cathay Pacific customers are not passed from department to department. The airline tries to avoid this at all costs, meaning if a customer comes through its social channels with a request or question, the customer is responded to natively, on that same channel.

Using Brandwatch Channels, Cathay Pacific is able to track every mention on its owned media channels, ensuring no comment goes undetected. These real-time insights can then be shared across the relevant teams in the business, helping ensure that each discovery is met with an appropriate, swift response.

Regular Reporting

It's not just a case of tracking for insights and comments each day for Cathay Pacific. The brand also uses social data for a whole array of more regular reporting benefits. Reporting on digital activities and campaigns helps the airline understand what works and what changes can be made.

Regular reporting, using data from Brandwatch, helps Cathay Pacific understand how its own channels are performing, which content has been performing best and to identify areas for improvement. These reports are circulated across the organization, and in many cases even as high up as the firm's CMO, demonstrating just how digitally-focused the DNA of the enterprise has become, and the level of importance the brand places on its social activity.

Campaign creation, measurement & monitoring

In January 2015 Cathay Pacific launched its #lifewelltravelled campaign.

Since the launch of the campaign Priscilla and her team have been using Brandwatch Analytics to monitor and listen to how the hashtag has been picked up across social media.

Cathay Pacific has also been looking into what people talk about when they use the #lifewelltravelled hashtag and how its customers are using it.

"We are currently at nearly 300,000 uses of the hashtag on the Life Well Travelled campaign," says Priscilla

Seeing the campaign being shared online is a measure of success for the company, as "customers understand the philosophy...their moments resonate and they associate themselves with the hashtag," says Priscilla.

Cathay Pacific is also using Brandwatch to identify trends.

Using Brandwatch Analytics, the team explores the latest trends people are talking about around travel or certain destinations. These insights and inputs help formulate future creative ideas that ideally will be relevant, topical and interesting to the audience the airline is attempting to engage with.

Crisis Monitoring & Alerts

Reputation is everything when you're the best airline on social. To ensure Cathay Pacific has a firm hold on its reputation, the company has Alerts set up within Brandwatch.

Brandwatch's Alerts feature delivers notifications about any potential shifts in data, designed to be sent to any specified email. Cathay Pacific has a number of Alerts set up, including those created to alert whenever there is:

- A negative brand mention
- A mention featuring purchase intent
- A press hit from a credible publisher
- An influencer is talking about the brand

The social team is always the very first to be alerted to any potentially valuable activity and are responsible for instantly communicating anything which might require a rapid response.

In 2015 a Cathay Pacific aircraft was diverted while on route to Los Angeles. The appropriate teams within Cathay Pacific were aware of the diversion but the internal information hadn't yet reached the social team.

The first the social team heard of the diverted aircraft was via social media and through the Alerts they had set up within Brandwatch. The Alerts came through due to an automatic flight radar social media account that tags the routes of all aircraft. The moment any aircraft is rerouted from where they should be flying, tweets are automatically published from the flight radar account, which has proven to be a profile popular among aviation fans and conspiracy theorists.

In the instance of this particular incident with the Cathay Pacific aircraft, the tweet was soon retweeted. This sudden influx and rise in tweets about Cathay Pacific caused an Alert within Brandwatch to trigger, informing the Cathay Pacific social team something was going on.

This allowed the team members to quickly work with their communications department to formulate the appropriate strategy on what the company needed to clarify, as well as determine the information people would need and what official statement to release.

"Brandwatch helps us measure how many people are currently talking about an issue. This allows us to gauge how big the impact is. We can then be proactive with our updates and any communications with passengers." says Priscilla

The Future

Cathay Pacific is dedicating more resources to customer service and is currently working to ramp up its social customer services to a 24/7 operation.

The airline is also looking into how it can connect with individuals who are not directly connecting with the brand. Cathay Pacific is planning to leverage Brandwatch Analytics to identify these people and start to step into conversations and begin building relationships with them.

“We want to go beyond just people who approach the brand, to actually reaching out to those who are less familiar with us,” says Priscilla.

Building a two-way relationship and engaging with customers will help Cathay Pacific to continue building loyalty among their customers, ensuring it remains the best airline on social.

About

Brandwatch

Brandwatch is the world's leading social intelligence company. Brandwatch Analytics and Vizia products fuel smarter decision making around the world.

The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world's most admired brands and agencies to make insightful, data-driven business decisions. Vizia distributes visually-engaging insights to the physical places where the action happens.

The Brandwatch platform, ranked highest in customer satisfaction by G2Crowd in the Winter 2016 social media monitoring report, is used by over 1,200 brands and agencies, including Cisco, Whirlpool, British Airways, Sony Music, and Dell.

Brandwatch continues on its impressive business trajectory, with more than 50 percent of revenues now from North America and strong tech industry backing from venture capitalists including Partech Ventures, Highland Europe, Nauta Capital, Gorkana and independent investors.

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Brandwatch. Now You Know.

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