dynata™

HOW WE HELP
OUR CUSTOMER

AIRFRANCEKLM
GROUP

Re-shaping AIR FRANCE KLM brand study for richer, faster insights

AIRFRANCEKLM
GROUP

CUSTOMER RECEIVED

Continuous, robust and reliable data, for stable and trustworthy analysis, independent from incidental or time-specific situations in the market place

Actionable insights with a stronger link to brand exposure and media investments

24/7 access to one centralized dashboard with the most up-to-date data

Research data at regional level to provide actionable insights to country management levels

AIR FRANCE KLM, the leading global air transport player, wanted to improve its annual Brand study of air travelers, and partially replace it with a continuous brand tracker covering 22 key countries with more likely to be added in the coming years.

As the airline industry faced unprecedented challenges brought by the COVID-19 pandemic, AIR FRANCE KLM approached Dynata in July 2020 to address its needs for rapid, data-led, actionable and cost-efficient insights into the ever-faster evolution of its customers in an uncertain world.

BUSINESS CHALLENGE

2020 forced organizations across the world to react quickly to the challenges brought by the COVID-19 pandemic, with the sudden halt in global travel hitting players in the airline industry particularly hard. Within this context of financial pressure, uncertainty and constant change, AIR FRANCE KLM needed to obtain rapid, data-led, actionable insights into their customers, whilst managing tighter research budgets.

AIR FRANCE KLM was looking to improve their existing annual Brand study to better inform their decision making and support their business transformation. They needed to increase the measurement frequency of their existing tracker, from an annual set up to an ongoing monitoring of three of their brands - Air France, KLM and Transavia - as well as the competition across 22 countries. This would enable them to better understand the performance of their brands, compared to competition, over time, and versus the desired brand image.

AIR FRANCE KLM required one centralized brand performance portal to be accessed through an automatic, user-friendly dashboard by different stakeholder groups within their organization, whilst optimizing their investment in time, efforts and funds.

THE SOLUTION

Working in close partnership with AIR FRANCE KLM's Customer and Market Insight team, Dynata provided a powerful, innovative and high-quality solution that leverages three key elements to transform and elevate our client's brand tracker:

Reach: By tapping into Dynata's proprietary panel of nearly 70 million consumers and business professionals, AIR FRANCE KLM can easily access their audience across 22 countries and connect this data set with their own data, other Dynata panelists' data, as well as third-party sources.

Technology: The Dynata Insights Platform brings this high-quality data to life through a centralized, user-friendly dashboard with key metrics tailored to the specific needs of AIR FRANCE KLM's functional and regional teams across the globe.

Services: Weekly sprints with the AIR FRANCE KLM and Dynata teams ensured that the dashboard was developed quickly and efficiently, with on-going changes in features, widgets and filters being implemented in real time in the dashboard environment, as and when needed.

RESULTS

The impact of the new brand tracker has spread fast across AIR FRANCE KLM, with a **two-fold increase in the number of stakeholders** (from 75 to 150 users) accessing the dashboard on a monthly basis (instead of once per year) to monitor in **real time key metrics**, including brand awareness, consideration, image, usage, preference, and NPS.

This dashboard enables AIR FRANCE KLM to quickly and easily spot trends, address issues, and identify opportunities. It has contributed to improving the decision-making process, that would otherwise be difficult to analyze. Within 18 months of its launch in February 2021, the dashboard had been **accessed over 15,000 times by AIR FRANCE KLM stakeholders** to produce and share reports across various teams.

The success of the dashboard has also increased the visibility of the AIR FRANCE KLM's Customer & Market Insight (CMI) team and **strengthen** their reputation as center of expertise of research at both a global and country level.

CLIENT TESTIMONIAL

"Thanks to the new, continuous, Dynata-powered
Brand Tracker and its visual online dashboards,
the monitoring of our brands has become a key priority
and part of monthly management steering. Not only for the
central brand teams, but also for the 22 countries that now
have continuous brand tracking data available in a
user-friendly way."

- Hans Zijlstra,
Director CMI, AIR FRANCE KLM

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