

Testimonial from James O'Brien (JetBlue representative)

“Morphii enabled us to execute on my strategy to get beyond sentiment and truly understand our customers’ experiences. Additionally, we are able to create actionable insights going forward from our survey results,”

Background



The team at JetBlue is committed to going beyond sentiment to truly understand their customers in order to provide the best experience and happiness.

Approach

Ready For Takeoff

JetBlue was able to embed the Morphii widget into the Qualtrics survey platform so that customers could now respond to JetBlue’s survey with emotion-based digital tools. The survey looked at not only booking but also security, gate and in-flight experiences.

The survey was designed to mimic emotions akin to long-term interpersonal relationships.

Results

Flying High

The results were scientifically accurate emotion data with actionable insights.

Of the customers who were not already happy with their recent inflight experience, we specifically identified that 5.78% of them emotionally want JetBlue to provide a better experience.

This 5.78% group has the rich potential for brand advocacy and is a strong area for efficient focus for JetBlue to build lasting relationships.

Third-Party Support

Qualtrics

Fast-growing survey application with more than 8,000 customers.

Headquarters: Salt Lake, UT

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Morphii is a digital measurement tool that allows you to go beyond sentiment. It marries the science of emotion and engagement of emoji to help people express, connect and learn across digital mediums.

Learn more at morphii.com

