

Business Aviation World Conference

Dee Cooper – Decide Consulting Ltd

Farnborough

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The Journey to the Seat

How to improve your customer experience
and drive passenger choice

CV

BSC Industrial Design Brunel University

IBM

Hasbro

Virgin Atlantic

Job 1: Design Management

Setup and ran design team including architects, graphic and product designers. Upper Class Re-launch, Lounges, Brand Values

Job 2: Product Management and Research

Setup new team Upper Class and Premium Economy Re-launches, Customer strategy and ROI

Job 3: Directorship

Responsible for Product Team, Design Team. Clubhouses (Business Class Lounges), In flight Services (Provide aircraft meals, aircraft cleaning, aircraft loading)

Remit included strategy, new product development and operational management

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Logica, Beefeater, O2, Virgin Group, Olympics



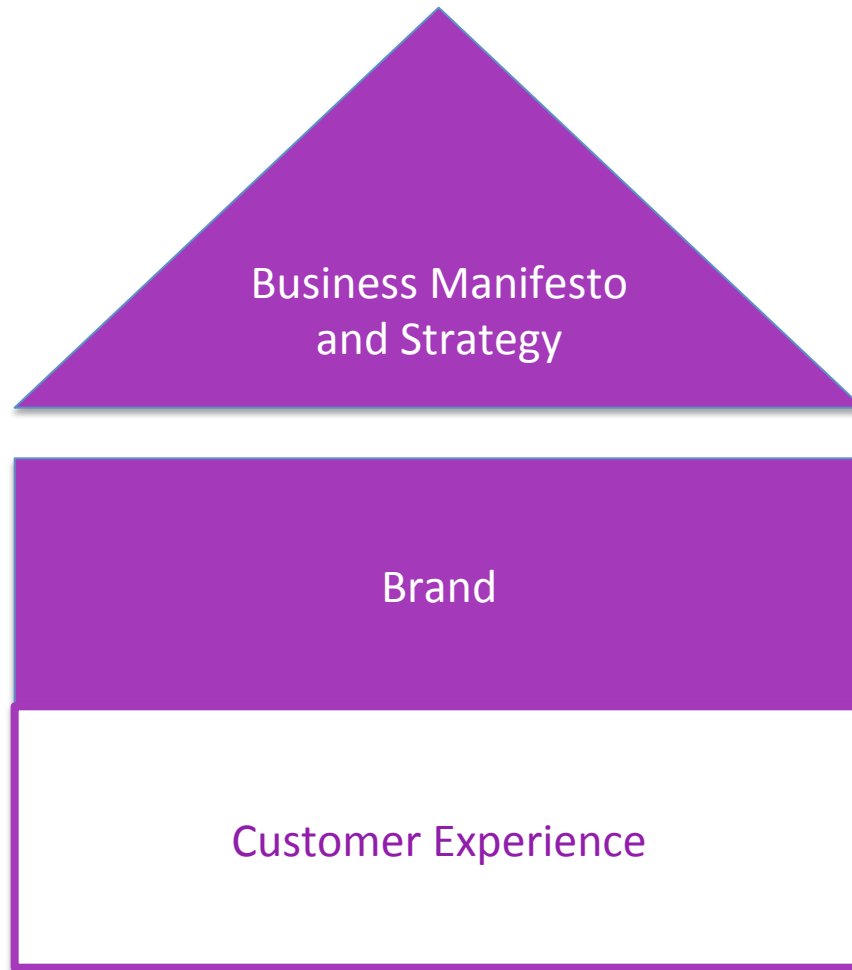
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**your branded
customer experience**



Key Equation



Business Strategy

Sets your direction and difference in the market



Customer Experience Elements

virgin atlantic 



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Differentiation is key

“Virgin (Atlantic) does not have the right to exist...it has been successful by being different.”



Steve Ridgway
Past CEO VAA

London 2012 - Challenge



“ We want to deliver a magical atmosphere, an electrifying experience for competitors and spectators”

Seb Coe (July 2005)



**Greater
engagement
drove greater
revenues**

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London 2012 – Customer Proposition

Vision:

A chance for everyone to be part of the greatest show on earth –
Britain's Personal Best.



Customer 'Spectator Journey'

Choose where to lead the competition and where to deliver best practice



The Competition



The Problem



.. from peace to mayhem



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The Solution



.. the wizard of Oz,
and impressive
invisible processes



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The Competition

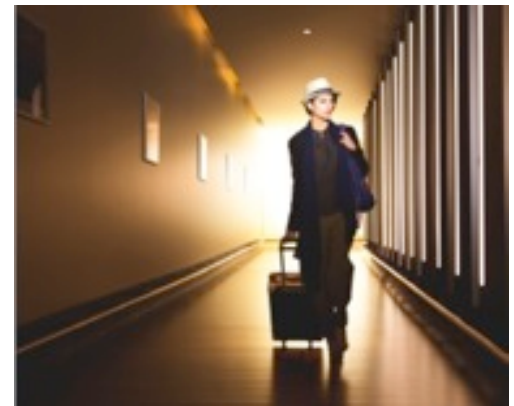


.. a big and
exciting new
terminal

Far Greater Solution



.. small, quick and exclusive



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The Returns



The Upper Class Drive-Thru wing makes check-in quick and convenient



The Upper Class Drive-Thru wing is clearly a dedicated Virgin Atlantic area of the airport



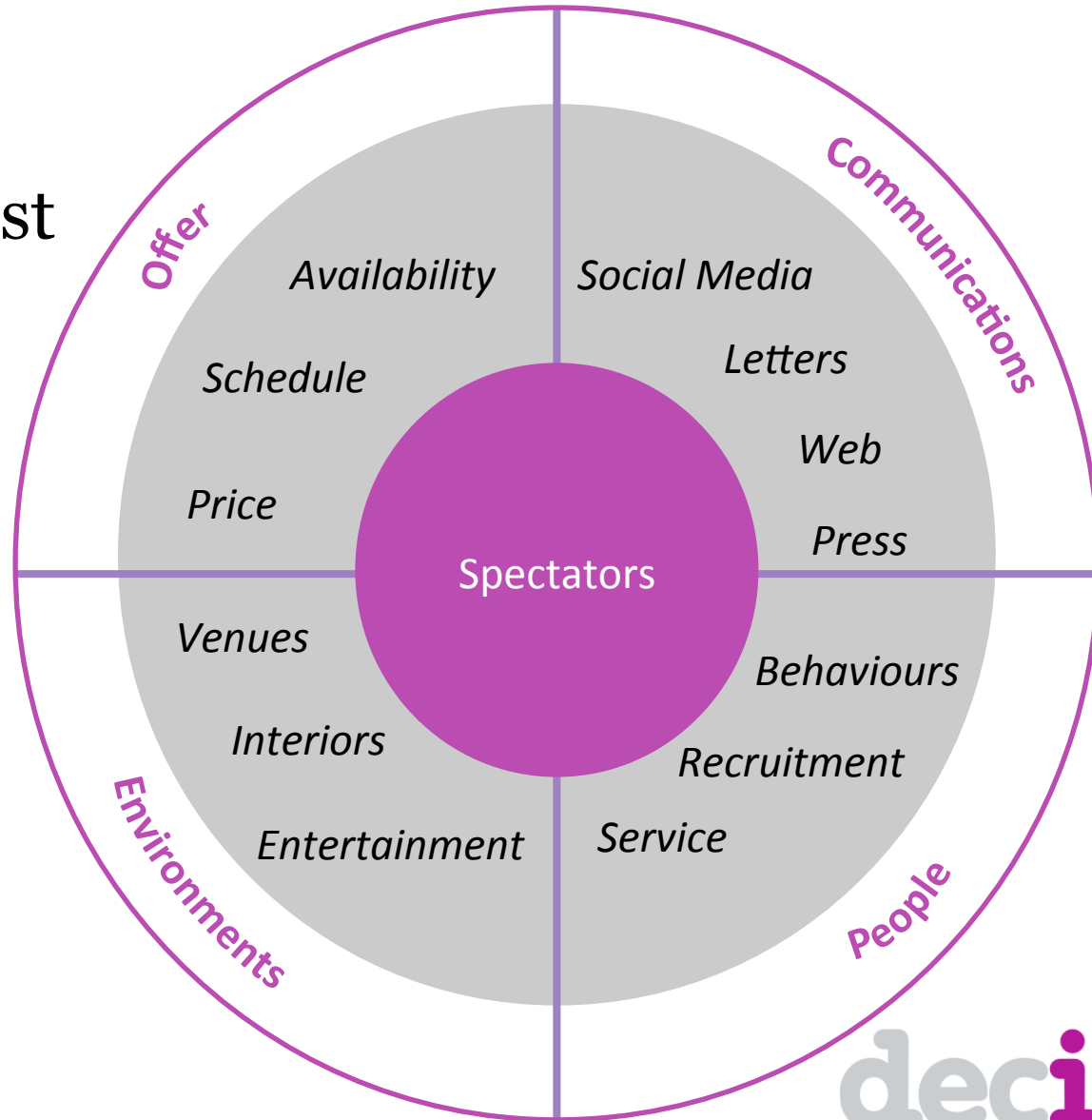
The Upper Class Drive-Thru Wing is what I would expect of Virgin Atlantic



1.7%
market
share
shift

The Whole

To create an
Experiential
Brand you must
manage the
whole



Choose where to compete



Choose where to equal and where to lead the industry.
Virgin Atlantic led on limos, lounges, IFE and seating

Clubhouses



.. reflecting their great cities
and the Virgin Atlantic brand **decide**

Clubhouses



.. unexpected with waiter service,
full bars, spas and jacuzzies

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Internal Culture

Remember your only as good as your last customer and staff engagement.
You must manage and look after your internal teams.

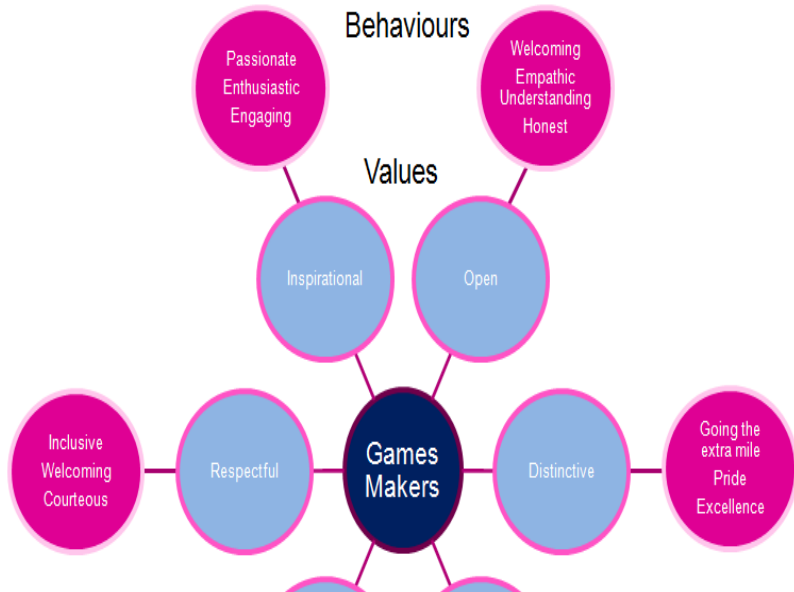


Service Importance



The cherry on the top

You must have the right systems, environment, people and tools BUT without genuine and engaging service delivered by all, your cause is lost



Brilliant Basics
Magic Moments

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Key Points

1. Create a vision to inspire
2. Map out your customer experience
3. Find opportunities to challenge the norm
4. Gain support from authorities
5. Importance of service and people
6. Increase market share and drive revenues





Thank you

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