



How Korean Air wins customer hearts with real-time insights.

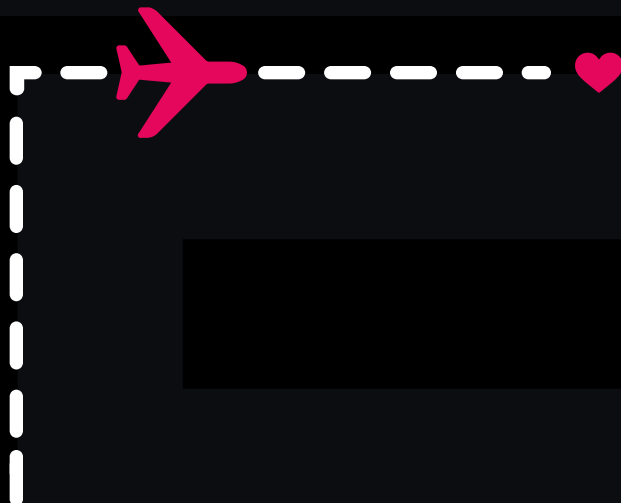
A global leader in customer satisfaction.

Continuously providing seamless travel experiences, Korean Air prides itself on customer-centricity. One of the world's top 20 airlines by passenger volume, Korean Air's vision is to be a respected leader in the world airline community, dedicated to providing excellence in flight. It has ranked first place among airlines in the Global Customer Satisfaction Index for 17 consecutive years.



Setting out to win customers' hearts in digital.

Being the world's most respected airline for customer satisfaction didn't happen overnight. They've had to continuously improve to maintain the highest standards year after year to earn trust and loyalty from their customers. The airline needed a modernisation programme, so they started making small changes towards greater customer-centricity, including the introduction of its new app in January 2021.





The challenges to building digital experiences customers love.

Kenny Chang, Korean Air Executive VP and CMO recently commented on the initial challenges to building a better native app experience for customers. “In Korea, an excellent user experience is something people have come to expect, and demand for quality is high. In launching the new app, it was clear that it wasn’t working as it should. App Store reviews were lukewarm, user adoption was lower than we wanted, and call centre call levels were up. Unfortunately, our existing analytics tools didn’t have the ability to show us what was happening in depth, either on our website or on app. We needed more visibility and understanding, and when we reviewed all the options, it was clear that Quantum Metric did a lot more than all the others.”

Using Quantum Metric to uncover payment errors.

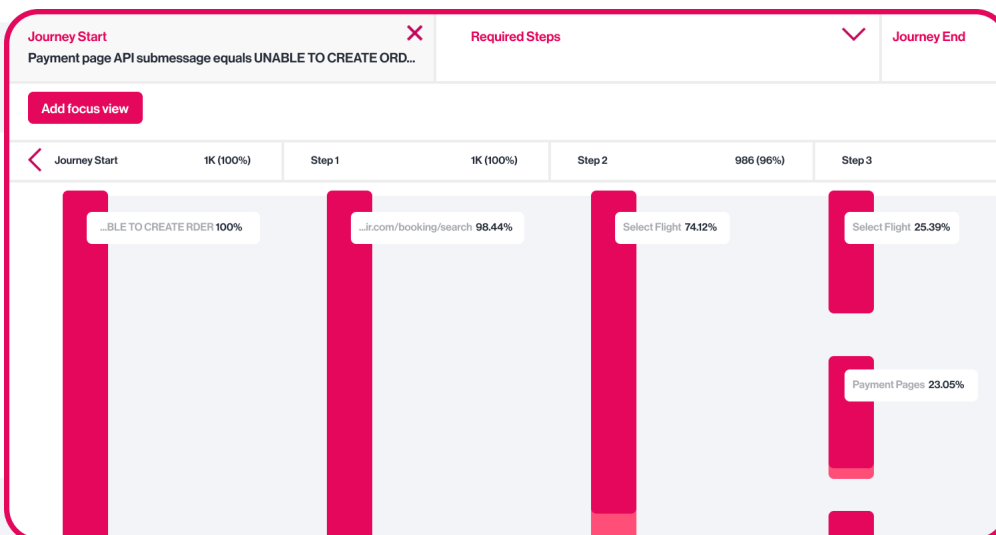
Quantum Metric began its partnership with Korean Air and the platform quickly started uncovering insights into app performance and user experience. One particular instance stood out for the team. Two percent of all visitors who were trying to confirm payment were being presented with an error in which Korean Air was ‘unable to create an order.’ These same users were then sent back to the search page to begin again. Over the space of seven days this affected 1,000 sessions - potential revenue loss from more than 50,000 sessions in a year, likely worth millions of dollars, as well as a very negative customer experience.



“Using Quantum Metric, our dev team managed to reproduce the problem instantly, pinpoint exactly how many users were experiencing it, and find out what was causing it. It was fixed in hours. In this one insight, the Quantum Metric partnership paid for itself in less than a month.”

– Kenny Chang

Executive VP and CMO at Korean Air





Expanding to the contact centre.

While Korean Air began by using Quantum Metric as a solution for their product teams, they quickly discovered value for their customer service team as well. According to Jinsoo Ko, product manager at Korean Air homepage team, it's had a transformative impact on the contact centre's roles. "We held a few remote training sessions, and then left them to it. Since then, they've not looked back. It's made conversations with customers, even particularly tricky ones, much smoother. Complaints are handled faster, and time to investigate and fix issues has decreased drastically from over two days down to a matter of hours. For me, Quantum Metric is like the Apple of customer experience viewing. It's easy and a real pleasure to use. We can quickly understand what's going on and take action, it's cool."

In addition to improving customer interactions, Korean Air has also seen app stability increase significantly, and any single instance of a crash can be examined and, if necessary, fixed immediately. Negative reviews have dropped off and positive ones are driving increased app uptake and use.



"Following optimisation using Quantum Metric insights, the Korean Air app-store rating has risen from 2.9 up to 4.6."

– Jinsoo Ko

Product Manager at Korean Air

Designing more customer-centric experiences.

Korean Air recognizes that winning customers' hearts means more than just finding and fixing errors and bugs. Using Continuous Product Design, a methodology for driving digital innovation with people at the heart, the digital team has been able to move from reacting to customer complaints to proactively discovering customer needs and intent.

Ko says this has changed the way both he and the rest of the digital team look at their digital products, "There is no doubt that we're becoming more customer-centric in the way we do things. This is part of an overall cultural change. The way Quantum Metric guides us to the next best product improvement is very intuitive. Because of that we can evolve our product and our approach step by step without feeling massive change. This isn't just a team change either, I have actively changed my own role in work, moving from operational to UI and UX. It's a role I've actively asked to stay in."

