



Stanford eCorner

High-tech, High-touch

David Neeleman, *JetBlue*

April 30, 2003

Video URL: <http://ecorner.stanford.edu/videos/283/High-tech-High-touch>

JetBlue uses technology to become more efficient, to lower costs, says Neeleman. Today at JetBlue, we book 71% of our bookings over the internet, he says. We can't ever forget that there is a human aspect to our business, he adds.



Transcript

A lot of you are interested in technology and a lot of you in the application of technology. One of the things that we do at JetBlue is we use technology to become more efficient - to lower cost. I mean today at JetBlue, we book over 70%. In the first quarter, 71% of our bookings were done on the internet. But we can never forget that there's a human aspect to our business. We are in the service business. And we call it "High-Tech, High-Touch". You need to be able to do both. High tech and high touch.