



## Stanford eCorner

### Customer Feedback

David Neeleman, *JetBlue*

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Video URL: <http://ecorner.stanford.edu/videos/298/Customer-Feedback>

JetBlue has comment cards on board of every plane for customers to complete while on the plane. We survey our customers through the internet, and manage the email feedback we receive, says Neeleman. This information is shared with all the employees through JetBlue's intranet.



#### Transcript

On board of every aircraft, there is a comment card on every single flight and as you get off and on, there is a comment card that says please speak up. We don't tell people these are on board until there's a problem, there's a delay that we announce they're up here. We want to hear from you how this delay was handled, please speak up and tell us what we can do better. I've got one here that I received on a flight yesterday. This is the issue I'm dealing with and it's something that we have here. The other thing that we do is we do surveying of our customers on an internet basis with global emails. Also, we have a CONA system that keeps track of all of our emails that come in and categorize them by category and we put our top five complaints and our top five compliments every week so the whole company knows what are people are saying good and bad about the company and put examples of each of them in there. So those are things that we're doing.