



How KLM Royal Dutch Airlines created a fan-favorite app with customer insights



THE CHALLENGE

Enhancing the mobile experience

Developing an app from the ground up is a time-consuming experience. Yet, the work has only just begun once you release a Minimally Viable Product (MVP); when users start sending in feedback, you may be faced with unforeseen issues and complaints.

Stijn Banner, product manager mobile at KLM Royal Dutch Airlines, said his team worked for two years to create the first iteration of the airline's mobile app. However when the MVP was released, it was met with mixed reviews, including some with strong negative feedback. Clearly, the initial iteration of the mobile app wasn't providing the experience the team was striving for. To forge a path forward, KLM needed to better understand what customers felt was missing from the app. The development team also needed a way to quickly identify bugs that were impacting the user experience. Ultimately, they needed a platform to help them capture and take action on detailed feedback and turn their MVP into an MLP (Minimum Lovable Product).

"We are not just building an app for our product owners. On the contrary, we are building an app for our customers. With GetFeedback, we can capture the Voice of the Customer to understand where and how we can improve, so we can increase the overall adoption and satisfaction of the app."

Stijn Banner, product manager mobile at KLM Royal Dutch Airlines

4.2

App store rating, increased from 2.8 at launch

100k

Active daily users of the KLM app

30

More seats sold per day

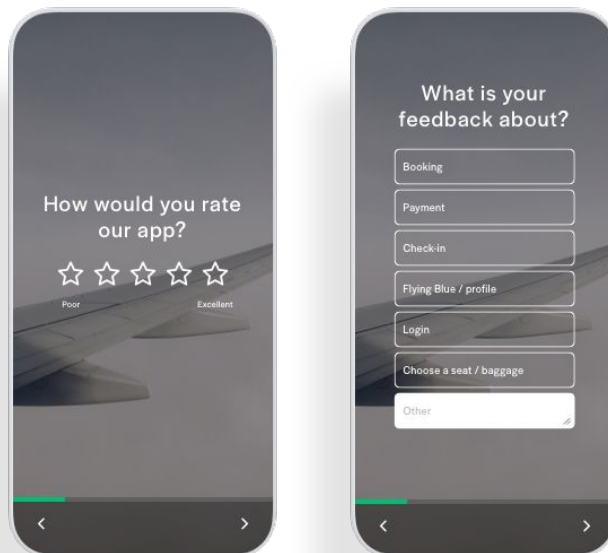
THE SOLUTION

Tapping the Voice of the Customer

Gathering feedback and acting on it quickly was vital. As the first version of the app was already live, the development team needed to implement updates as soon as possible. Detailed insight was also important, though parsing through the information to find patterns would be difficult without a platform to support. Banner and his team found the capabilities they needed in GetFeedback.

KLM implemented GetFeedback into the mobile app to capture Voice of the Customer (VoC) to learn from users of the app in real time. Banner said the team uses both quantitative and qualitative feedback to get a holistic view of the customer experience. Quantitative insight shows how the app is being used, and the qualitative feedback highlights the “why.” GetFeedback also gathers demographic info about app users, helping KLM prioritize features and updates based on the needs of customers. Early on in this process, the team identified three frequent requests from users: booking multi-city flights, retroactively claiming airline miles, and native in-flight status capabilities, instead of being redirected to the KLM website. The development team was able to update the app with these features, leading to a boost in app usage.

With GetFeedback integrated into KLM's app, the development team is able to stay agile and fix bugs quickly. For example, KLM's customer service team had heard that customers couldn't always change their seats in-app, but the root cause wasn't immediately clear. Using insights from GetFeedback, the development team was able to trace the issue: users with Silver and Gold Memberships weren't able to change their seats in European flights. A solution was quickly implemented on the backend, fixing the problem at the source.



Organization:
KLM Royal Dutch Airlines

Strategic goal:
Improve mobile app experience and customer sentiment

Solution:
GetFeedback

- Success factors:**
- Built app usage across their customer base
 - Boosted customer satisfaction and app rating
 - Increased revenue and seat bookings

“When the app is an amazing service tool for our frequent flyers, users will return to book their flights and buy ancillaries, which will, in turn, have a direct impact on revenue. Gathering feedback via GetFeedback helped us to improve our app and boost revenue.”

Stijn Banner, product manager mobile at KLM Royal Dutch Airlines

THE RESULTS

A more lovable app experience

Since integrating GetFeedback, Banner said KLM is in tune with their app user base and able to make updates to continuously enhance the experience. When the app was initially released, the slew of negative reviews resulted in a 2.8-star rating. Now, the KLM app has been downloaded millions of times on iOS and Android and, thanks in large part to the insights they received from GetFeedback, boasts a 4.2-star rating. Every day, more than 100,000 active users access the app to book a flight, check in, retrieve a boarding pass, reserve a seat, buy extra luggage and receive the latest flight status updates. When the bug fix for the seat selection issue was pushed out, KLM saw an immediate increase in seat sales, approximately 30 a day.

With insights from GetFeedback, KLM knows that 70% of the app users are traveling for business and 30% are traveling for leisure. On average, app users fly between 8 and 12 times per year. KLM wants to give these VIP users full control of their experience, when it matters the most. Keeping a pulse on app sentiment helps the development team create and implement solutions quickly, and feedback is central to projects no matter the stage of the development process.