AA.com / My Account Survey August 2012

Customer Research Providing Insight & Information on Our Customers Project #2012-1074

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Background

- The AA.com User Experience team wanted to gather customer feedback about the information provided to AAdvantage members on the "My Account" pages on AA.com.
- In order to assist them, Customer Research created an online survey with a variety
 of questions designed to:
 - Determine which current features and pieces of information on the "My Account" pages are most important to customers, as well as which potential new features would be the most valuable.
 - Gather feedback about additional features or pieces of information customers would like to see added to the "My Account" pages on AA.com in the future.
 - Understand how frequently customers use various social network sites, and what kinds of travel-related information customers tend to share on those sites.

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Background II

- The survey was sent via email to a targeted selection of current AAdvantage Members who had recently visited the "AAdvantage Account" tab after signing into their account on AA.com.
- The survey was fielded in August 2012 for one week, and a total of 670 responses were received (a response rate of approximately 13%).
- Data in this report has been segmented by the following:
 - Total respondents
 - Top Tier AAdvantage customers (n = 261)
 - Regular AAdvantage customers (n = 409)



Key Findings

- Overall, the three most valuable features or pieces of information when customers visit their "My Account" pages on AA.com are:
 - View award mileage balance (83%)
 - Check recent mileage activity (72%)
 - View upgrade account balance (33%)
- On the "AAdvantage Account" tab in "My Account", the two features or pieces of information that are the most important to all segments of customers are:
 - 'Your current Total Available Award Miles balance'
 - 'Your recent itemized mileage activity'
 - For the total population of customers surveyed, as well as Regular customers specifically, the third most important piece of information is 'Your last activity date'.
 - However, for Top Tier customers, it is 'The number of Elite Qualifying Miles you currently have'.
- When looking at the "Current Elite Status Qualification" section on the "AAdvantage Account" tab, 91% of customers overall say it's 'very' or 'somewhat' easy to understand how many Elite Qualifying points, miles or segments they currently have.

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Key Findings II

- Across all segments of customers, the three most valuable features or pieces of information that could potentially be added to the "My Account" pages on AA.com in the future are:
 - 'The ability to also view your current trips within My Account' (they are currently found under "My Reservations")
 - 'Average wait time at security checkpoints for your trips'
 - 'AA promotions and offers based on your travel / destination history'
- Open survey comments suggest customers would like to see the following new features or pieces of information added to the "My Account" pages on AA.com in the future:
 - The ability to see their account activity to a date farther back (longer history)
 - The ability to see how many more segments or miles they need to fly until they will receive their next set of upgrades
 - Current promotions/deals from their home airport to help them get to elite status faster
 - More information about what Million Miler means and how Million Miler miles differ from Available Award Miles
 - A tab/section that shows redeemed miles/award activity

Key Findings III

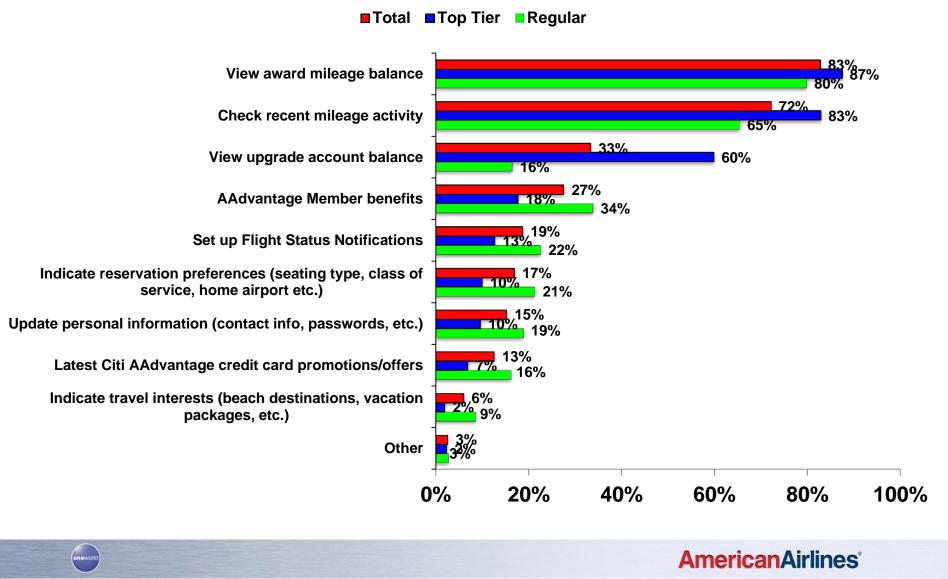
- Overall, Facebook is the most frequently visited social network site, followed by LinkedIn and Twitter.
- The vast majority of customers would <u>not</u> share <u>any</u> travel-related information with their friends/followers on any social network site.
 - However, some said they would share the following information on Facebook:
 - Travel destination / city name / landmark (17%)
 - Other friends who are at the same destination / city / area (16%)
 - Current AA flight deals / promotions / discounts (16%)
 - What they plan to do at their destination (15%)

- Finally, many open survey comments reiterated that for safety/security reasons, customers would not want to share any of their travel information on social network sites as they wouldn't want it known that they were away from their home.
 - Moreover, some said they would hope that companies in general, and AA specifically, would not encourage this practice.

Survey Results

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In general, when you visit your "My Account" page on AA.com, what are the top three pieces of information or features that provide the most value to you?

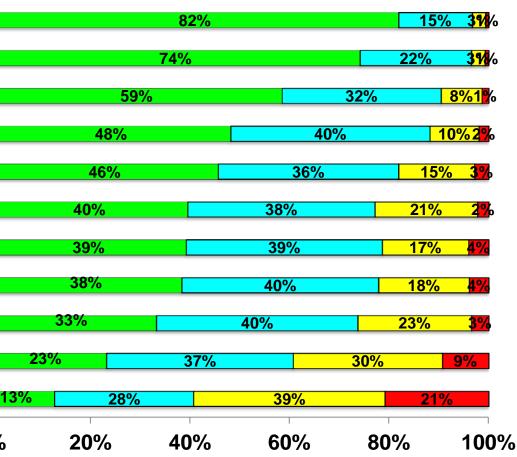


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Thinking specifically about the "AADV Account" tab in "My Account", how important are each of the following features/pieces of info to you? (Base: Total)

Very Important Somewhat Important ■Not Very Important Your current Total Available Award Miles balance Your recent itemized mileage activity ("Mileage Activity") Your last activity date ("Last Activity Date:") **59% AAdvantage Bonus Offers** 48% The number of Elite Qualifying Miles you currently have 46% Your current 500 Mile Upgrade Account balance 40% **Current Elite Status Qualification chart** 39% 38% The number of Elite Qualifying Points you currently have 33% The number of Elite Qualifying Segments you currently have 23% Your current "Million Miler" Miles balance 13% The date you joined AAdvantage ("Member Since:") 28% 0% 20%

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■Not At All Important

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Thinking specifically about the "AADV Account" tab in "My Account", how important are each of the following features/pieces of info to you? (Base: Top Tier)

Very Important

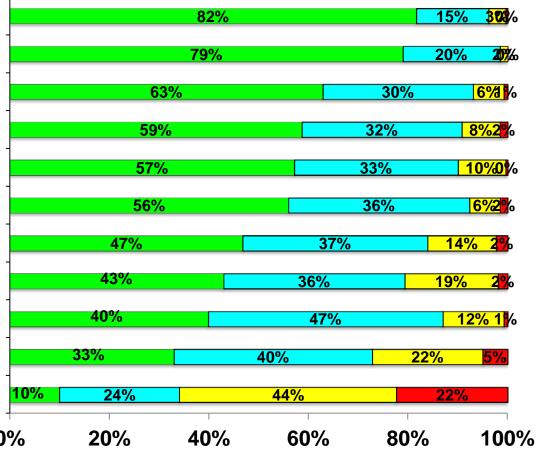
Somewhat Important

t **D**Not Very Important

Not At All Important

Your current Total Available Award Miles balance Your recent itemized mileage activity ("Mileage Activity") The number of Elite Qualifying Miles you currently have **Current Elite Status Qualification chart** Your current 500 Mile Upgrade Account balance Your last activity date ("Last Activity Date:") The number of Elite Qualifying Points you currently have The number of Elite Qualifying Segments you currently have **AAdvantage Bonus Offers** Your current "Million Miler" Miles balance The date you joined AAdvantage ("Member Since:") 0%

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Thinking specifically about the "AADV Account" tab in "My Account", how important are each of the following features/pieces of info to you? (Base: Regular)

Very Important

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Somewhat Important

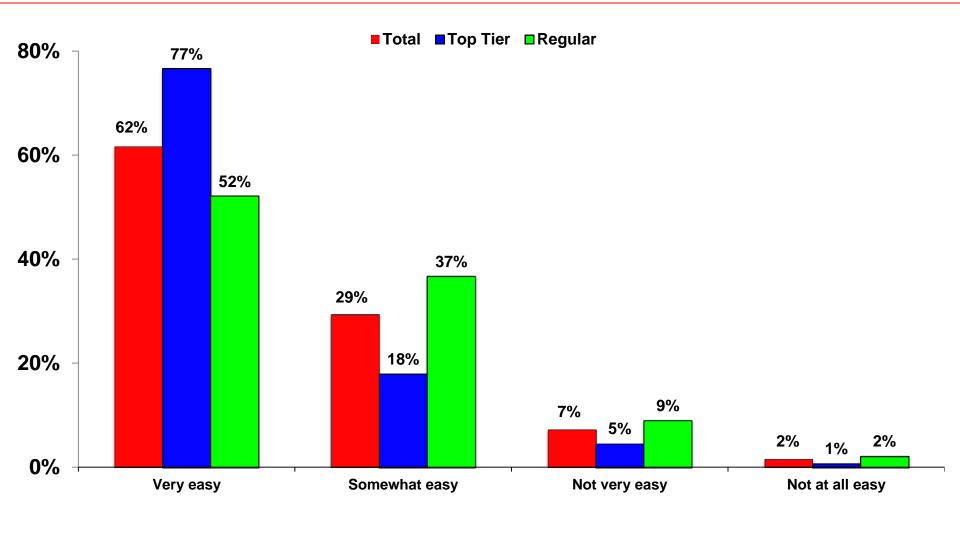
nt **Not Very Important**

Not At All Important

82% 15% 21% Your current Total Available Award Miles balance Your recent itemized mileage activity ("Mileage Activity") 71% 24% 3%% Your last activity date ("Last Activity Date:") 60% 29% **10%1**% **AAdvantage Bonus Offers** 54% 35% <mark>8% 3%</mark> The number of Elite Qualifying Miles you currently have 35% 40% 21% 4% 41% 21% The number of Elite Qualifying Points you currently have 33% 5% 41% Your current 500 Mile Upgrade Account balance 28% 28% 3% 27% The number of Elite Qualifying Segments you currently have 25% 4% 43% 27% **Current Elite Status Qualification chart** 44% 23% 6% 17% Your current "Million Miler" Miles balance 36% 35% 12% 15% The date you joined AAdvantage ("Member Since:") 30% 35% 20% 0% 40% 60% 20% 80% 100%

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Looking at the "Current Elite Status Qualification" section on the "AADV Account" tab, how easy is it to understand how many Elite Qualifying points, miles and segments you currently have?



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How valuable are these additional features/pieces of info that could potentially be added to the "My Account" page on AA.com in the future? (Base: Total)

Very Valuable	Somewhat Valuable	□Not	Very Val	uable ∎No	t At All Valua	able	
The ability to also view your upcoming trips within "My Account" (they are currently found under "My Reservations")				63%		30%	<mark>6%</mark>
Average wait-time at security che	ckpoints for your trips	46%			36%	<mark>) 1</mark>	<mark>4% </mark>
AA promotions and offers based on your trav	el / destination history	40%			42%		<mark>4% </mark>
Terminal and airp	ort maps for your trips	31%			41%		<mark>5%</mark>
Local and destination	weather for your trips	30%			41%		<mark>6%</mark>
The ability to use a trip template feature for booking destinations	flights to your frequent	29%		4	40%		<mark>4%</mark>
Current political happenings, strikes or public ser trip destinations	vice disruptions at your	28%		39%		25%	8%
Current currency exchange rates at	your trip destinations	24%		35%		29%	11%
The ability to set onboard meal	and drink preferences	24%		37%		31%	8%
Travel and/or mileage deals tailored to your t vacations, cruises)	rip preferences (i.e., ski	20%		41%		29%	10%
A map showing wh	ere you've flown on AA	16%		33%	39	9%	12%
	0%	6	20%	40%	60%	80%	100%

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How valuable are these additional features/pieces of info that could potentially be added to the "My Account" page on AA.com in the future? (Base: Top Tier)

Very Valuable Somewhat Valuable	e <mark>□</mark> Not	Very Va	aluable ■Not	At All Valu	uable		
The ability to also view your upcoming trips within "My Account" (they are currently found under "My Reservations")		<u>65%</u>			27% 8% 0 %		
Average wait-time at security checkpoints for your trips		47%		33% 1		<mark>7% 3%</mark>	
AA promotions and offers based on your travel / destination history	33%			41%		<mark>5%</mark>	
Current political happenings, strikes or public service disruptions at your trip destinations	26	26%			29%	8%	
The ability to set onboard meal and drink preferences	24%		39%		31%	<mark>5%</mark>	
The ability to use a trip template feature for booking flights to your frequent destinations	22%		40%		36%	<mark>2%</mark>	
Terminal and airport maps for your trips	21%		43%		34%	3%	
Local and destination weather for your trips	ion weather for your trips		43%		32%	<mark>5%</mark>	
Current currency exchange rates at your trip destinations	19%		36%	33%		11%	
A map showing where you've flown on AA	15%	15% 35%		39%		11%	
Travel and/or mileage deals tailored to your trip preferences (i.e., ski vacations, cruises)	14%	14% 37%		38%		11%	
C	%	20%	40%	60%	80%	100%	

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How valuable are these additional features/pieces of info that could potentially be added to the "My Account" page on AA.com in the future? (Base: Regular)

Very Valuable Somewhat Valuable	■ Not Very Va	aluable 🗖	Not At All Valu	lable		
The ability to also view your upcoming trips within "My Account" (they are currently found under "My Reservations")		62%		31%	<mark>5%</mark>	
Average wait-time at security checkpoints for your trips	45%		38	% <mark>1</mark> ′	<mark>1% </mark> 5%	
AA promotions and offers based on your travel / destination history	44%		42	.%	10% 3%	
Terminal and airport maps for your trips	38%		40%	16%	<mark>6%</mark>	
Local and destination weather for your trips	37%		40%	16%	7%	
The ability to use a trip template feature for booking flights to your frequent destinations	34%		41%	20%	<mark>5%</mark>	
Current political happenings, strikes or public service disruptions at your trip destinations	29%		40%	22%	8%	
Current currency exchange rates at your trip destinations	28%	3	5%	27%	11%	
The ability to set onboard meal and drink preferences	25%	35%	%	31%	10%	
Travel and/or mileage deals tailored to your trip preferences (i.e., ski vacations, cruises)	24%	4	3%	24%	9%	
A map showing where you've flown on AA	16%	32%	3	8%	13%	
0	% 20%	40%	60%	80%	100%	

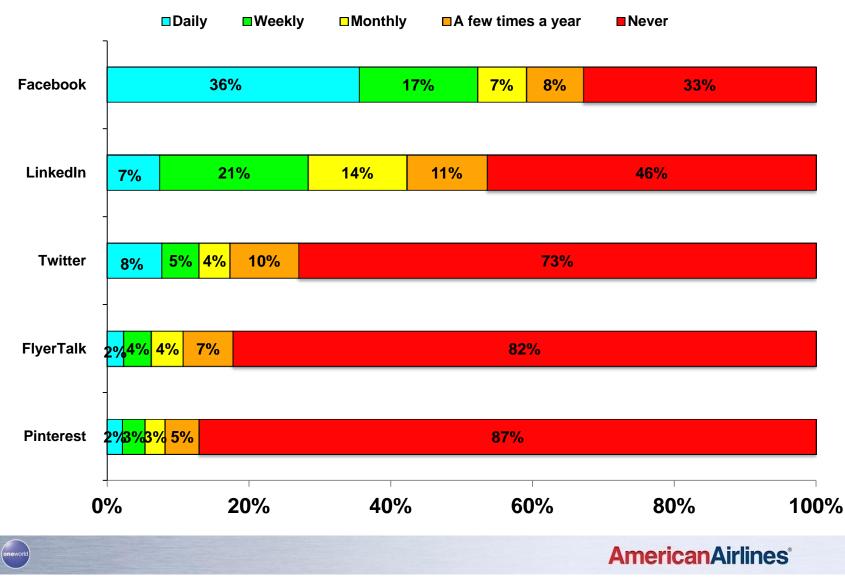
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What other new feature or piece of information would you like to see added to the "My Account" page on AA.com in the future?

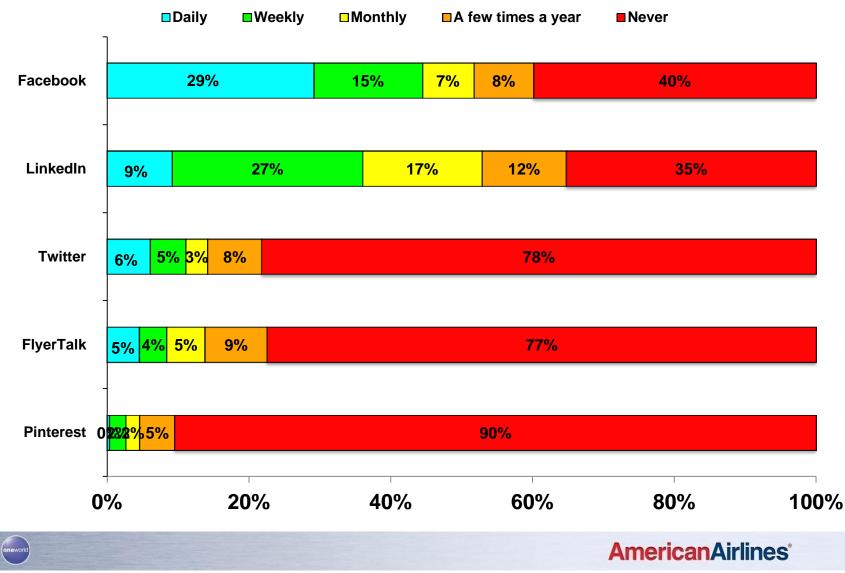
- In general, most open comments were related to changes to AA policies/procedures, upgrades, award tickets, route changes, fees, and other issues not related to AA.com.
- However, among the comments potentially related to the "My Account" pages on AA.com, some of the most commonly cited new features or pieces of information customers would like to see in the future are:
 - 1. The ability to see their account activity to a date farther back (longer history)
 - 2. The ability to see how many more segments or miles they need to fly until they will receive their next set of upgrades
 - 3. Current promotions/deals from their home airport to help them get to elite status faster
 - 4. More information about what Million Miler means and how Million Miler miles differ from Available Award Miles
 - 5. A tab/section that shows redeemed miles/award activity



How often do you access/use each of following social network sites? (Base: Total)

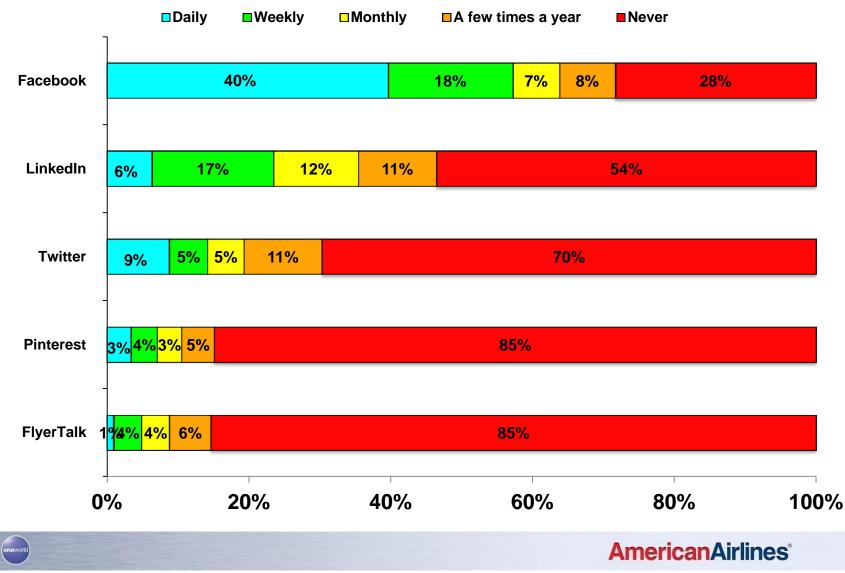


How often do you access/use each of following social network sites? (Base: Top Tier)

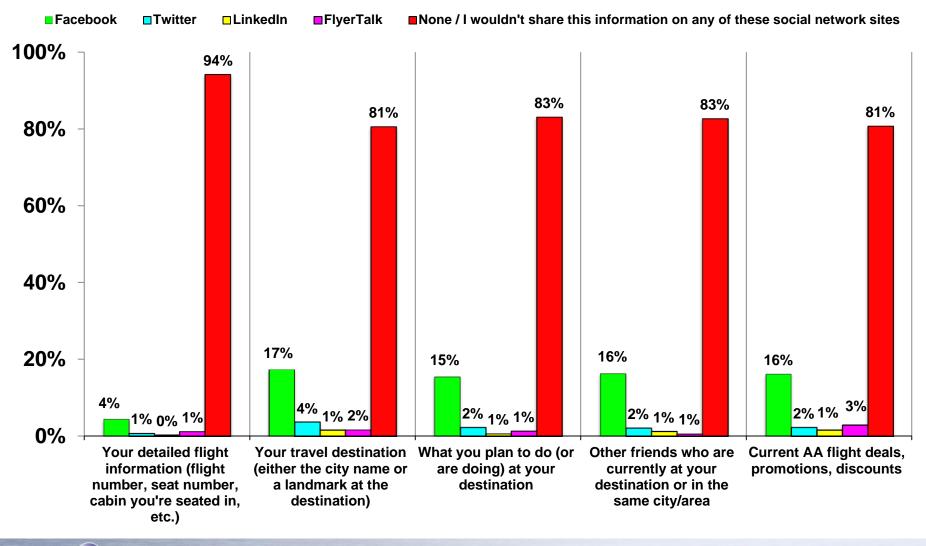


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How often do you access/use each of following social network sites? (Base: Regular)

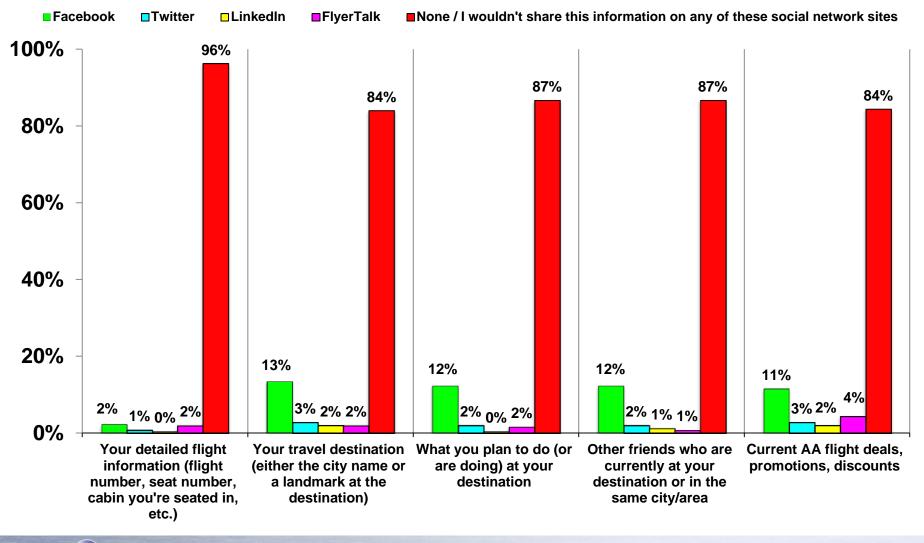


Which of the following pieces of travel-related information would you share with your friends/followers on your social networks? (Base: Total)



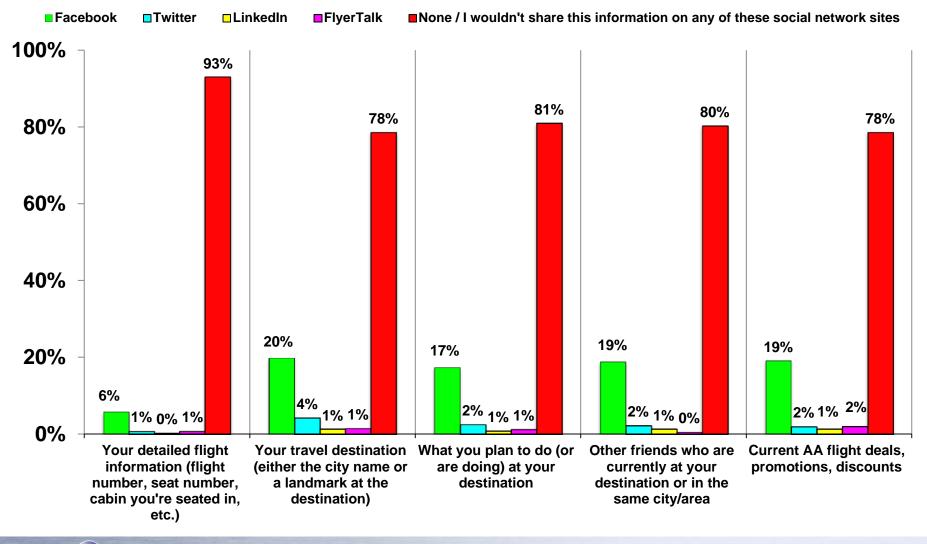
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Which of the following pieces of travel-related information would you share with your friends/followers on your social networks? (Base: Top Tier)



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Which of the following pieces of travel-related information would you share with your friends/followers on your social networks? (Base: Regular)



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What other types of travel-related information would you share with your friends/followers on a social network site?

• Many open survey comments suggested that for safety/security reasons, customers are not interested in sharing any of their travel information on social network sites as they wouldn't want it known that they were away from their home.

"I don't want any unscrupulous person to know I am away from home. I might mention trips AFTER I have taken them on Facebook."

"I don't think it's a good idea to broadcast that I'm out of town."

"For security purposes I do not share travel information on social networks. I believe it's a bad idea for companies to encourage it."

- However, some said they would share information <u>after</u> their trip was finished. Additionally, some are comfortable sharing the following types of travel-related information:
 - 1. Photos (of sites visited, food/drink from the trip, etc.)
 - 2. Reviews of sites, restaurants, and hotels (as well as good deals found there)
 - 3. Information about their flight experience

"Pictures of places I visited when traveling."

"Mileage bonuses taken advantage of. Any problems encountered with airline or hotel. Good or bad customer service."

"Special places visited or services I really liked."

"Bad stories about horror flights."

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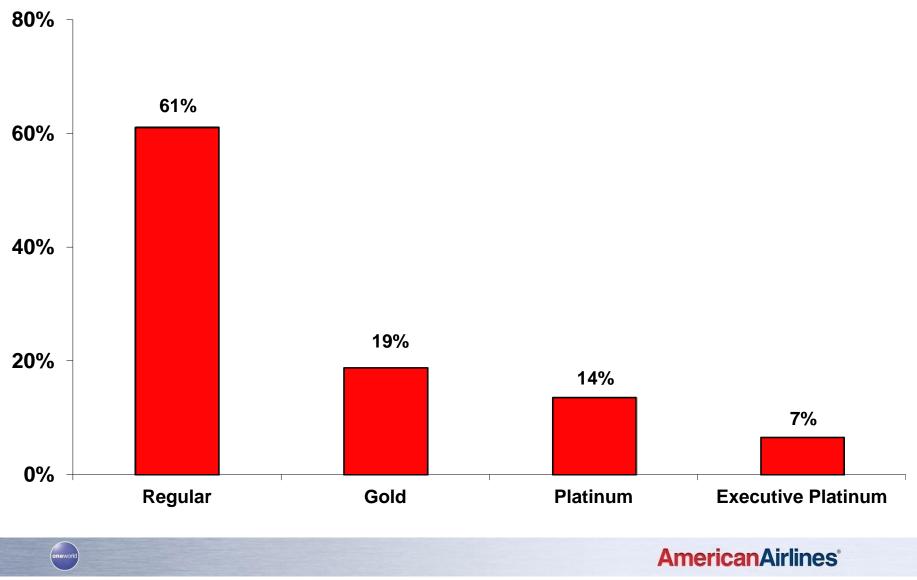




Demographics

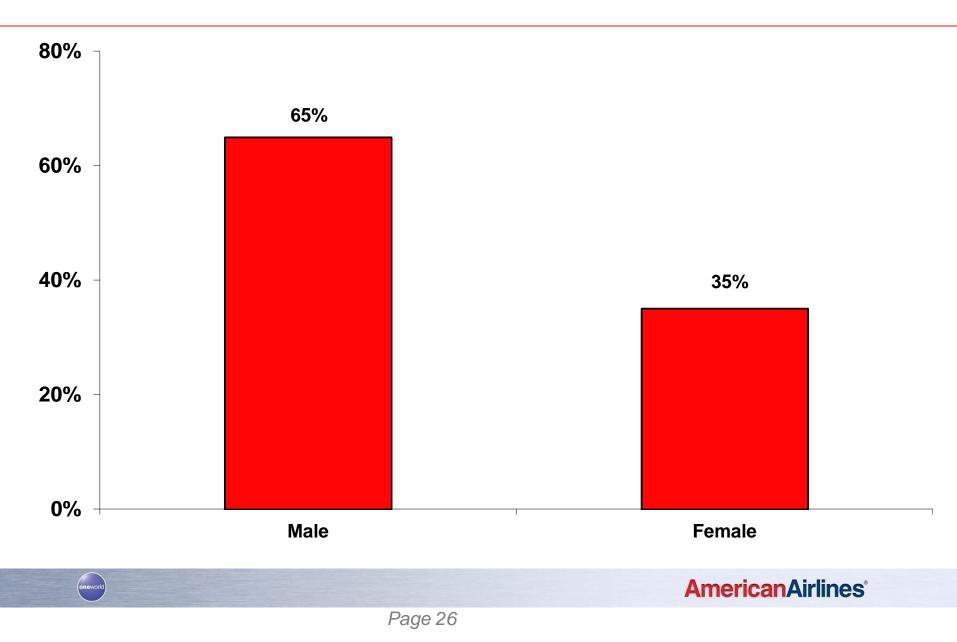
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AAdvantage Program Level

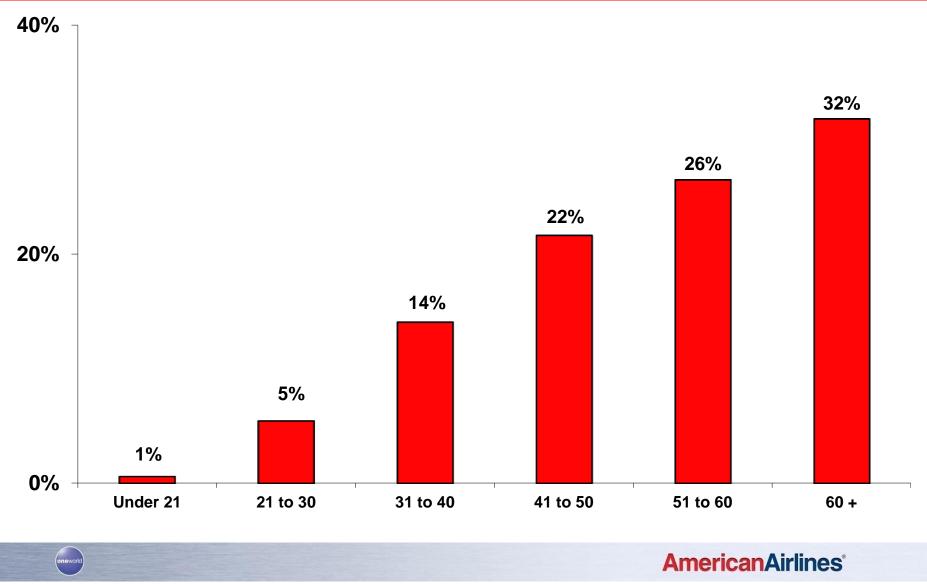


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Gender

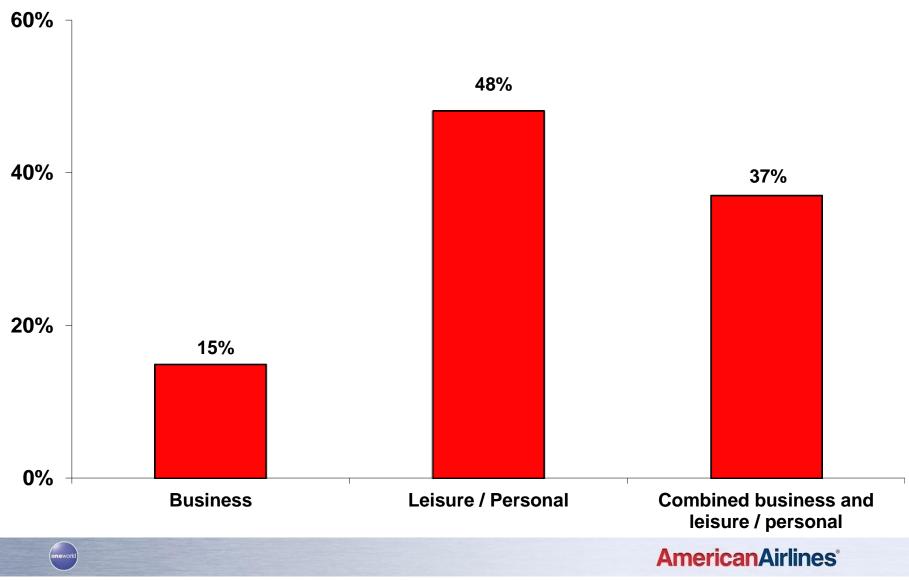


Age

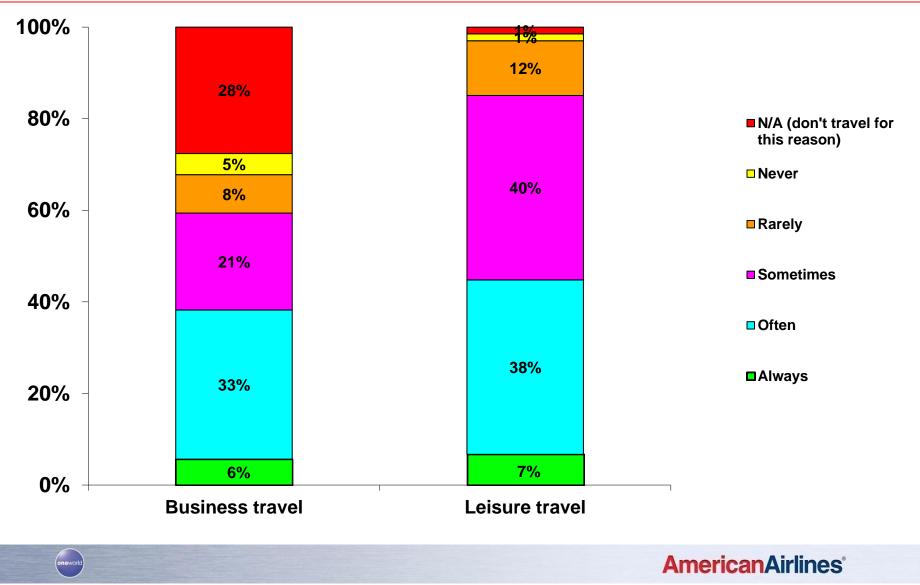


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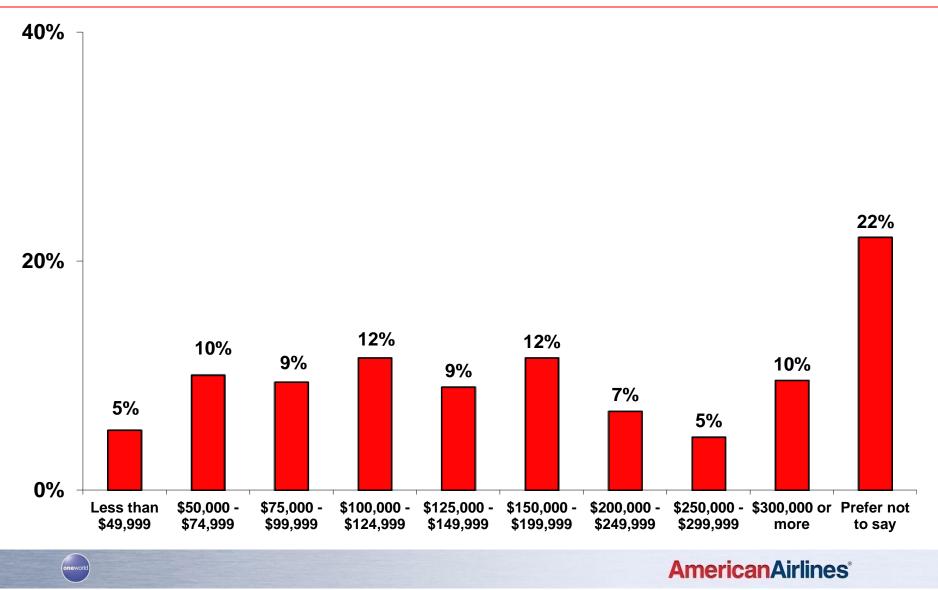
Typical Primary Purpose of Travel



Frequency of Travel to the Same Destinations



Annual Household Income



Questions?

• For questions or further information about this research effort, please feel free to contact me by phone or email:

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