

AA.com / My Account Survey August 2012

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



AmericanAirlines®

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.



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.



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

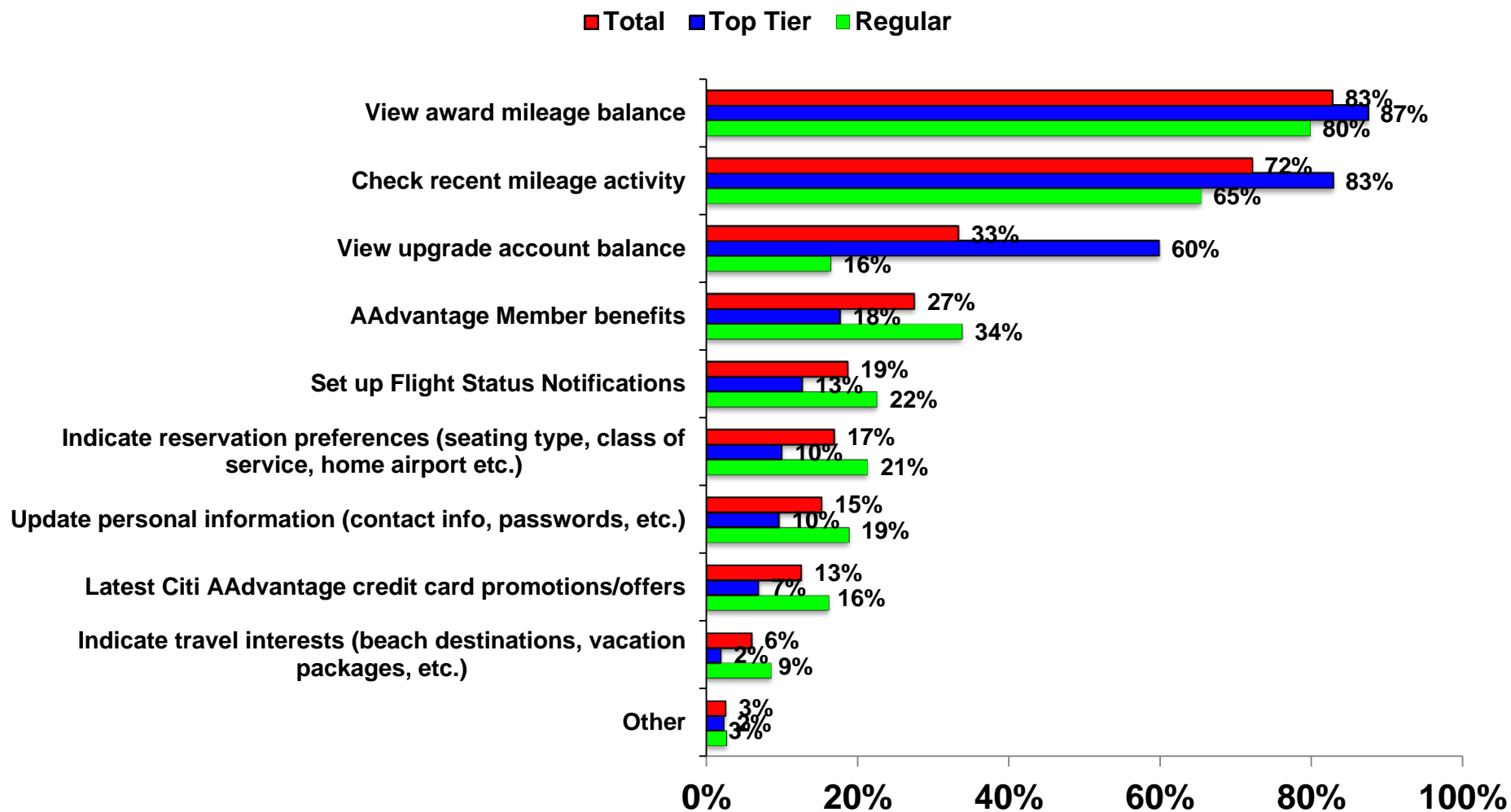
- Overall, Facebook is the most frequently visited social network site, followed by LinkedIn and Twitter.
- The vast majority of customers would not share any travel-related information with their friends/followers on any social network site.
 - However, some said they would share the following information 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

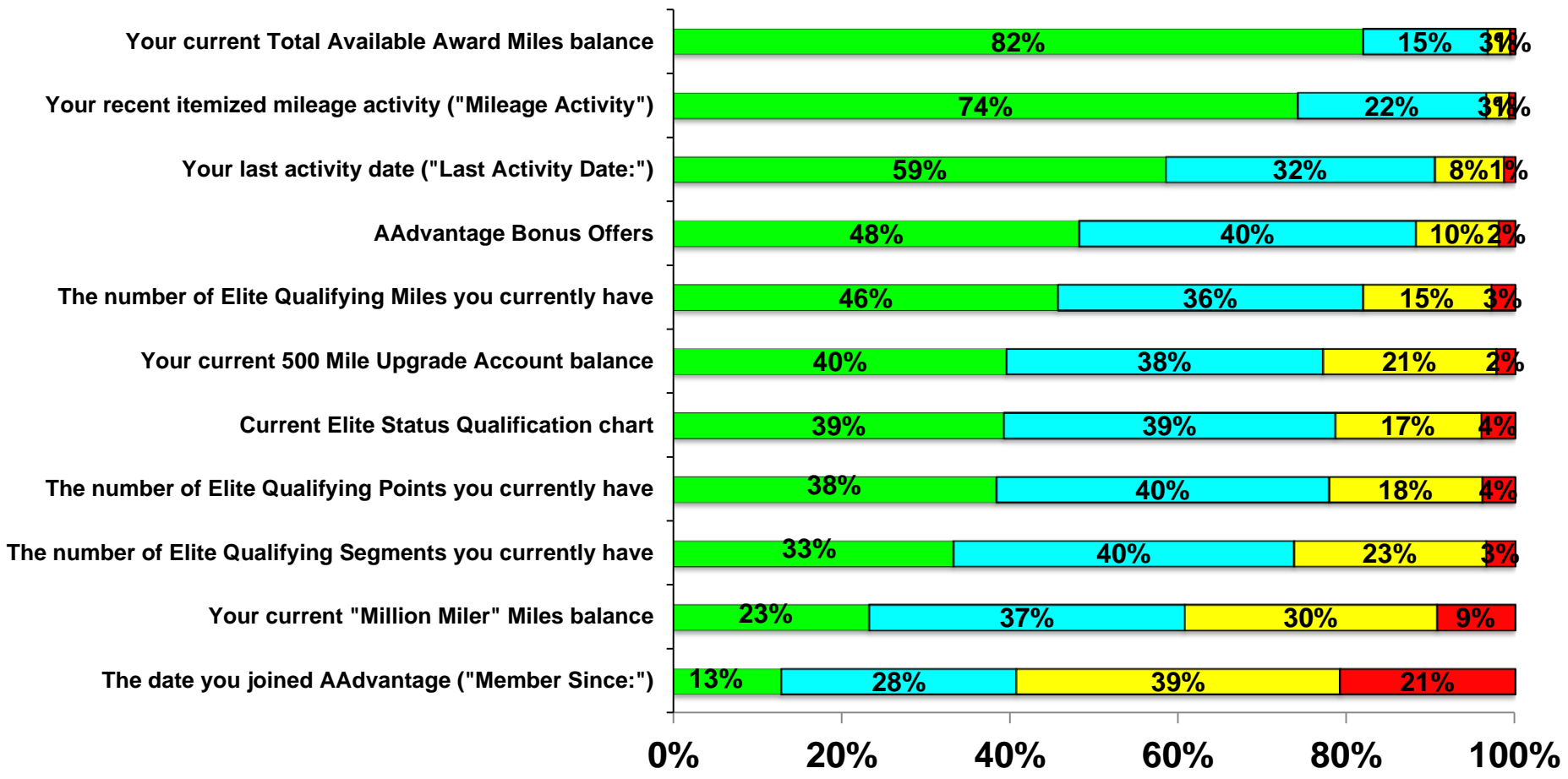


In general, when you visit your "My Account" page on AA.com, what are the top three pieces of information or features that provide the most value to you?



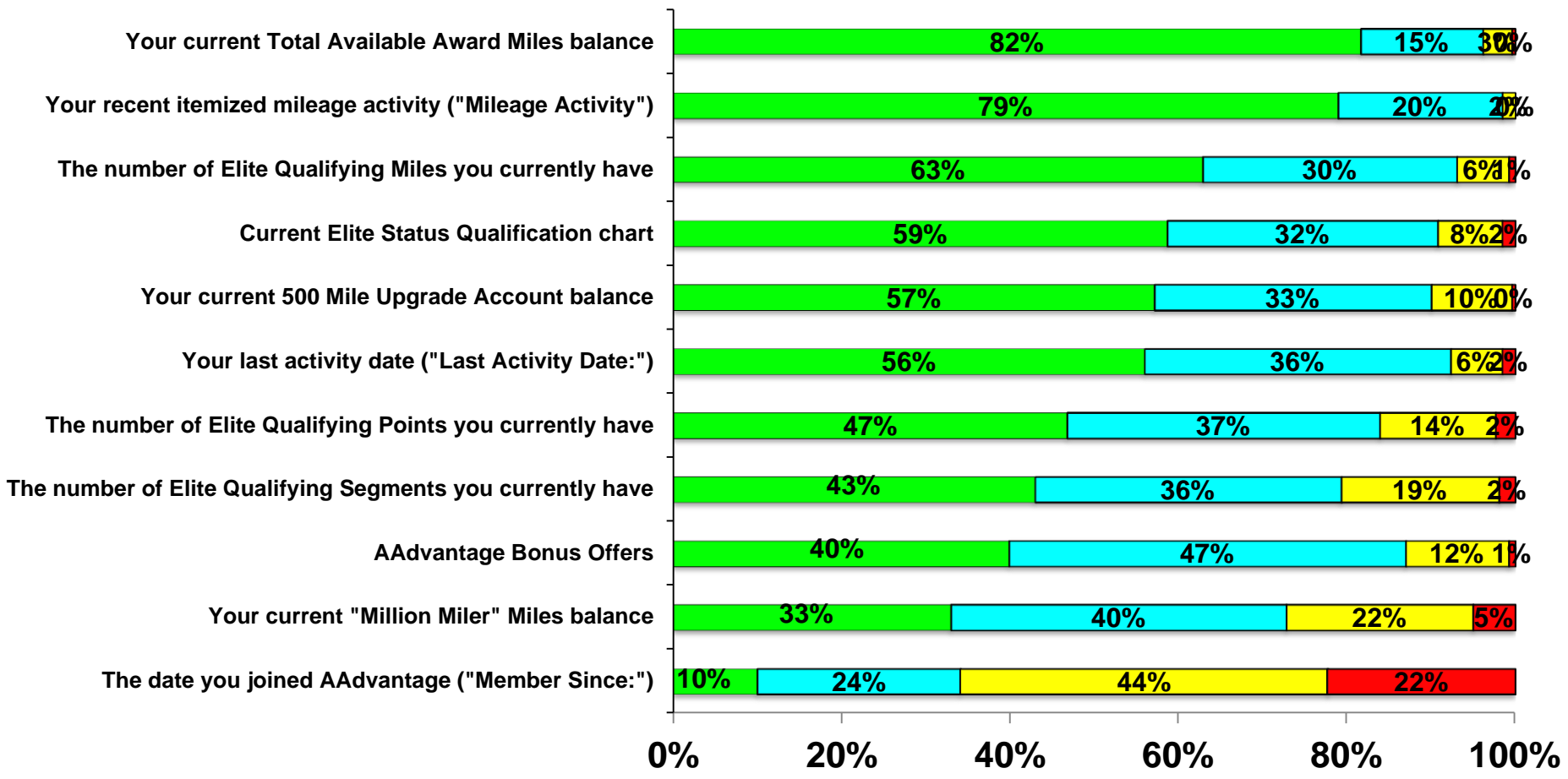
Thinking specifically about the "AADV Account" tab in "My Account", how important are each of the following features/pieces of info to you? (Base: Total)

■ Very Important
 ■ Somewhat Important
 ■ Not Very Important
 ■ Not At All Important



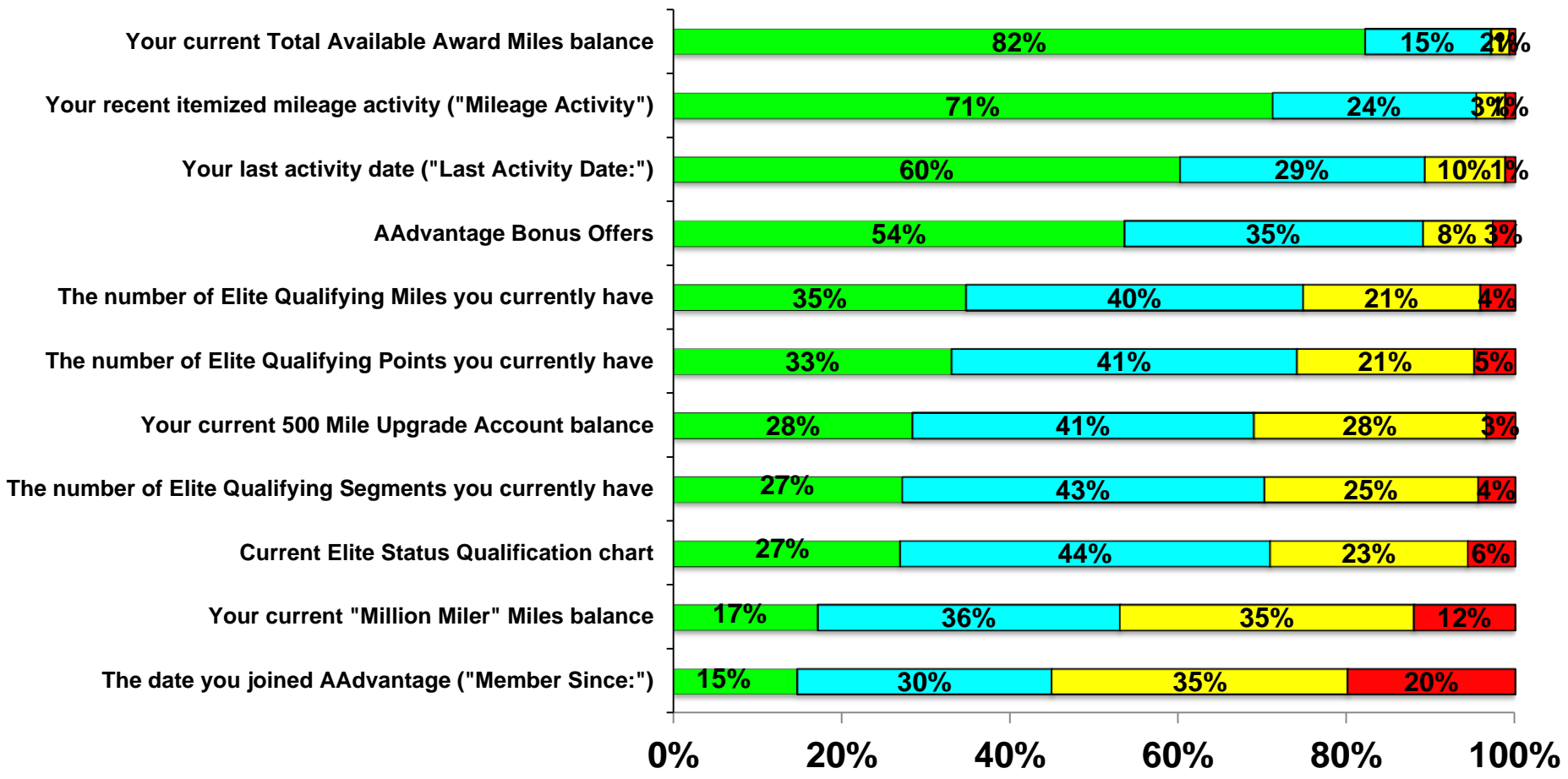
Thinking specifically about the "AADV Account" tab in "My Account", how important are each of the following features/pieces of info to you? (Base: Top Tier)

■ Very Important
 ■ Somewhat Important
 ■ Not Very Important
 ■ Not At All Important

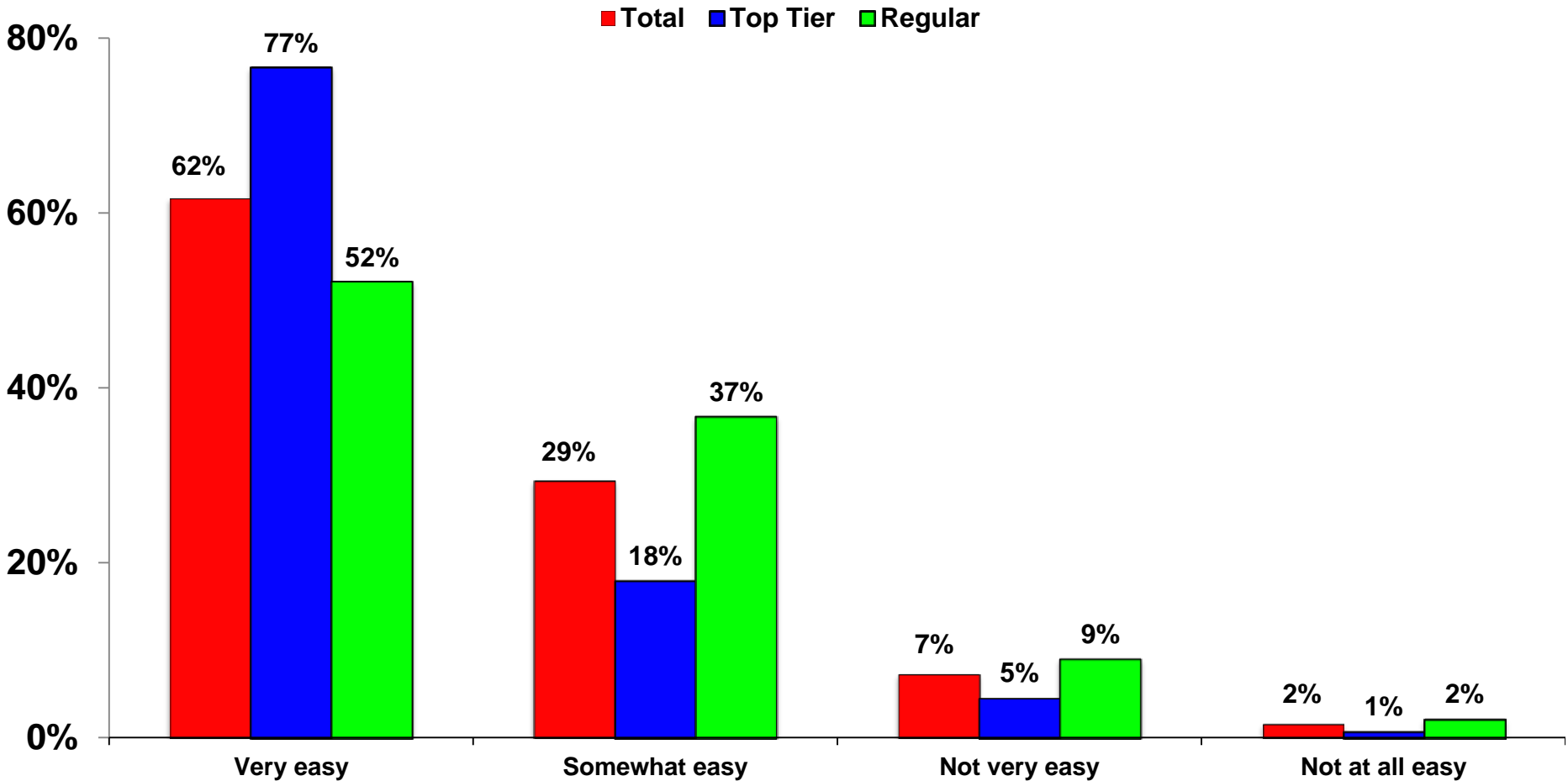


Thinking specifically about the "AADV Account" tab in "My Account", how important are each of the following features/pieces of info to you? (Base: Regular)

■ Very Important
 ■ Somewhat Important
 ■ Not Very Important
 ■ Not At All Important

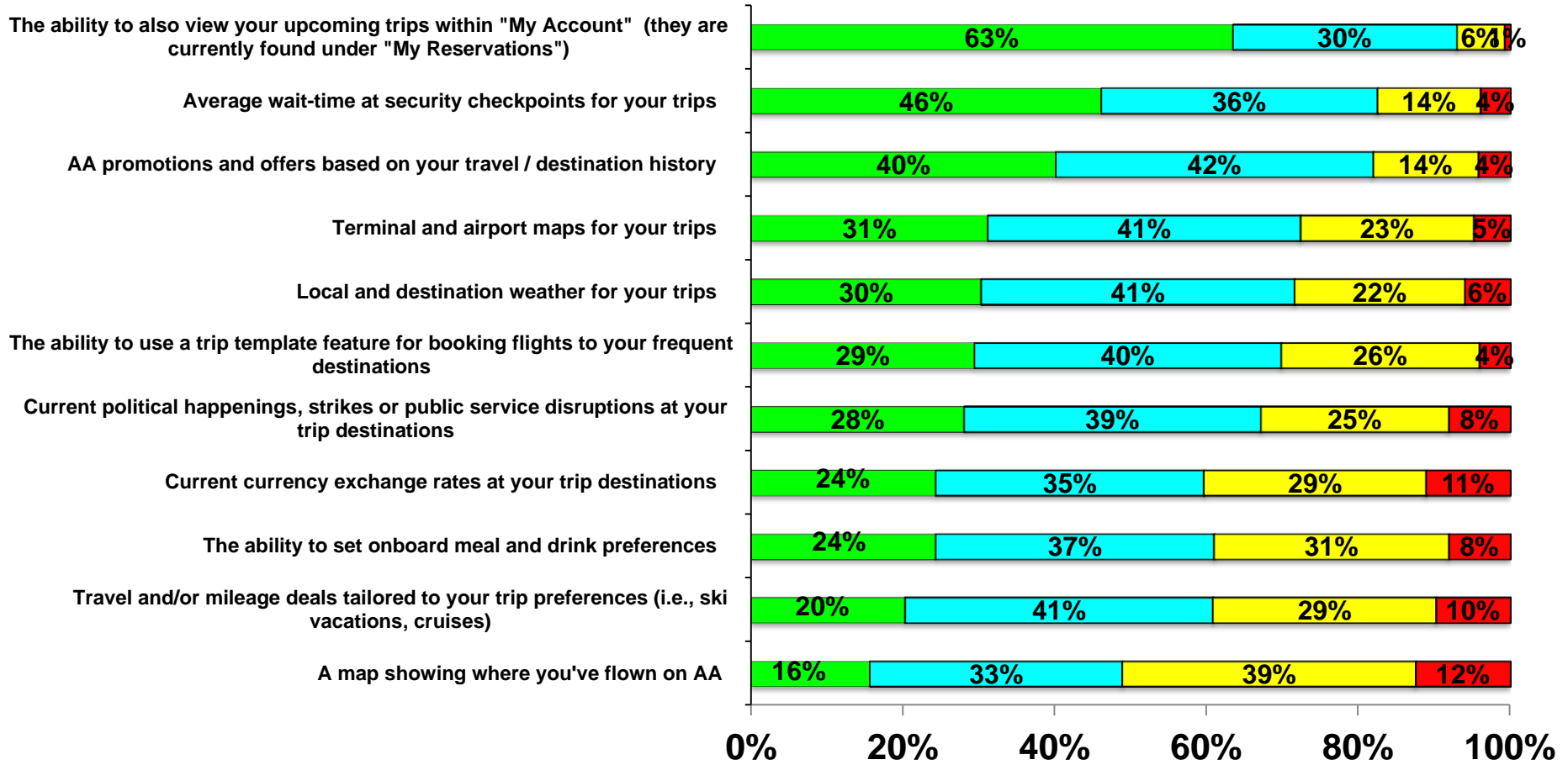


Looking at the "Current Elite Status Qualification" section on the "AADV Account" tab, how easy is it to understand how many Elite Qualifying points, miles and segments you currently have?



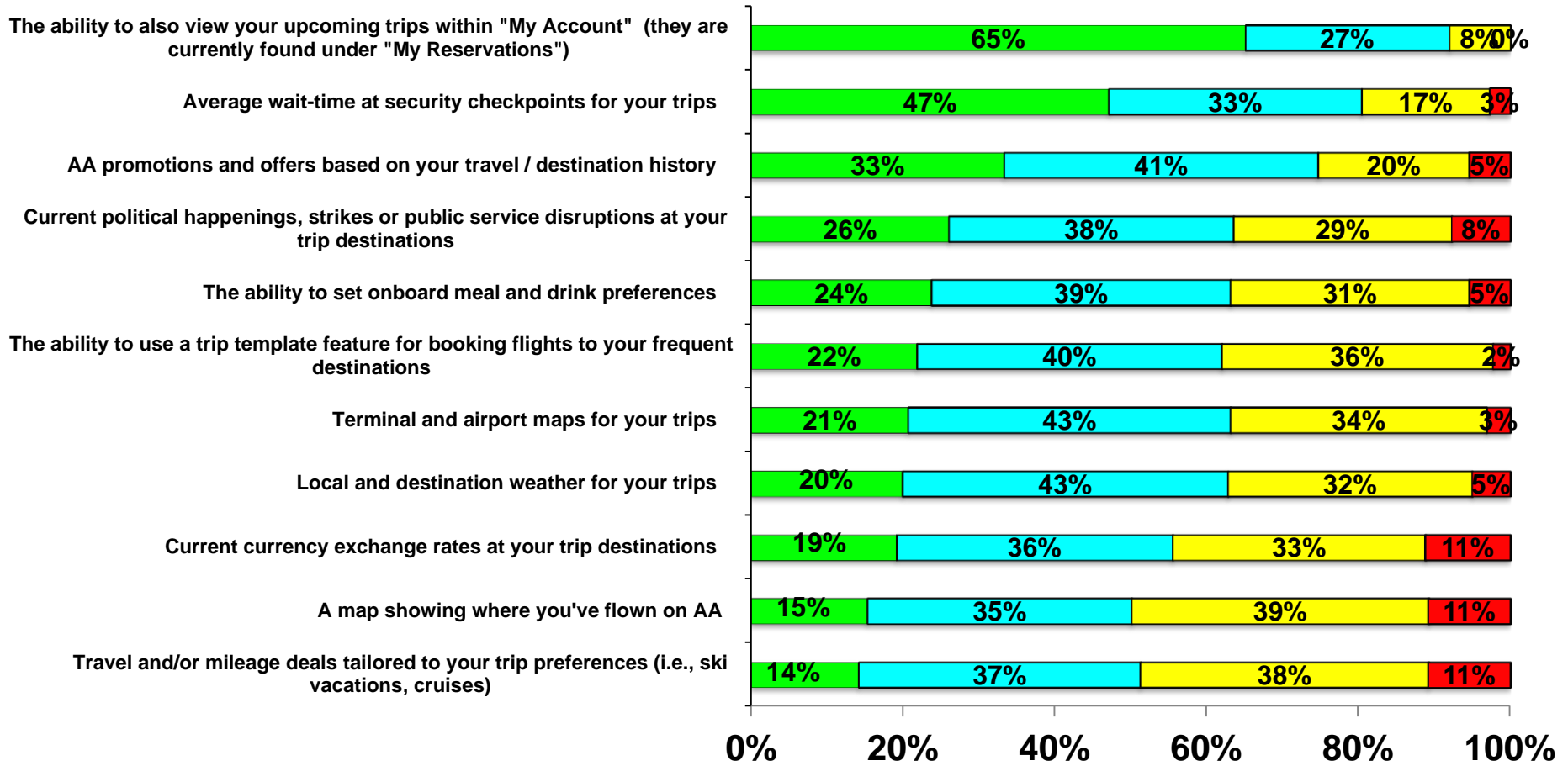
How valuable are these additional features/pieces of info that could potentially be added to the "My Account" page on AA.com in the future? (Base: Total)

■ Very Valuable
 ■ Somewhat Valuable
 ■ Not Very Valuable
 ■ Not At All Valuable



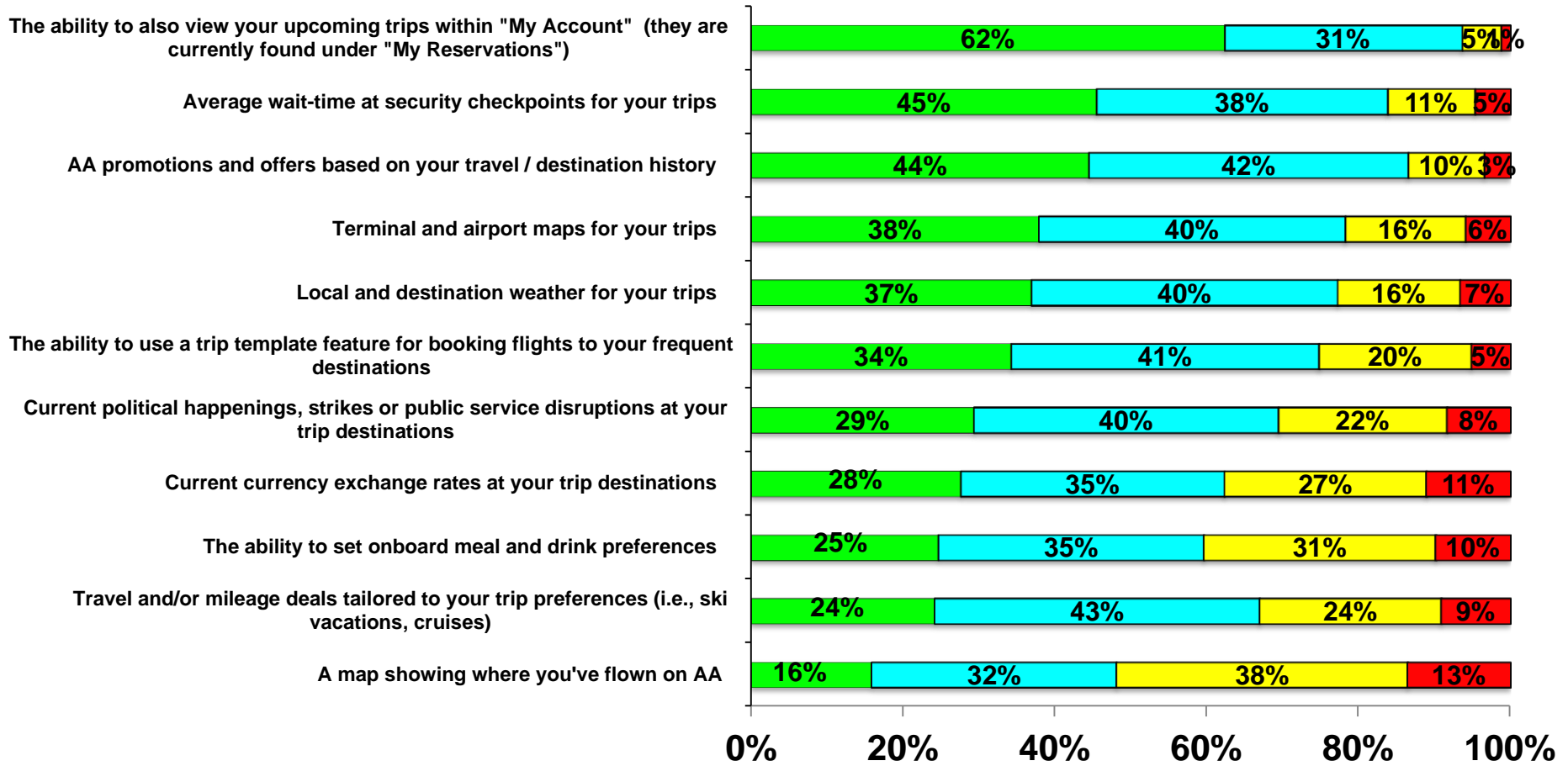
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How valuable are these additional features/pieces of info that could potentially be added to the "My Account" page on AA.com in the future? (Base: Regular)

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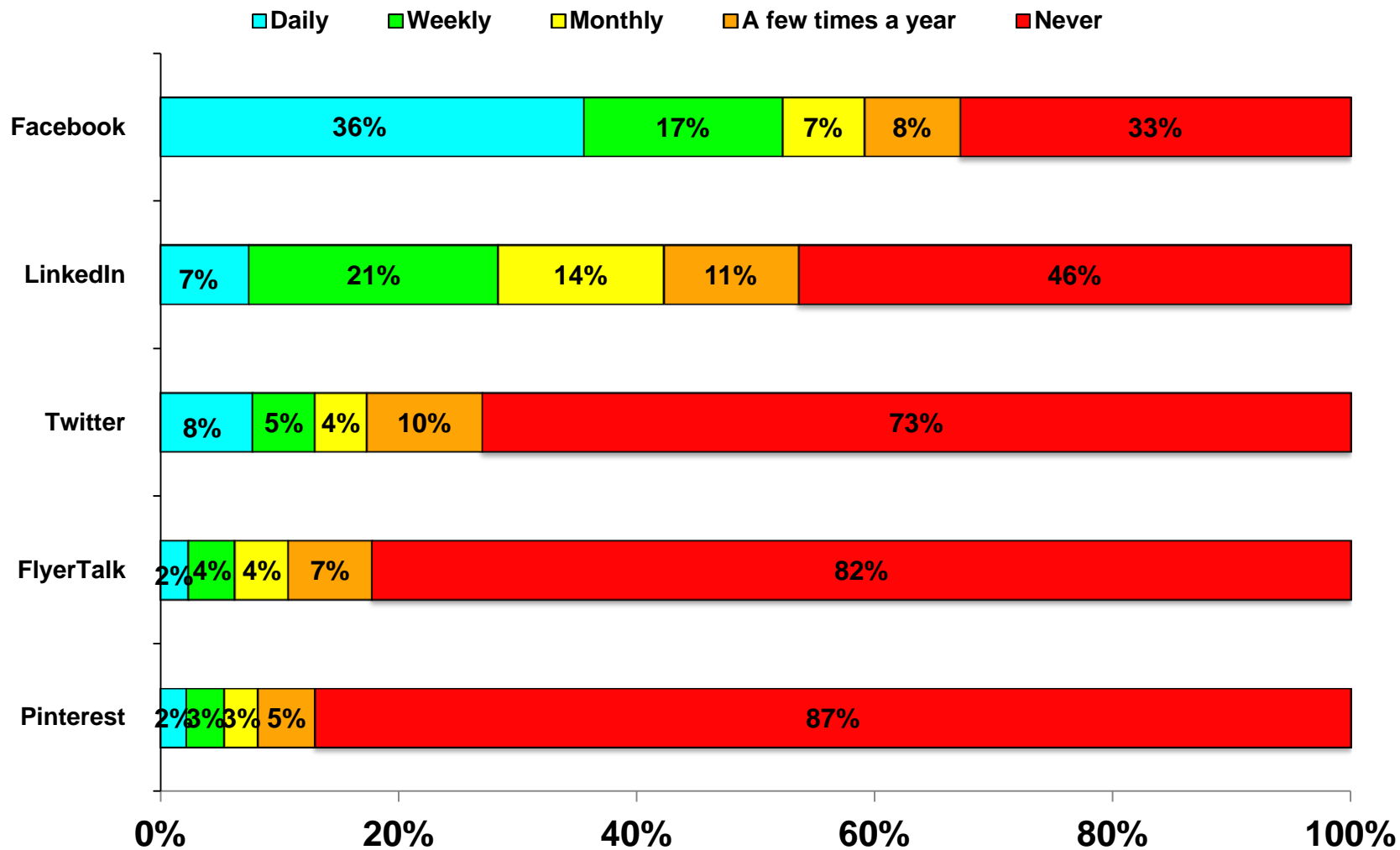


What other new feature or piece of information would you like to see added to the "My Account" page on AA.com in the future?

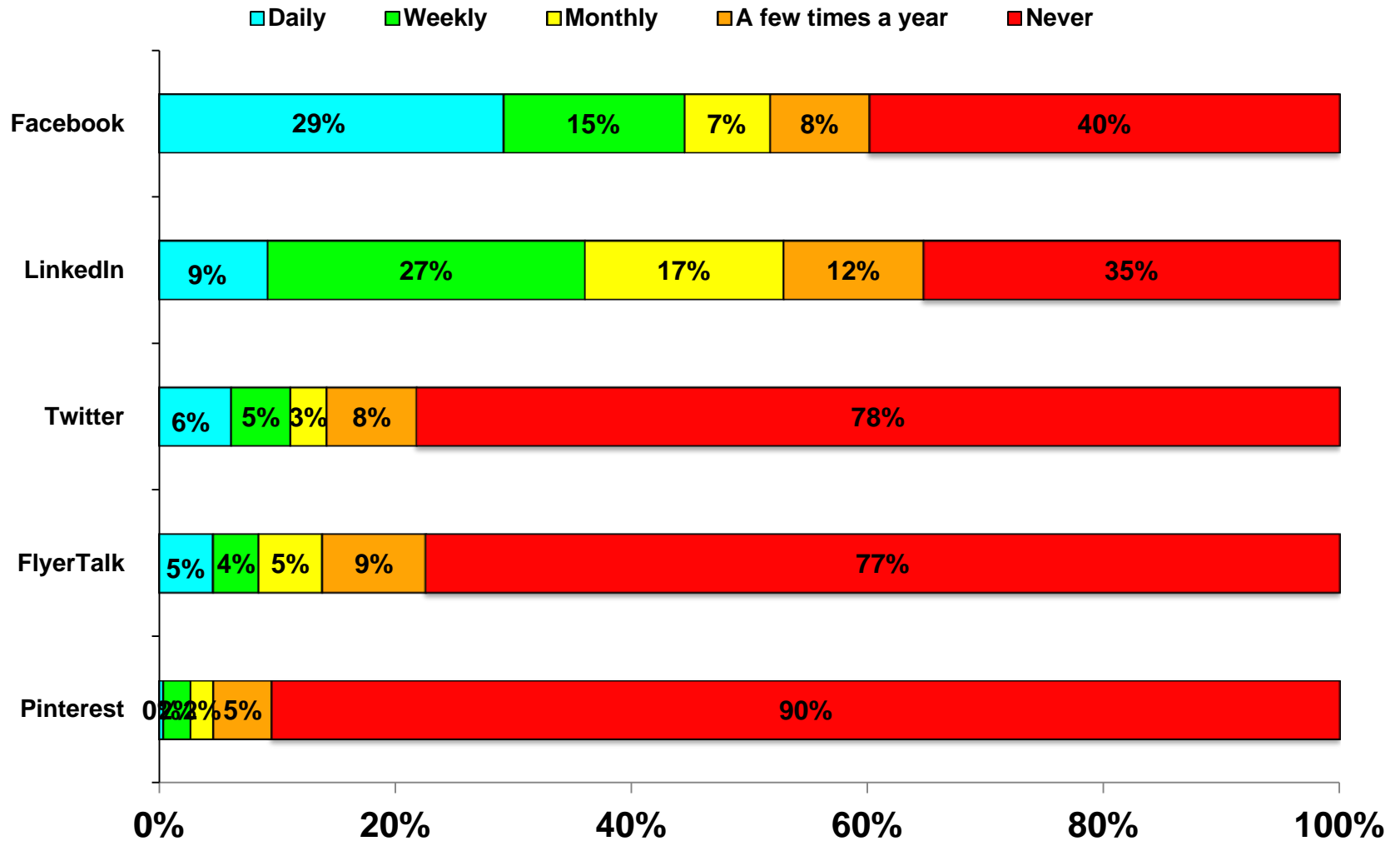
- In general, most open comments were related to changes to AA policies/procedures, upgrades, award tickets, route changes, fees, and other issues not related to AA.com.
- However, among the comments potentially related to the “My Account” pages on AA.com, some of the most commonly cited new features 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



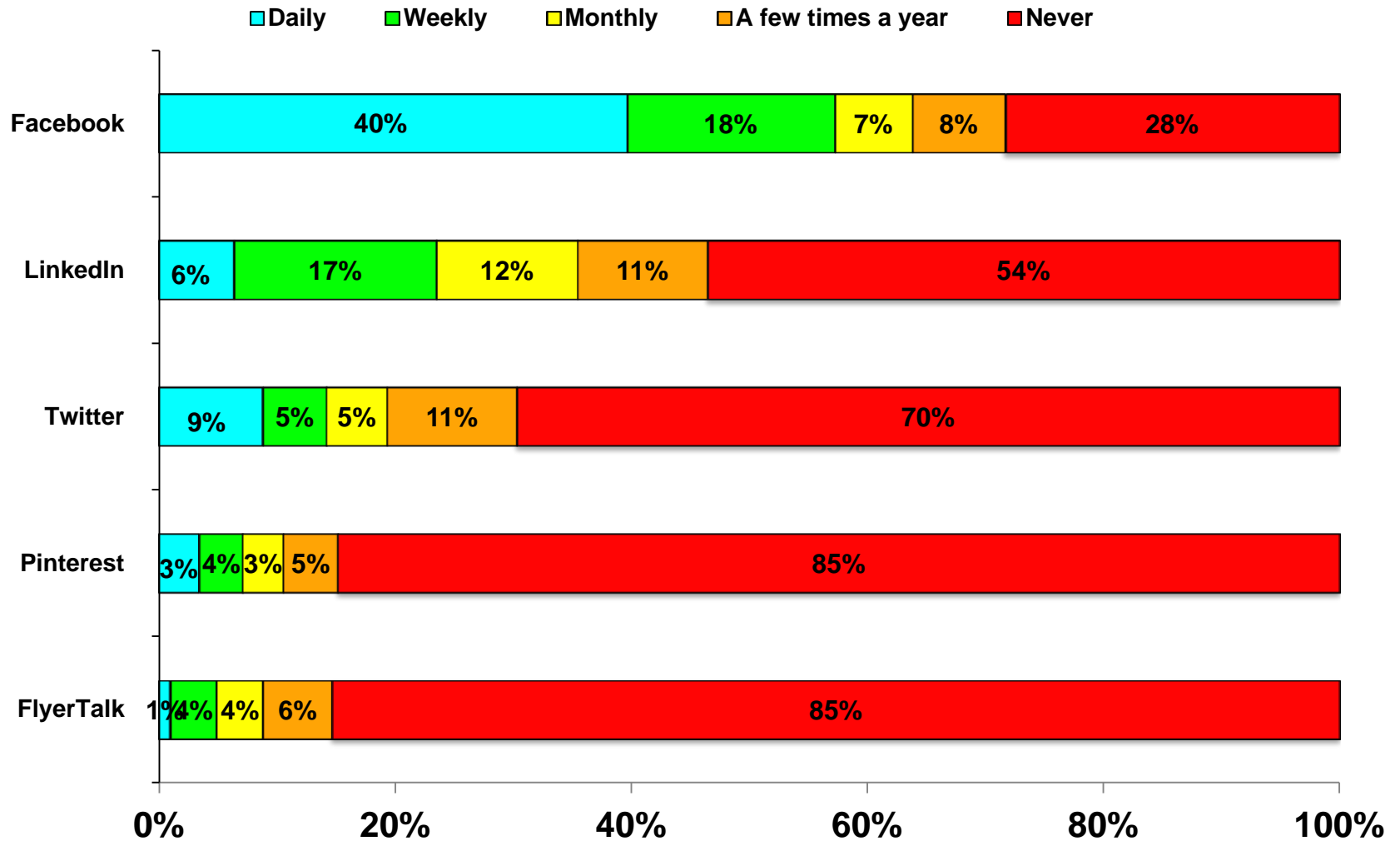
How often do you access/use each of following social network sites? (Base: Total)



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

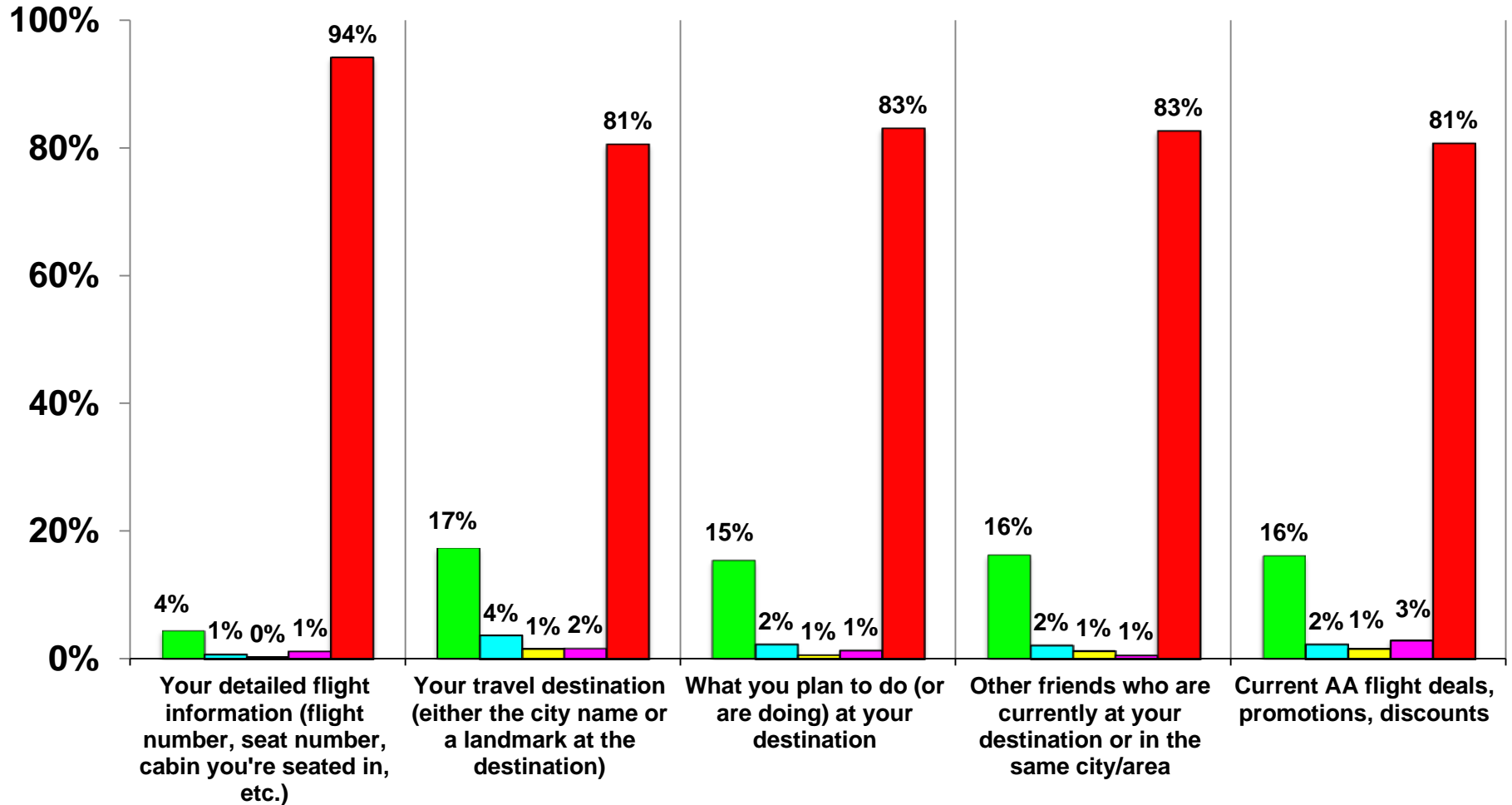


How often do you access/use each of following social network sites? (Base: Regular)



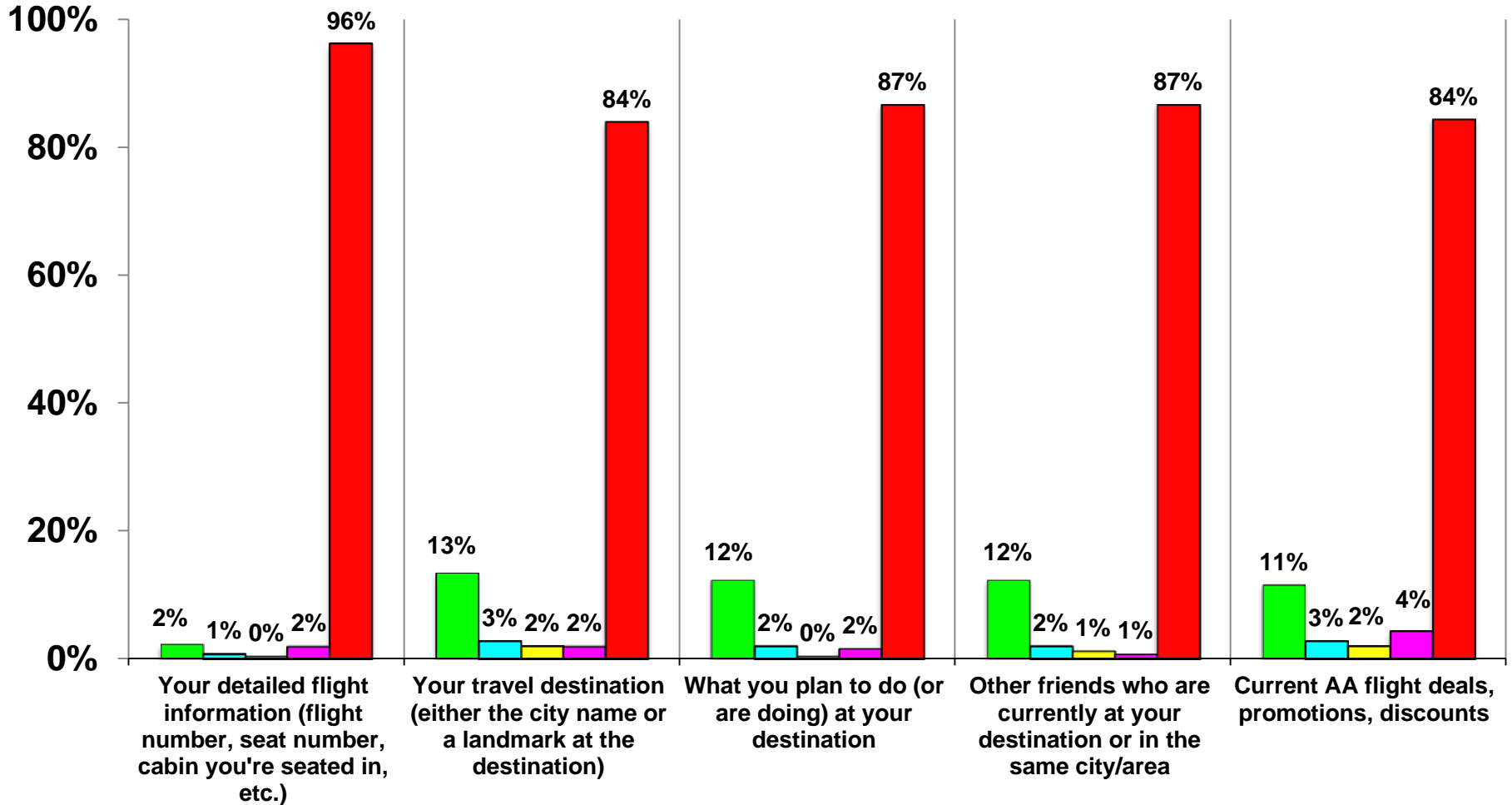
Which of the following pieces of travel-related information would you share with your friends/followers on your social networks? (Base: Total)

■ Facebook
 ■ Twitter
 ■ LinkedIn
 ■ FlyerTalk
 ■ None / I wouldn't share this information on any of these social network sites

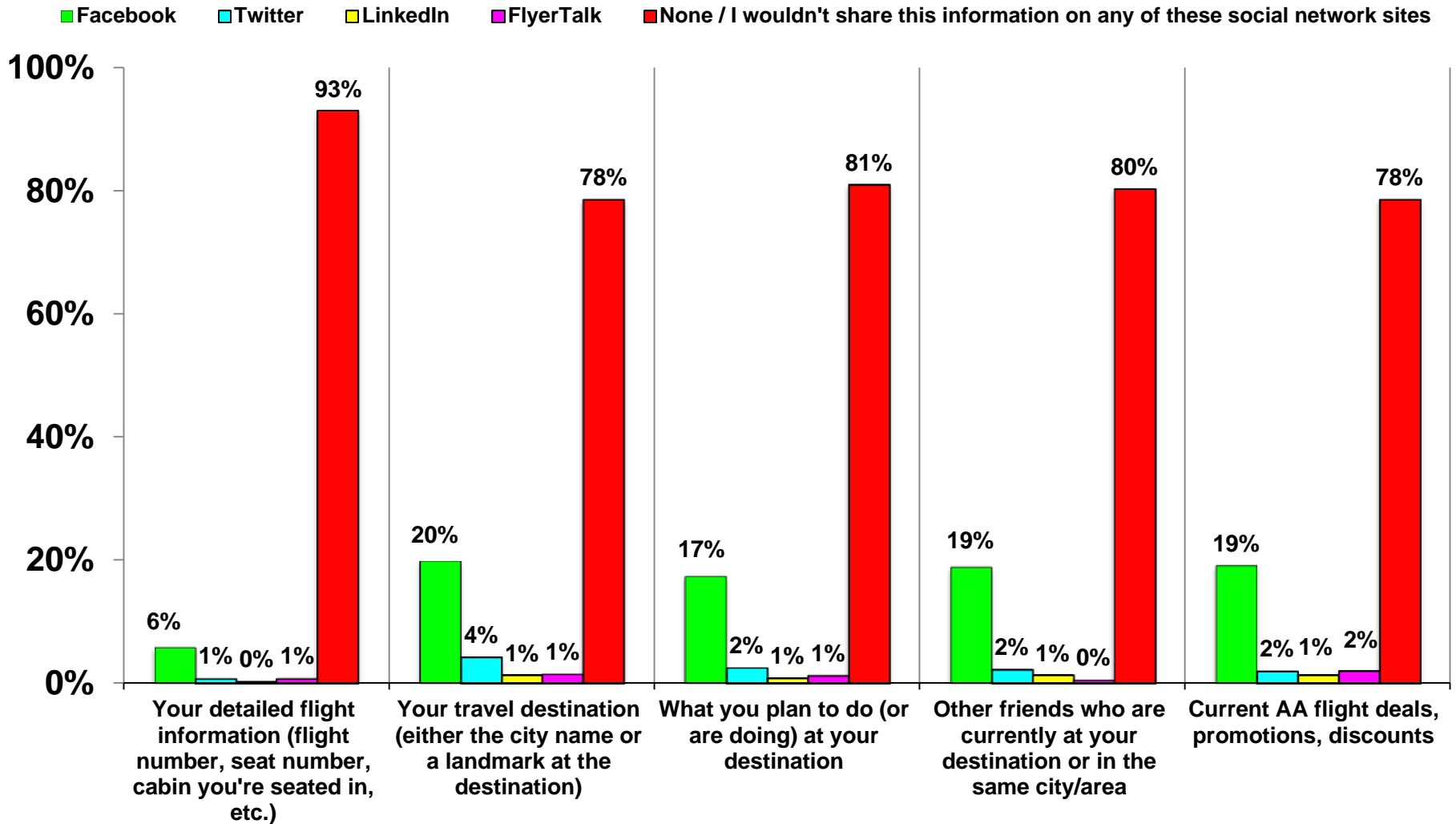


Which of the following pieces of travel-related information would you share with your friends/followers on your social networks? (Base: Top Tier)

■ Facebook
 ■ Twitter
 ■ LinkedIn
 ■ FlyerTalk
 ■ None / I wouldn't share this information on any of these social network sites



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



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 after 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."

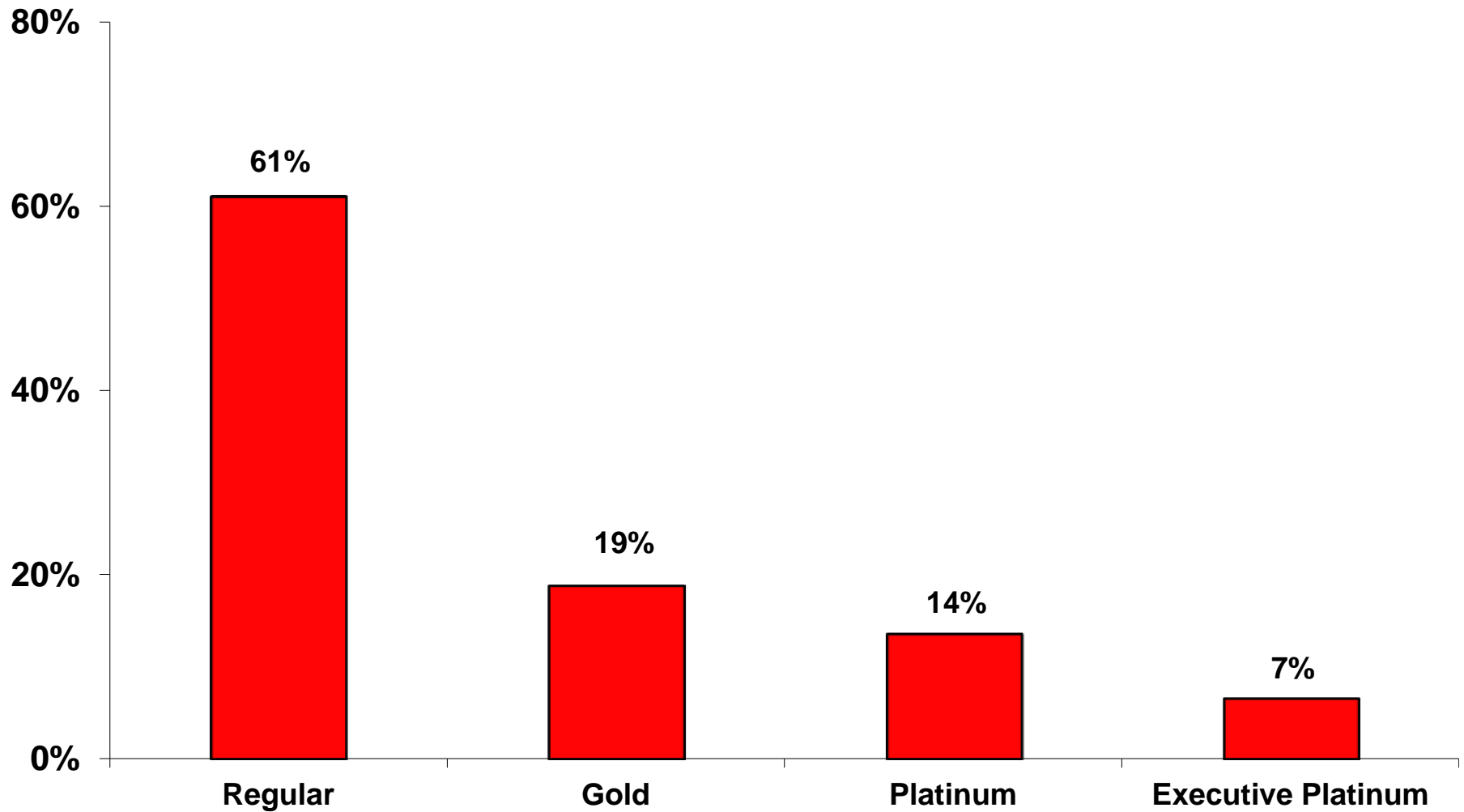
"Bad stories about horror flights."



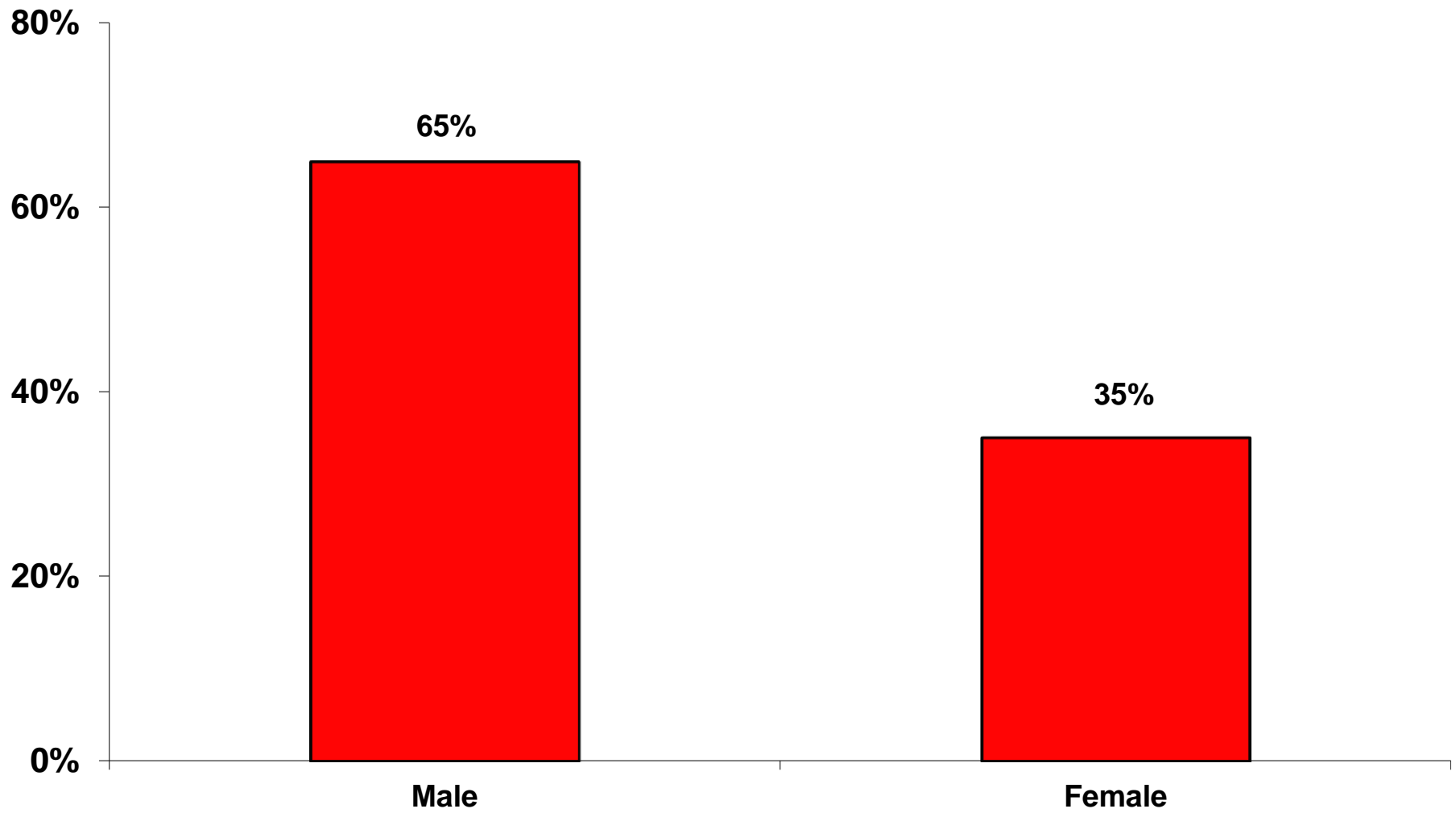
Demographics



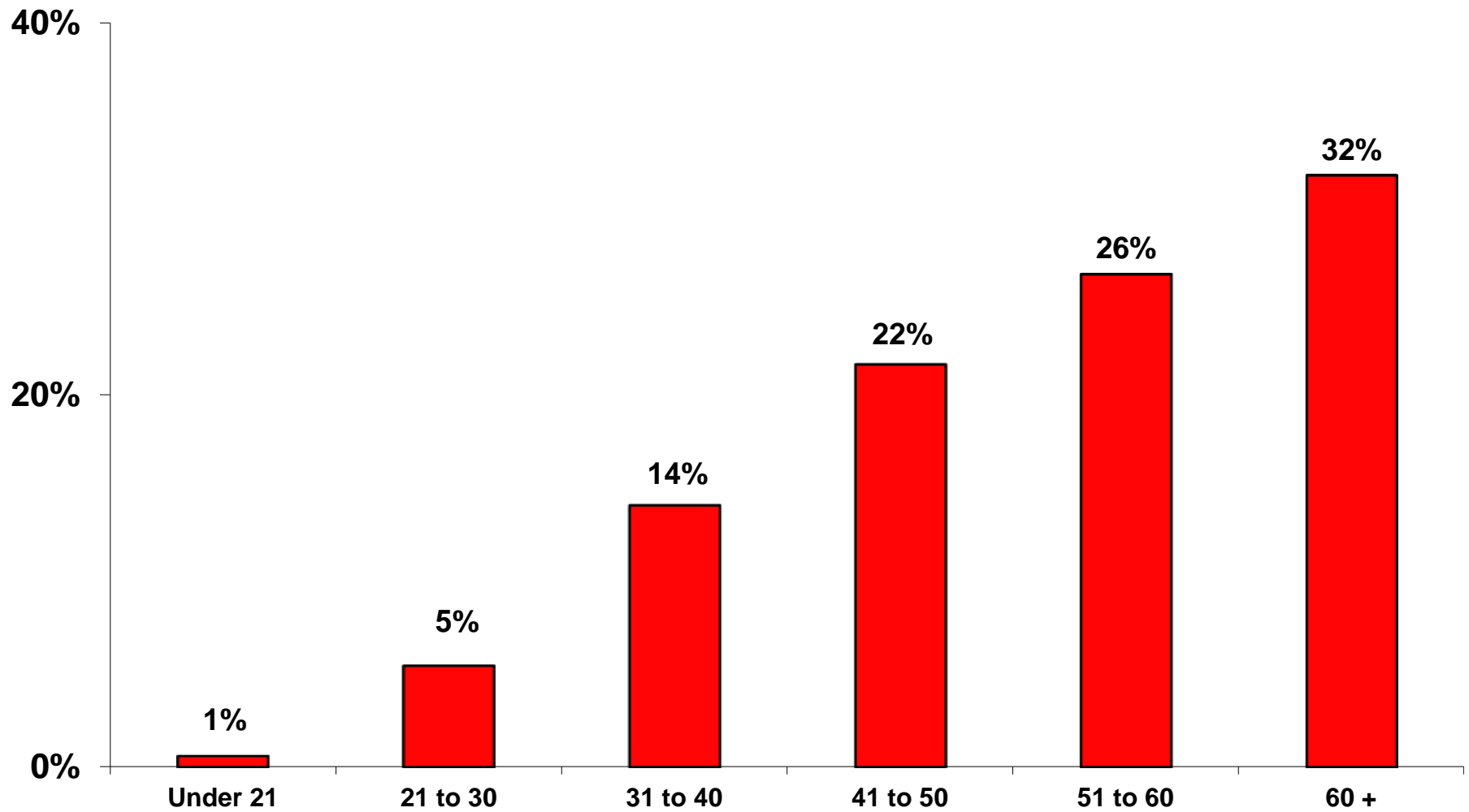
AAdvantage Program Level



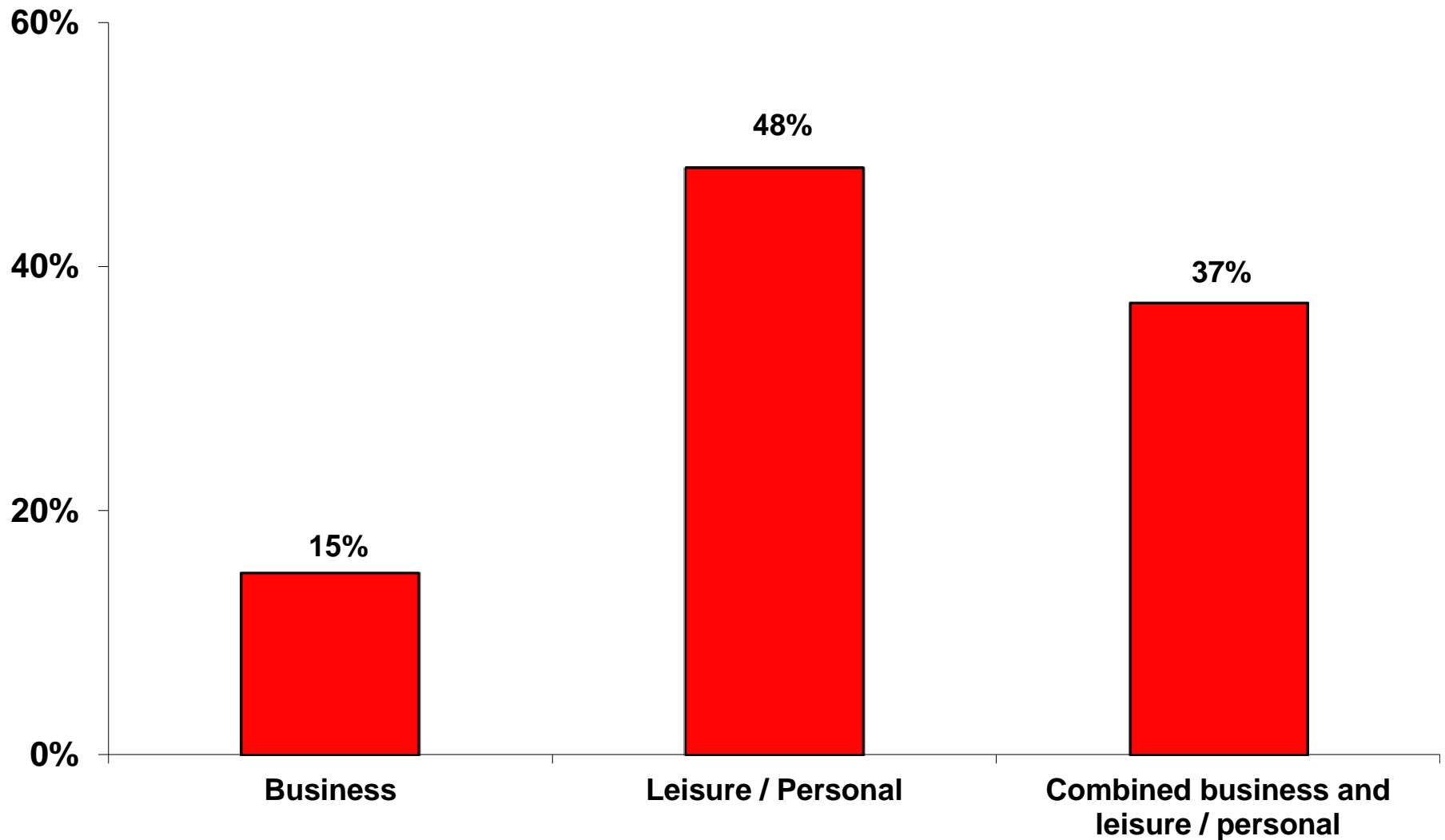
Gender



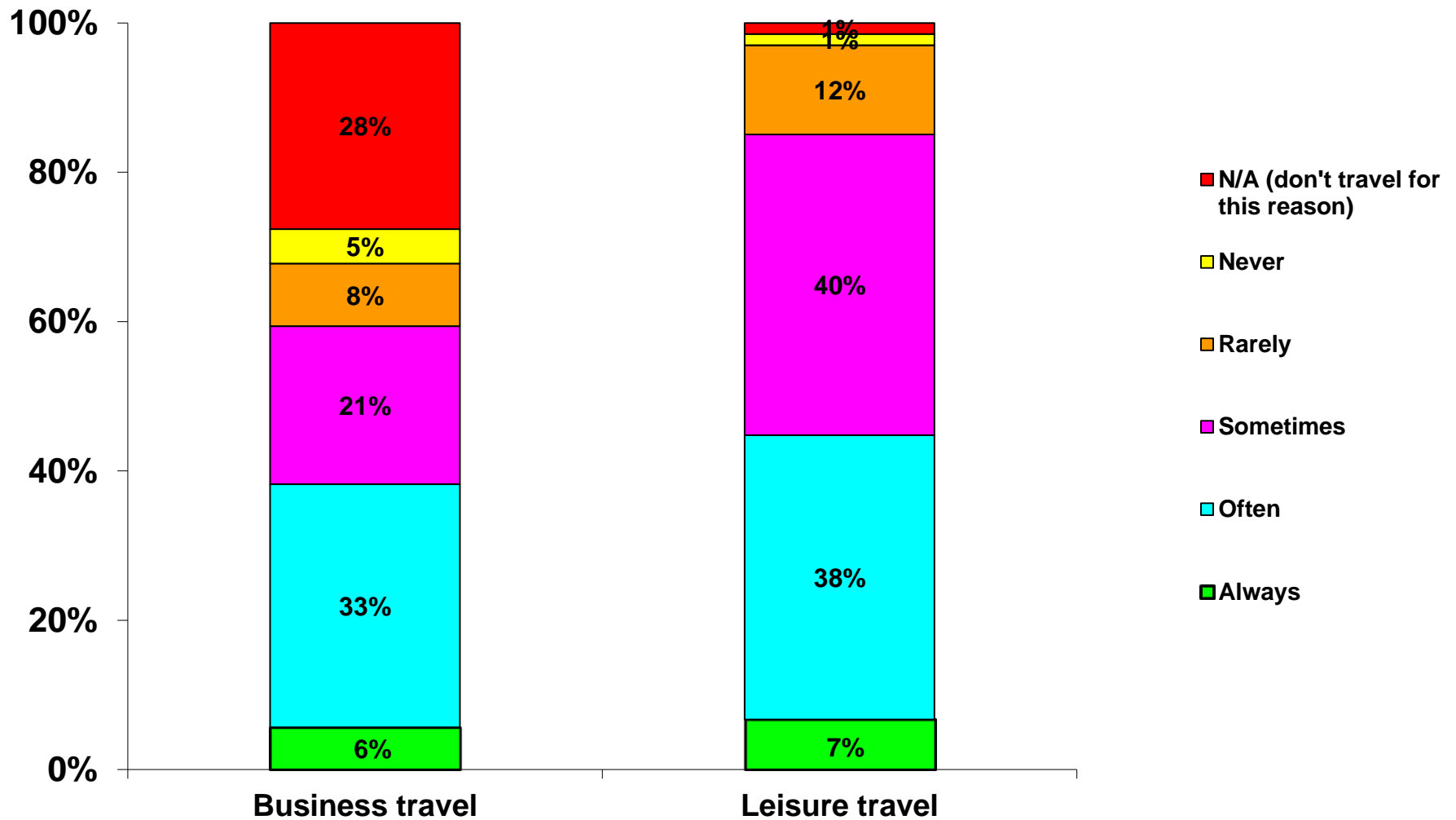
Age



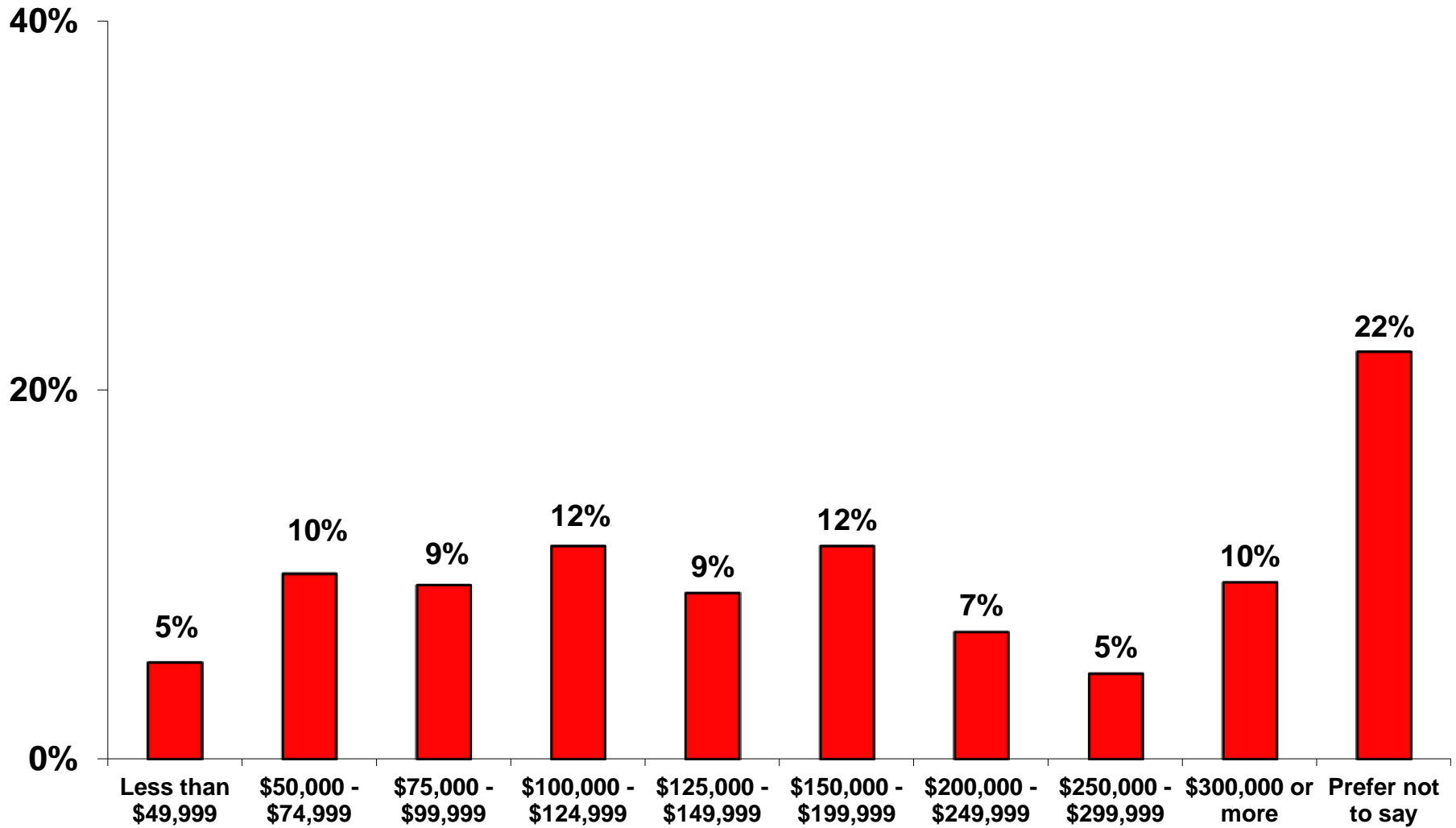
Typical Primary Purpose of Travel



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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