The Role of Data, Dashboards, Technology, Data Visualization & Predictive Analytics in the Future of Communications Measurement

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Measurement & Analytics

Southwest Airlines: The Business by The Numbers

- **45 years** of service; headquarters in Dallas, Texas
- More than **49,000 Employees**
- **97 destinations** (in the U.S. and 7 countries)
- **3,900 departures** a day
- **Largest fleet** of Boeing aircraft in the world (700+ aircraft)
- Served more than **106 million peanuts** and **45 million pretzels** in 2015.

- Shortest flight?
  – Austin to Houston (148 miles)
- Longest flight?
  – Baltimore (BWI) to Oakland (2,447 miles)

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The Communications and Outreach Department

140+ Employees

– **Communications** includes:
  - Corporate
  - Commercial
  - Operational
  - Visual
  - Editorial
  - Social Business

– **Outreach** includes:
  - Business Continuity
  - Emergency Response
  - Community Affairs & Grassroots
  - Community Programs & Giving
  - Community Engagement

***There are two dedicated full-time measurement positions on the team.*

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Our Strategy and Tools

Measurement Strategy

- Measurement is about more than just numbers!
- Establish measurable objectives as part of our campaigns/initiatives to help define success
- Tie measureable objectives to Company goals and objectives
- Establish a regular reporting cadence and structure

Measurement Toolbox

- Native Platforms (Facebook Insights, Twitter Analytics, etc.)
- Licensed Platforms (Publishing, Engagement, and Listening)

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Tools for Measurement

The Role of Data

Without a heart, it's just a machine.

When the data leads to business change

On Time Performance Case Study

- Communications data was married with other company data to create a holistic view of on time performance.
- Communications data included sentiment, topics, and volume of news media coverage and real-time social conversation, shared via excel documents and charts.
- New programs put in place to combat "cause and effect" results of sluggish on time performance.

Presenting data to leaders

- Think outside the silo
- Tell a story
- Repeat the "good" stuff – and others will repeat it too!

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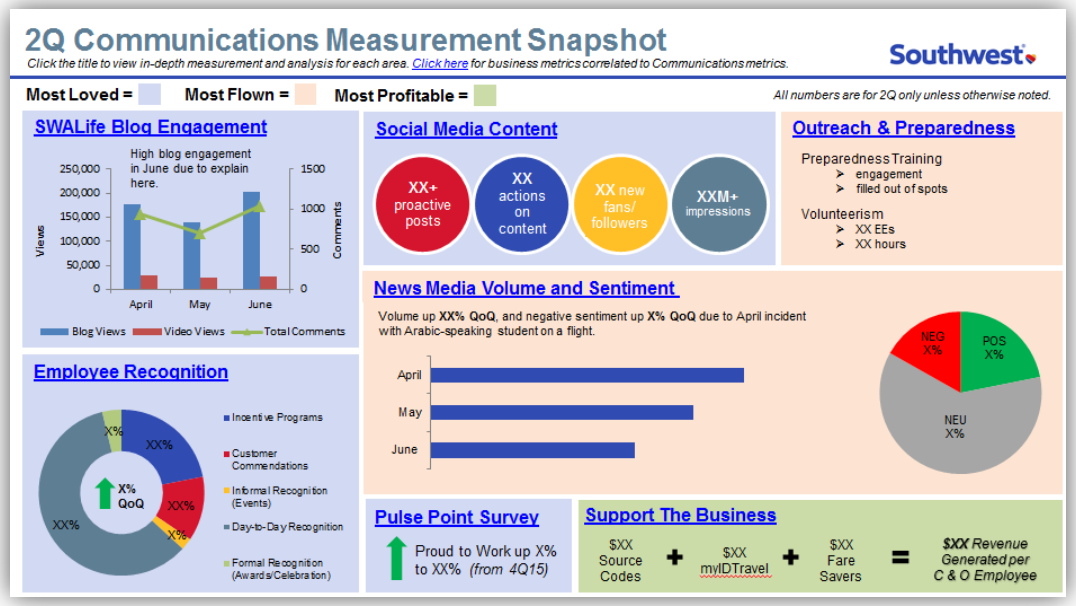
Our Dashboard(s)

Quarterly Communications dashboard – Includes all communications data (internal, news media, and social media)

- Data represented supports Company Vision of being the “most loved, most flown, and most profitable” airline.
- Supports Communication & Outreach department objectives of Engage as Owners, Improve Perceptions and Advocacy; and Support the Business.



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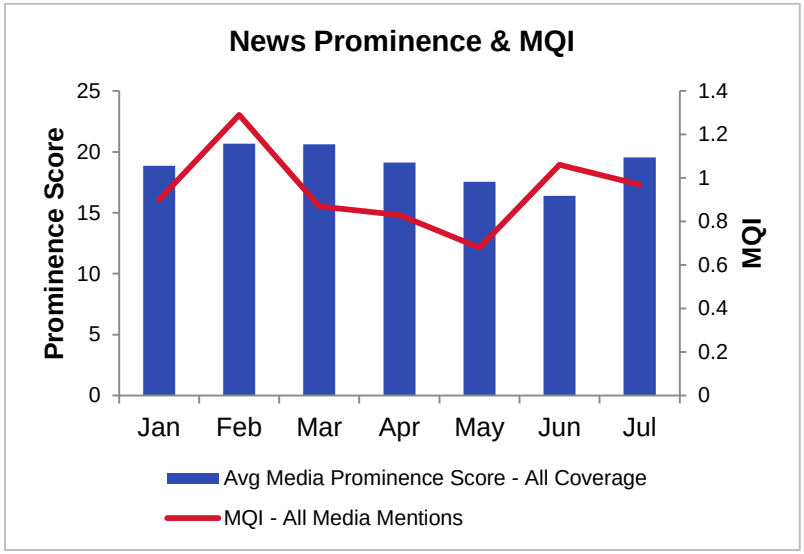
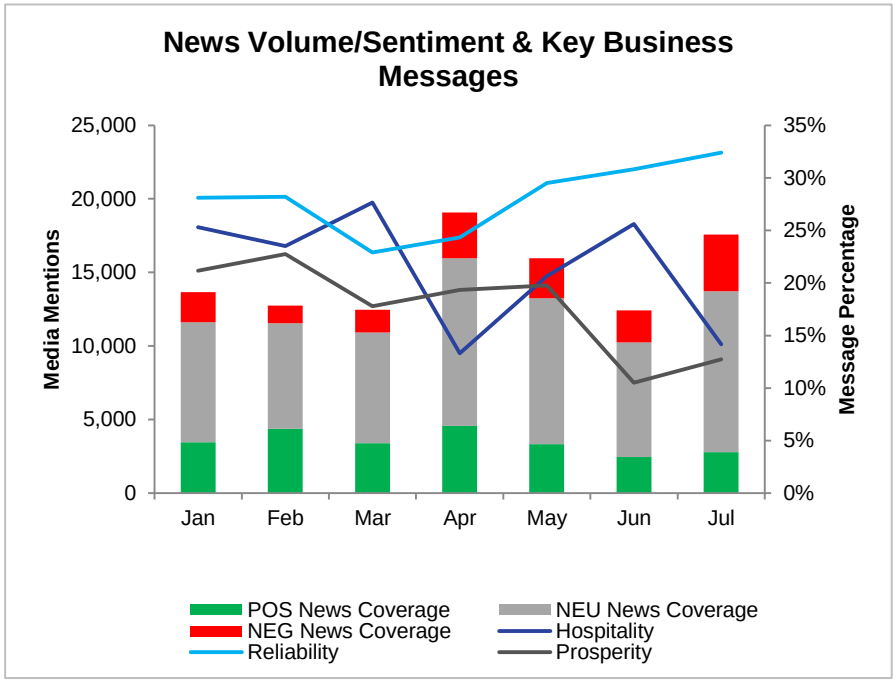
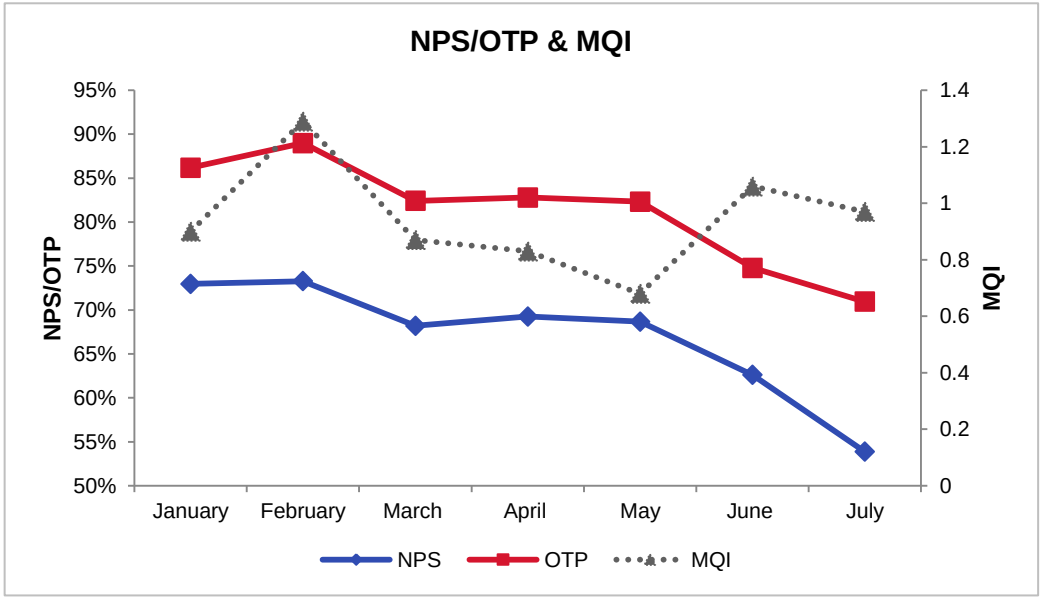
Our Dashboard(s)







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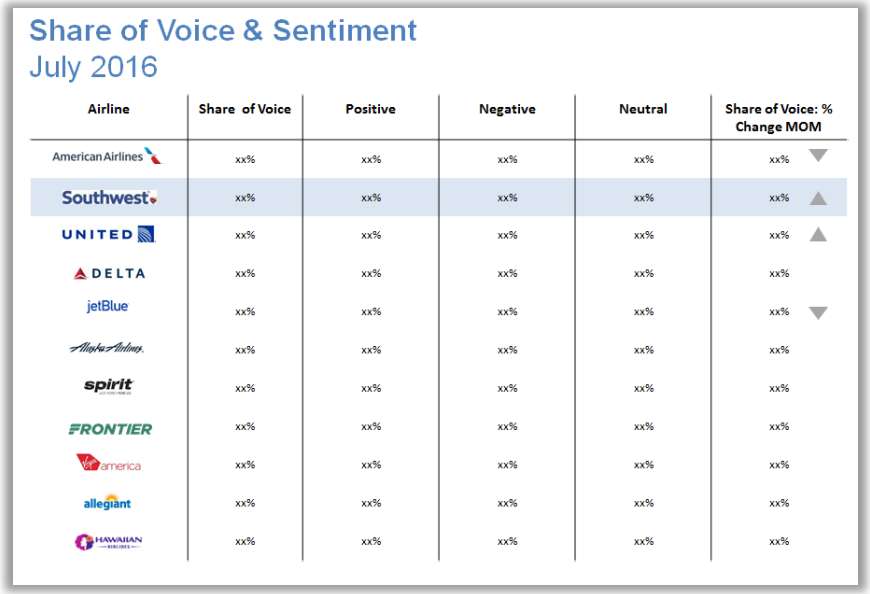
Our Dashboard(s)

Monthly dashboard dives deeper into Social Business metrics specifically.

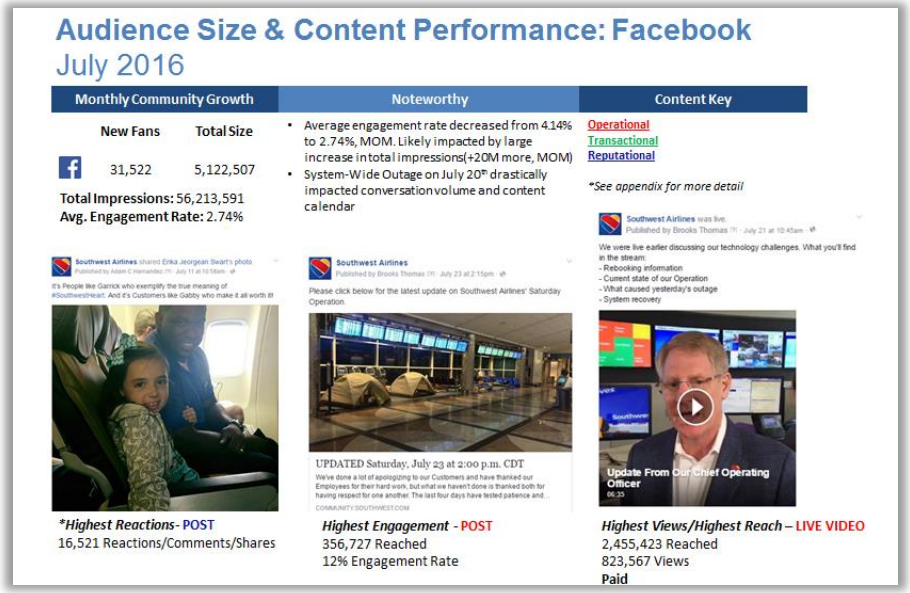
- Data supports Social Business Team Objectives, and is organized accordingly
- Dashboard focuses on month-over-month analysis. Metrics include Audience Size, Content Performance, Share of Voice and Sentiment, Social Customer Care Engagement, Revenue Generated, and Case Studies.



Share of Voice & Sentiment

July 2016

Airline	Share of Voice	Positive	Negative	Neutral	Share of Voice: % Change MOM
American Airlines	xx%	xx%	xx%	xx%	xx% ▼
Southwest	xx%	xx%	xx%	xx%	xx% ▲
UNITED	xx%	xx%	xx%	xx%	xx% ▲
DELTA	xx%	xx%	xx%	xx%	xx%
jetBlue	xx%	xx%	xx%	xx%	xx% ▼
Alaska Airlines	xx%	xx%	xx%	xx%	xx%
spirit	xx%	xx%	xx%	xx%	xx%
FRONTIER	xx%	xx%	xx%	xx%	xx%
Virgin america	xx%	xx%	xx%	xx%	xx%
allegiant	xx%	xx%	xx%	xx%	xx%
HAWAIIAN	xx%	xx%	xx%	xx%	xx%



Audience Size & Content Performance: Facebook

July 2016

Monthly Community Growth

	New Fans	Total Size
	31,522	5,122,507

Total Impressions: 56,213,591
Avg. Engagement Rate: 2.74%

Noteworthy

- Average engagement rate decreased from 4.14% to 2.74%, MOM. Likely impacted by large increase in total impressions(+20M more, MOM)
- System-Wide Outage on July 20th drastically impacted conversation volume and content calendar

Content Key

Operational
Transactional
Reputational

*See appendix for more detail

***Highest Reactions*- POST**
16,521 Reactions/Comments/Shares

***Highest Engagement* - POST**
356,727 Reached
12% Engagement Rate

***Highest Views/Highest Reach* – LIVE VIDEO**
2,455,423 Reached
823,567 Views
Paid

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Other Data Visualizations & Reporting

HIGHLIGHTS

Long Beach Service
Measurement Report – June 6, 2016

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News Media – There have been **103+ news media mentions** since the announcement, with **78 mentions** coming directly from our press release. The news has been getting good up pick up in the Oakland area, both online and via broadcast. There have been six broadcast mentions.

Sampling of headlines:

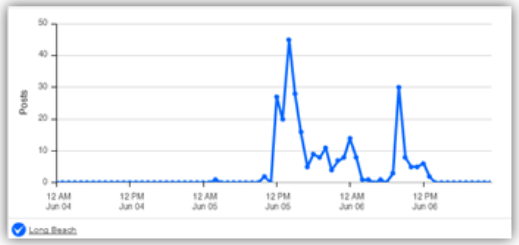
- Long Beach Airport gears up for increased summer travel, extra flights – Press Telegram
- Southwest Airlines bulks up in Bay Area – SF Gate
- New Nonstop Service Between Long Beach and Oakland International Airport – Cheese Traveller
- Southwest Airlines Adds 9 New Flights at OAK on June 5th – American Journal of Transportation

Social Conversation – There have been **275+ mentions** in social conversation. Traffic is mostly stemming from the sharing of the press release, from outlets including @LongBeachshow, @AirwaysMagazine, @flyinsider, @expertflyer, and @LANews360. Conversation is neutral to positive.

Sampling of conversation:

- My fave airline now flies into the closest airport to the cruise port.
- LGB + @SouthwestAir: two great tastes that taste great together.
- The inaugural @SouthwestAir flight from Long Beach is boarded and ready for service to Oakland!
- Great inaugural flight from Oakland to Long Beach! One of the best experiences in years @SouthwestAir

Here's a look into how conversation has been trending:



Long Beach Service
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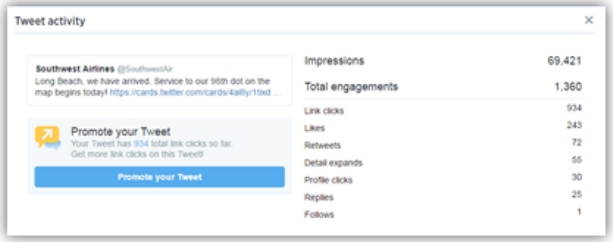
Social Content on SWA Channels – The content on the Southwest Facebook page is performing very well. The photo album has a **13% engagement rate** which is very high, compared to the average 1.61% engagement rate for June.

On Twitter, the tweet had a 2.0% engagement rate, which is higher than the 1.7% average for the past 30 days.



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Identify a Reporting Structure *(that works for you)*

Report Type	Lead/Turn Time	Report Format	Details
Flash Report	Same day	Email	Quick, timely about hot issues/items
Coverage Report	~ 2 days	Email	News mentions with links to coverage
Performance Report	~ 4 days	Email	Metric-driven; high-level analysis
Comprehensive Report	Varies	PowerPoint	In-depth analysis of campaigns/announcements
Case Study (if applicable)	Varies	PowerPoint	Learnings

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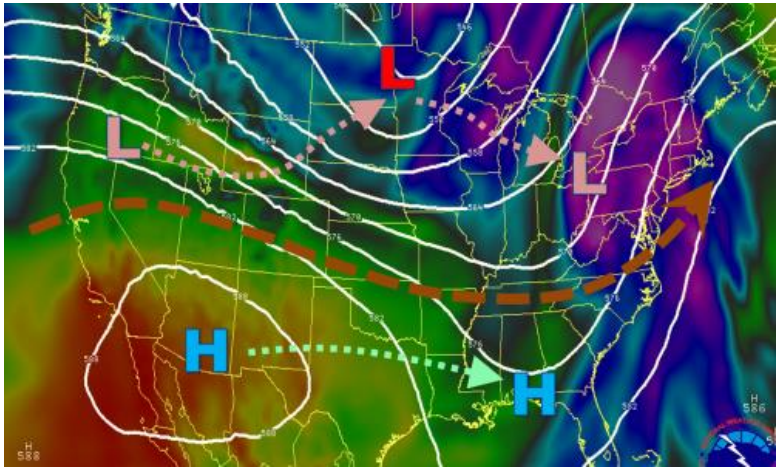
Predictive Analytics

"Famous" uses of Predictive Analytics: **Meteorology, Spam Filters, Credit Scores**



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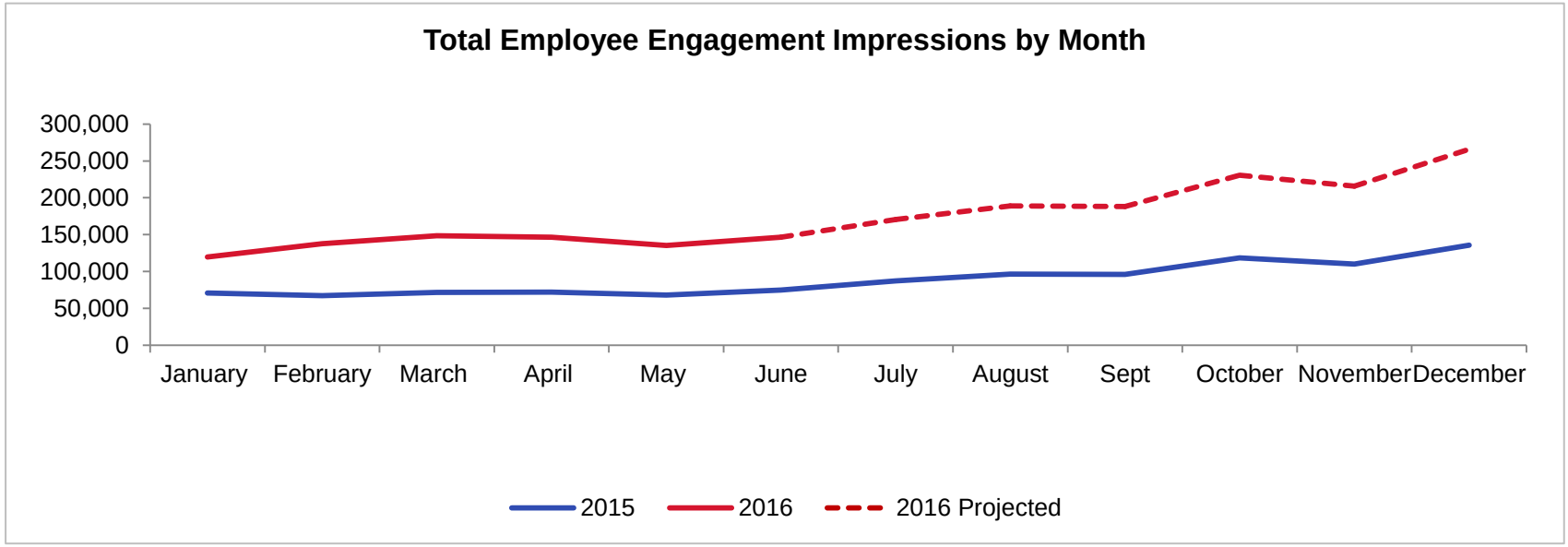
Predictive Analytics

Where to start:

- Mine the data
- Identify the “predictors”
- Are there forecasts/trends?



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Takeaways…

- Measureable objectives can help determine success.
- You don’t need a big measurement budget. There are free options for measuring different aspects of social media (i.e. – native platforms).
- Does your measurement dashboard tell a compelling story and support your department objectives?
- Don’t assume people understand the metrics on the dashboard. Education is key!
- Think outside the silo! Market your metrics!
- Establishing a reporting cadence can help manage expectations.
- Predictive analytics is here…are you doing it?

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