

How LAN Airlines devised a global customer engagement strategy and is now soaring high

LAN is one of the oldest airlines in the world and it stays ahead of competition by strategically using the latest innovations in social media, profitably



The Challenge

Where the story begins

LAN Airlines, one of the oldest airlines in the world and the largest in Latin America, recognized that social media had the potential to catalyze its aim of being the de-facto airline brand to South America.

However, the management was unsure how the returns on social media investment could be measured and linked to business goals. In addition, there were concerns regarding the large-scale coordination of social media across the different regions that LAN serves.

To address these challenges, LAN engaged SimpliFlying to educate, prepare and advise its staff from ground zero to establishing a self-sustaining in-house team.



Senior management buy-in needed



Lack of direction and know-how



Complex and large scale inter-regional coordination



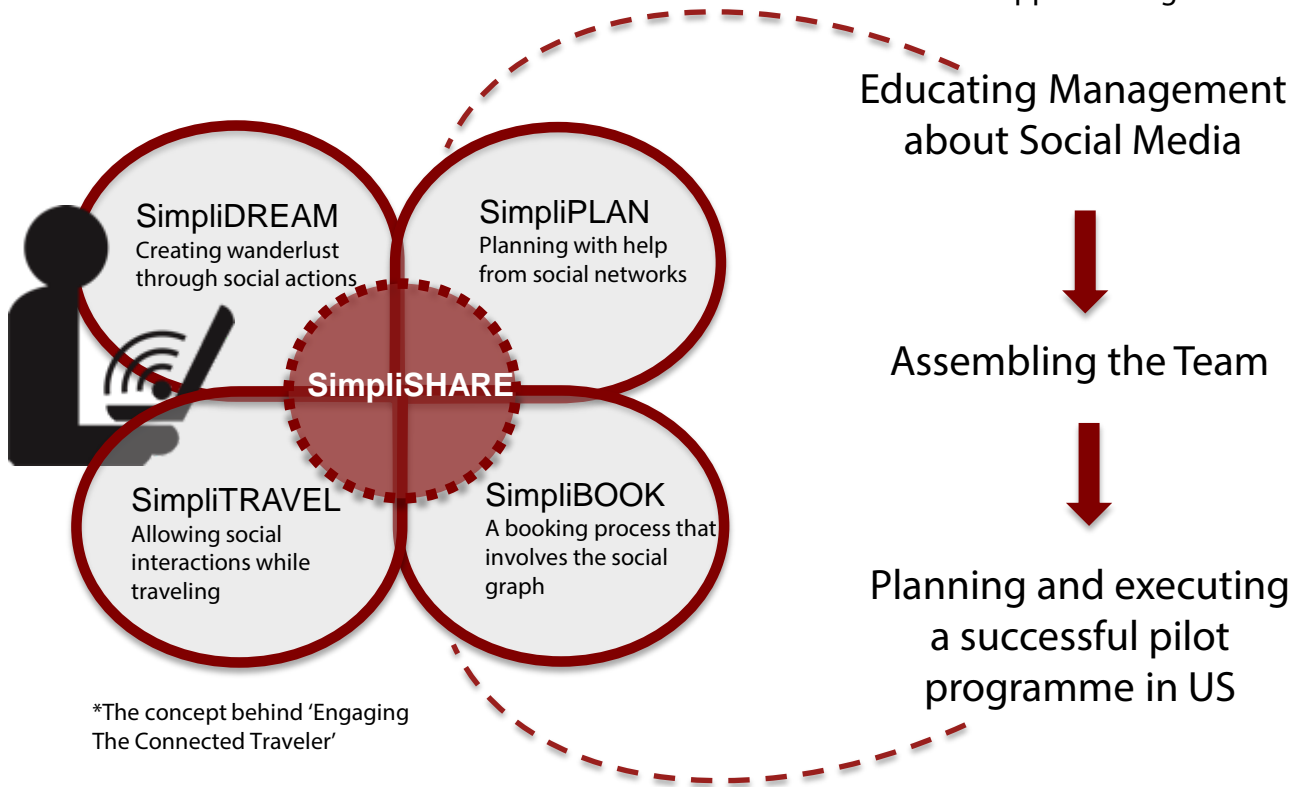
SimpliFlying's Expertise at Work

Training, Strategic Planning and Implementation Advice

SimpliFlying delivered a MasterClass as an introduction to social media for the senior management of LAN Airlines. Using **The Connected Traveler** concepts and real-world case studies, SimpliFlying convinced the management to include social media as an essential element of the business agenda. Within 60 days of the MasterClass, LAN had implemented two of the strategies that came out of the sessions.

Subsequently, SimpliFlying helped LAN develop and build internal support necessary for effective integration of social media into the existing business operations. We oversaw the creation of a social media board consisting of LAN executives from different disciplines of the organization. Targeting the various stages in the Connected Traveler Lifecycle, LAN developed a focused engagement strategy using platforms like Facebook and Twitter, successfully executed its first pilot program in US.

Through customized ROI dashboards developed by SimpliFlying, LAN was able to measure the returns on the airline's social media efforts to the satisfaction of the upper management.





Pilot program in the US extended to Latin America



Facebook pages coordinated across 7 different markets



Over 500,000 fans and counting

Results & Impact

First successful pilot in US, then in Latin America, and more successes in the pipeline, **having worked with SimpliFlying for over two years.**

As a result of the successful pilot program in US, LAN replicated the same model for Latin America. Within a year, LAN has garnered over 500,000 fans across well-coordinated pages in 7 markets, namely Chile, USA, Peru, Brazil, Argentina, Colombia and Spain.

Today, SimpliFlying continues to advise LAN on its internationalization strategy, helping teams across various regions coordinate their social media efforts through monthly strategy calls and personal visits.

LAN now has a 24/7 social-media powered customer service center and is looking to also integrate social media in its loyalty program, as well as for internal communication efforts.

What LAN Airlines has to say:

"SimpliFlying has a great balance. It provides strategic insights and directions while maintaining a down-to-earth attitude in guiding LAN in strategy implementation. Justifying our investment to senior management was not difficult."



- Karen Bates,
Global Online Marketing, LAN Airlines

