



IIMC CASE RESEARCH CENTRE (IIMCCRC)
INDRANIL BOSE, BHASWATI MUKHOPADHYAY
APRIL 2020

MICRO INFLUENCERS GIVE WINGS TO INDIGO'S CUSTOMER EXPERIENCE STRATEGY

On a rather hot and sultry day in the month of May, Nitin Sethi was shaken out of a Sunday siesta by the relentless ringing of his phone. On the other end of the line was his boss, extremely agitated and on the edge. Cutting straight to the point, he wanted to know if Sethi was aware of the magnitude of the problem. Groggy, Sethi scampered, went online to see there were a flurry of customer complaints that had multiplied, with netizens from all around the world joining the din. This was barely a month after Nitin Sethi had joined IndiGo as Vice President, Digital.

What followed was a good nine hours of Online Reputation Management (ORM), assuaging some customers, and veering and steering conversations in the right direction for the brand. Although a fire-fighting exercise, what happened on the social media that day was what could happen to service providers, especially airlines, on any given day. For an airline, the triggers could be anything from a flight cancellation, rescheduling of a flight, long check-in/ baggage drop queues, baggage loss to in-flight services or food choices. On that Sunday afternoon, it was a celebrity who had jumped a long check-in queue on the Delhi-Hyderabad sector, infuriating a host of waiting passengers. Sethi and his team had to first go and check with the ground staff to get answers to questions

Prof. Indranil Bose of the Indian Institute of Management Calcutta and Bhaswati Mukhopadhyay developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization.

