Social Media Crisis Management
Case Study

- "United Breaks Guitars" protest song by Canadian Dave Carroll
- Chronicles real-life experience
  - Guitar broken during a trip on United Airlines in 2008
  - Subsequent reaction from the airline.
CASE STUDY

• The song became an immediate hit
  – YouTube and iTunes hit upon its release
• public relations embarrassment for United
CASE STUDY

- Guitar broken while in United Airlines' custody.
- heard a passenger - ”baggage handlers on the tarmac Airport are throwing guitars”
  - Incident occurred At O’Hare Airport in Chicago while en-route from Halifax to Omaha
CASE STUDY

- He arrived at Omaha and discovered his $3,500 Taylor guitar was severely damaged
CASE STUDY

• Fruitless negotiations with United for compensation lasted nine months
CASE STUDY

• Following Michael Moore’s (Director of “Fahrenheit 9/11”) example created a music video
CASE STUDY

• The lyrics include the verse
  – "I should have flown with someone else, or gone by car, 'cause United breaks guitars."
CASE STUDY

• video posted on Youtube on July 6, 2009.
  – 150,000 views within one day
  – Over half a million views in 3 days
  – 5 million views in 5 weeks
  – 10 million views in 8 months
  – Nearly 14 million hits as of today
UNITED’S RESPONSE

• Media reported the story of the song's instant success and the public relations humiliation for United Airlines.
UNITED’S RESPONSE

- Attempting to put a positive gloss on the incident and the song, a company spokesman called it "excellent".
UNITED’S RESPONSE

• Rob Bradford, United's managing director of customer solutions, telephoned Carroll to apologize for the foul-up and to ask if the carrier could use the video internally for training.
UNITED’S RESPONSE

• United mentioned it hoped to learn from the incident, and to change its customer service policy as a result of the incident
CASE STUDY

UNITED BREAKS GUITARS

THE POWER OF ONE VOICE IN THE AGE OF SOCIAL MEDIA

DAVE CARROLL
CASE STUDY

• Since the incident, Carroll has been in great demand as a speaker on customer service.

On one of his trips as a speaker, United Airlines lost his luggage.
In December 2009, Time magazine named "United Breaks Guitars" No. 7 on its list of the Top 10 Viral Videos of 2009.
CASE STUDY

• Within 4 days of the video being posted online, United Airline's stock price fell 10%, costing stockholders about $180 million in value.
CASE STUDY

• Bob Taylor, owner of Taylor Guitars, immediately offered Carroll two guitars and other props for his second video.
CASE STUDY

• In 2011 Taylor Guitars announced their best year ever with a 25% increase over the previous best year
  – Despite a discretionary product in a recession
Renault Disaster

Renault Disaster
348 likes • 179 talking about this

Community
Renault Disaster - Not Duster

About • Suggest an Edit

Photos
Likes

Post • Photo / Video

Write something...

Renault Disaster
August 1, 2013

Renault Disaster - Not Duster (SAY NO TO RENAULT)
Dear Friends, I would like to share my recent and disastrous experience with Renault India. My newly bought Duster met with an accident on 21st March 2013 and had gone for repair to auth... See More

Invite Your Friends to Like the Page

Type a friend's name... Invite

Invite

Prarthna Mukerjee
Kanwar Bhutani
Bikram Puri

MORE FRIENDS (7)

Divya Ramachandran
Kajal Shrivast, ,
Sudip Mitra
Niraj Bhatta
Samir Sharma
Poonam Bhole
Mohit Tanwar
Vidita Thosain
Prashant Kapila

Message • Options

Like
Dear Friends, I would like to share my recent and disastrous experience with Renault India. My newly bought Duster met with an accident on 21st March 2013 and had gone for repair to an authorized service centre - Divine Auto Tech (Renault Delhi West), on the very day. Since then it's been close to 4 and half months and I have been following it up endlessly but always getting the same reply "YOUR VEHICLE IS UNDER REPAIR AND DUE TO UNAVAILABILITY OF PARTS WE ARE UNABLE TO DELIVER ATLEAST THIS WEEK". I have mailed my complaint to many senior authorities including MD India and other reputed official via mail as well as telecons, but there is no revert.

I am still paying my EMIs (for the vehicle I don't even have with me). This whole incident has caused me financial and mental harassment, hence I suggest each one of you to NOT trust any of the Renault after sale service and learn from my mistake. Think twice before you buy a Renault car.

Please share and like this page to spread the word.
Adeel Khan
Dear Friends, I would like to share my recent and distressing experience with Renault India. My newly bought Duster had an accident on 21st March 2019 and had gone for unauthorized service centre - Divine Auto Tech (Renault) on the very day. Since then it's been close to 4 and half months and I have been following it up endlessly but always same reply "YOUR VEHICLE IS UNDER REPAIR AND DU UNAVAILABILITY OF PARTS WE ARE UNABLE TO DELIVER AT LEAST THIS WEEK". I have mailed my complaint to senior authorities including MD India and other reputed mall as well as telecoms, but there is no revert.

I am still paying my EMIs (for the vehicle I don't even have). This whole incident has caused me financial and mental harassment, hence I suggest each one of you to NOT buy Renault after sale service and learn from my mistake twice before you buy a Renault car.

Please share and like this page to spread the word.
Adel Khan

Arun Achu

Anybody planning to buy Renault cars beware:


Renault Duster : Official Review - Team-BHP
www.team-bhp.com

Originally Posted by PXL
The Tata Indigo XL has a rear ac unit which although has a smaller coil, does the job well and more importantly occupies lesser space. I don't believe it is an additional AC.

Like · Comment · Share · about an hour ago

Amal Raj

It's a fact part is not available, ask the dealer to give one spare car for you while they can bring spare parts, its the most that they can do in this time.

Like · Comment · Tuesday at 9:08pm near Thiruvananthapuram, Kerala

Ganesh Kumar Thallur

Mine(Duster) 23 days old one is with Renault Mount Road Service from 23rd March 2019 for the same reason. Hoping that I will receive it very soon since, the spares are being sourced.

Like · Comment · Tuesday at 12:42pm via mobile
naveen.raj
Senior - BHPin

Join Date: Apr 2010
Location: Cochin
Posts: 2,506
Thanked: 627 Times

View My Garage

Re: Renault Duster : Official Review

Anybody planning to buy any Renault cars in Cochin soon? Well, beware!

Attached Images:

Quarter Mile

Team-BHP.com
Tech Support, Reviews and Buying Advice

12:03 PM 8/8/2013
HillMan

Re: Renault Duster : Official Review

Quote:

Originally Posted by naveen.raju
Anybody planning to buy any Renault cars in Cochin soon? Well, beware!

Looks like this parking lot was a tank bed at one point.
Wonder, if they have stock like this, why do they have a waiting period?

Good job #naveen.raju
Any idea when this photo was taken?

naveen.raju

Re: Renault Duster : Official Review

Quote:

Originally Posted by HillMan
Looks like this parking lot was a tank bed at one point.
Wonder, if they have stock like this, why do they have a waiting period?

Good job #naveen.raju
Any idea when this photo was taken?

This pic was taken couple of days back.

ibwasntme

Re: Renault Duster : Official Review

Looks like catastrophic damage to these brand new cars. Is this a company stockyard or a dealer stockyard?
Dear friends, I would like to share my recent and disappointing experience with a Renault India. My newly bought Duster had an accident on 21st March 2019 and had gone for repair in authorized service centre Divine Auto Tech (Renault) on the very day. Since then it has been returning for repairs endlessly but always with the same reply: "YOUR VEHICLE IS UNDER REPAIR AND DUE TO UNAVAILABILITY OF PARTS WE ARE UNABLE TO DELIVER THE VEHICLE AT LEAST THIS WEEK".

I have emailed my complaint to senior authorities including ND India and other reputed toll-free numbers as well as telecoms, but there is no response.

I am still paying my EMI’s for the vehicle I don’t even own. This whole incident has caused me financial and mental stress, hence I suggest each one of you to NOT buy a Renault after sales service and learn from my mistake twice before you buy a Renault car.

Please share and like this page to spread the word.

Adeel Khan

Yash Keshor Patil

Well as per my suggestion you should make a website make some videos with POWERFUL sound effects. Awesome animation effects go through all the bad reviews about the Renault make a report. 😞 well I can help you a little about this 😊

Sandeep Sharma

Don’t be so friendly with your situation call for a replaceable vehicle or go to consumer court immediately.

Ripun Vij

Fucking European brand, doesn’t even have spare parts to reassemble the damaged car. Write a comment on the following I’d. This guys’ assistant. Editor in Auto India...

Prateek Jain

Dude write to one of the Auto Magazines, write a mail and mark Renault in cc. It works. I have experienced same with TATA and it worked!
• https://www.facebook.com/pages/Renault-Disaster/646077958738057?ref=profile
Dominos Case Study

- Domino's Pizza is an American restaurant chain and international franchise pizza delivery corporation
- Headquartered in Ann Arbor Township, Michigan, United States,
- Founded in 1960, Domino's is the second-largest pizza chain in the United States (after Pizza Hut) and the largest worldwide,
- >10,000 corporate and franchised stores in 70 countries.
Dominos Case Study
Dominos– Company Response
FedEx Corporation, originally known as Federal Express is an American global courier delivery services company headquartered in Memphis, Tennessee.

The name "FedEx" is a syllabic abbreviation of the name of the company's original air division, Federal Express, which was used from 1973 until 2000.

FedEx Express operates one of the largest civil aircraft fleets in the world and the largest fleet of wide bodied civil aircraft; it also carries more freight than any other airline.
FEDEX Case Study
FEDEX— Company Response
• **One Night in Paris**
  – Jay Harish Shah complaitant
  – Chicago – Paris – Mumbai Flight
  – Paris – India leg cancelled due to “technical” problems
  – Allegedly Air France racially profiled passengers
  – Allegedly mistreated Indian passengers
  – Hundred of thousands of netizens reacted adversely
  – Tepid and inadequate response from Air France
  – Call to boycott AirFrance
EXPERT TALK-SOCIAL MEDIA WATER

• Don’t just tweet your apology.
  – Make a YouTube Video as a response to Dave’s first video
  – Have your CEO (yes, your CEO) say he’s sorry about the treatment and the run around.
EXPERT TALK

• Have the CEO commit to not only using this video as training material
  – Commit to firing anyone who gives customers a run-around like this
EXPERT TALK

• Give a number or email where the CEO takes such complaints, and staff it
  – Respond to every one of the complaints
  – That info will help write new policies
  – It could also make thousands of unhappy customers happy again
EXPERT TALK

• Promote the new “customer satisfaction” program
  – TV commercial that excerpts the Dave Carroll video and tells how you’ve responded to it.
EXPERT TALK

Of course, you actually have to have better customer service, and follow through. Or else, the market will realize this isn’t a conversation – it is the same-old-thing, and people will call you out on it.
Conclusion

• “The airline (United) seemed to resent the attention and stayed relatively silent, hoping to ride it out with no real social media policy in place”

   Dave Carroll
Conclusion

• “The reaction and the degree to which each company embraced social media to share their stories left Taylor (Guitars) and United (Airlines) with drastically different experiences”

Dave Carroll