



# QANTAS

SERVICE DASHBOARD

proto partners 

## THE CONTEXT

Qantas Airways is both Australia's oldest and largest airline operating hundreds of aircraft all around the world. Qantas is a company and a brand that almost every Australian has experienced in one form or another whether flying with them, watching them overhead, or seeing our national sporting teams emblazoned with Qantas logos.

As part of its journey as possibly the first Australian company to embrace service design, it is now focused more than ever before on its quest to deliver what it describes as "the combination of world class product and flawless service at every customer touch-point". With \$1.7 billion invested in product, Qantas decided that service design was key to leveraging that hard investment in order to deliver the service standards needed to compete in a fiercely contested market.

With so many aspects to focus on, Proto Partners worked with the marketing team of Qantas to create innovation in their marketing communication process & align their significant investment in marketing to deliver the new Service strategy.

## THE BUSINESS OBJECTIVE

Create a mutual understanding of the value and importance of all Marketing Communication to deliver against the key Service metrics.

## THE DESIGN CHALLENGE

Find a simple and elegant solution to enable the Qantas senior management team to jointly view disparate data feeds in a way that provides a common language, a prioritisation approach and measurement methodology.



## SERVICE DESIGN STRATEGY

Quite often the area of focus for most Service Design projects is on the creation of an Exceptional Service program. So where is the opportunity if the Service Strategy has already been developed and is being implemented with over 20,000 staff?

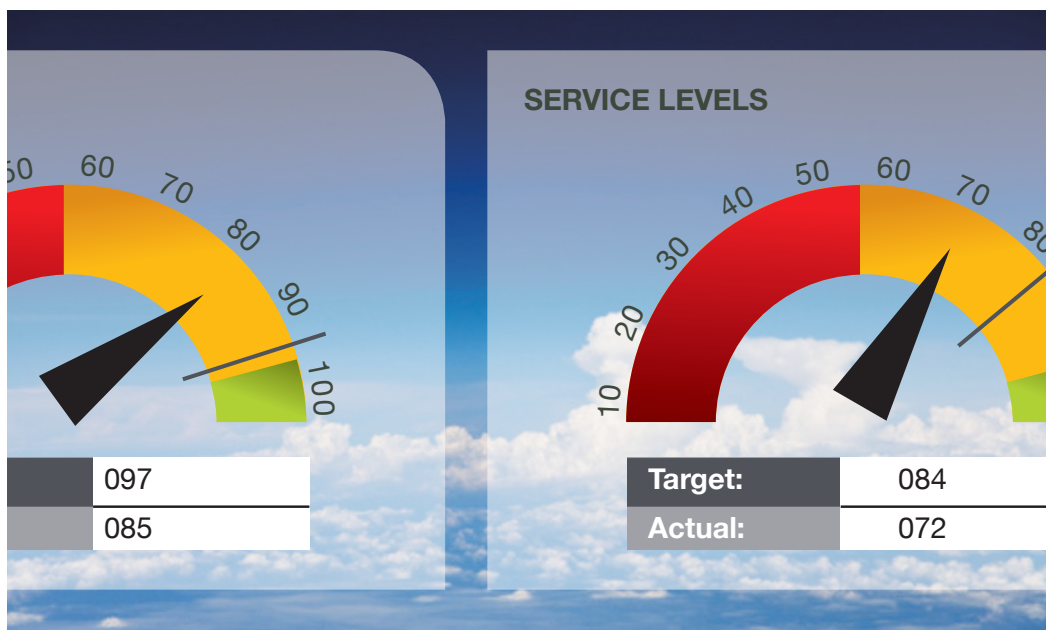
Proto Partners understood that Service Design is really an organisational challenge, which means the real value is created by continually talking across the business as much as possible and developing ongoing monitoring tools that allow senior management to remain focused on the key service deliverables.

We developed a Service dashboard called Flightdeck that captures feeds from the Service, Operations, Research and Communications departments and feeds them into an interface that is easily to understand and act upon in order to continually improve Service performance.

## THE BUSINESS OUTCOME

Proto Partners developed an innovative dashboard called Flightdeck that takes in information and displays it in a way that makes it possible for all senior managers to easily access, monitor, share and discuss the performance of their key service metrics, from Overall Satisfaction to Departure Functionality, Consideration & Choice and Intention to Fly Again.

Most importantly, it allows the \$1.7bn investment in planes to be leveraged and improved on a daily if not weekly basis.





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# Case Study

PROTO PARTNERS SERVICE DESIGN