

*IS 5800 -Group Assignments*  
***Internet Tools and Business***

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Blank Mind Group

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# Samples

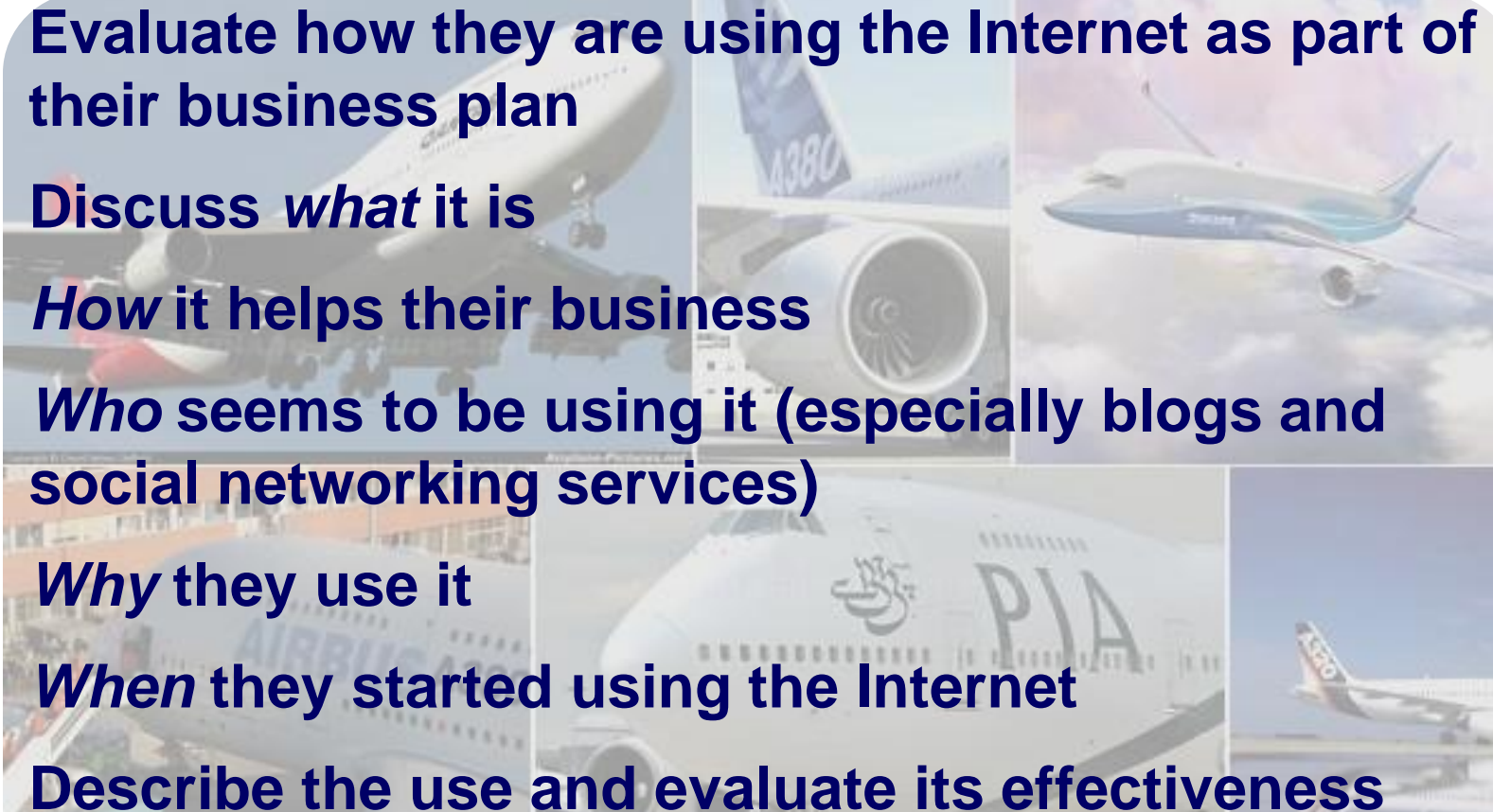


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# Explain

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- Evaluate how they are using the Internet as part of their business plan
  - Discuss *what* it is
  - *How* it helps their business
  - *Who* seems to be using it (especially blogs and social networking services)
  - *Why* they use it
  - *When* they started using the Internet
  - Describe the use and evaluate its effectiveness
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# Explain

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- **Describe the use and evaluate its effectiveness**
- **Identify whether a company's strategy is useful**
- **How you expect their use to evolve**
- **Identify whether the different companies follow similar or different strategies**
- **If different, if one (or more) seem more successful than others.**
- **Develop some general guidelines to help other companies in this industry design their Internet.**

# Website

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- **What is the purpose of the company in developing the site?**

*Assist and attract customers*

- **Does the site convey a positive or useful message for the company?**

*Yes!*

- **Who is the intended audience?**

*Future consumers of air travel as well as current customers*



# Website

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- **What information content is provided?**

***Reservations - Travel information - Fare Sales & Special Offers - Products & Gifts - Business Programs & Agency Reference - Reward Programs - FAQ***

- **What functions are provided?**

***Book flights - flight status - print boarding passes - links to car, hotel, package pricing - history***

# Website

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Can the user purchase goods?

*Yes – reservations*

- Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

**Southwest**

**1**

**United**

**2**

**American Airlines**

**3**

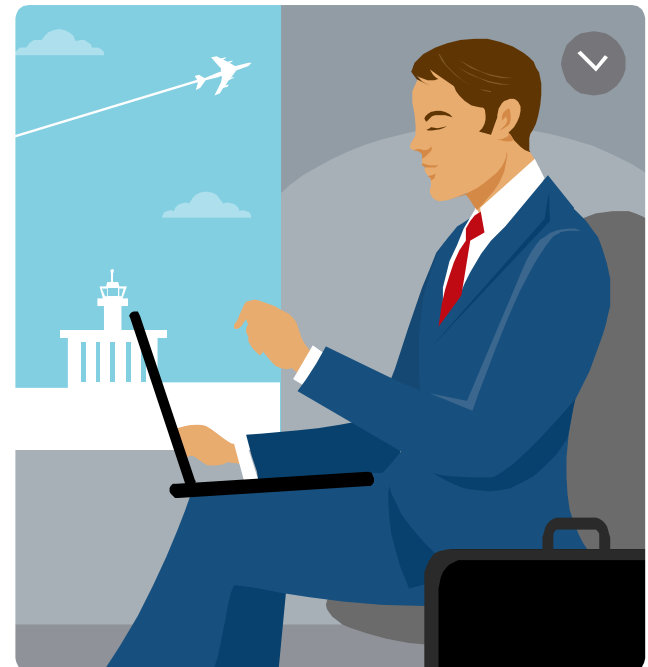
**Delta**

**4**

**Continental**

**5**

**Ranking**



# Blogging

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- **Do the companies sponsor blogging sites? If so, what are the policies they have on their site?**

***Three out of five airlines sponsored blogging. All sites had User Agreement policies reserving the right to remove or edit any blog***

- **What kinds of information are found on the blogging sites?**

***Information promoting air travel, positive customer feedback***





# Blogging

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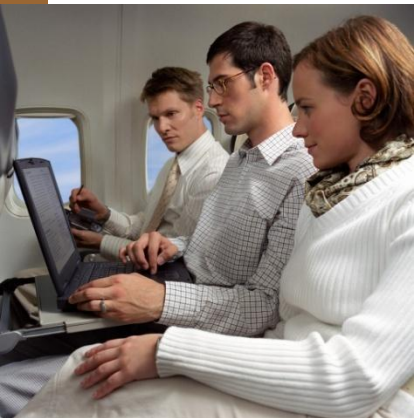
- **Are there non-company-sponsored blogging sites regarding their products? If so, how does the information on these sites compare to the corporate-sponsored sites?**

*All airlines had non-sponsored blogs...most of them had a negative slant like:*

***PoopOnAPlane.blogspot.com***

***United Breaks Guitars -YouTube***

***Deltareallysucks.com***



# Blogging

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- **What are the ranges of people who blog about the products? Do you know anything about their background?**

*All kinds of people, from industry experts to the average consumer (mostly disgruntled)*

- **How do the efforts of the various companies compare?**

*Delta and Southwest have made a larger effort toward positive blogging...blogs were easier to find, promote their internet presence*



# Bloggging

- **How do the corporate websites and blogging sites compare in terms of message and format?**  
*Corporate sponsored messages widely differed from personal blogs*
- **Develop some general guidelines to help other companies in this industry design their blogging effort.**
  - *Make sure policy includes ability to edit/delete all posts in order to shed the company in a positive light*
  - *Make Blog easy to find on the official website*
  - *Quick responses to blogs*

# Social Network Use Evaluation

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- **Do they sponsor social networking sites? If so, what kinds? If so, what are the policies they have on their site?**
  - All airlines had LinkedIn connections**
  - Some airlines had Facebook pages**
  - All airlines used Twitter**
  - YouTube and Flickr were also used by some airlines**
- **What kinds of information is found on their social networking sites?**
  - Stock ticker info, corporate and employee statistics, some links to current news, status updates on flights and delays, employment links, travel experiences**

# Social Network Use Evaluation

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- **What are the ranges of people that are engaging in these sites? Do you know anything about their background?**
  - **This information is not typically provided...and not trustworthy when it is**
- **How do the efforts of these companies compare?**
  - **Southwest clearly is at the forefront of the social networking use because they pay attention to and respond to the blogs. They are living their company motto of “Customer Service is #1”.**

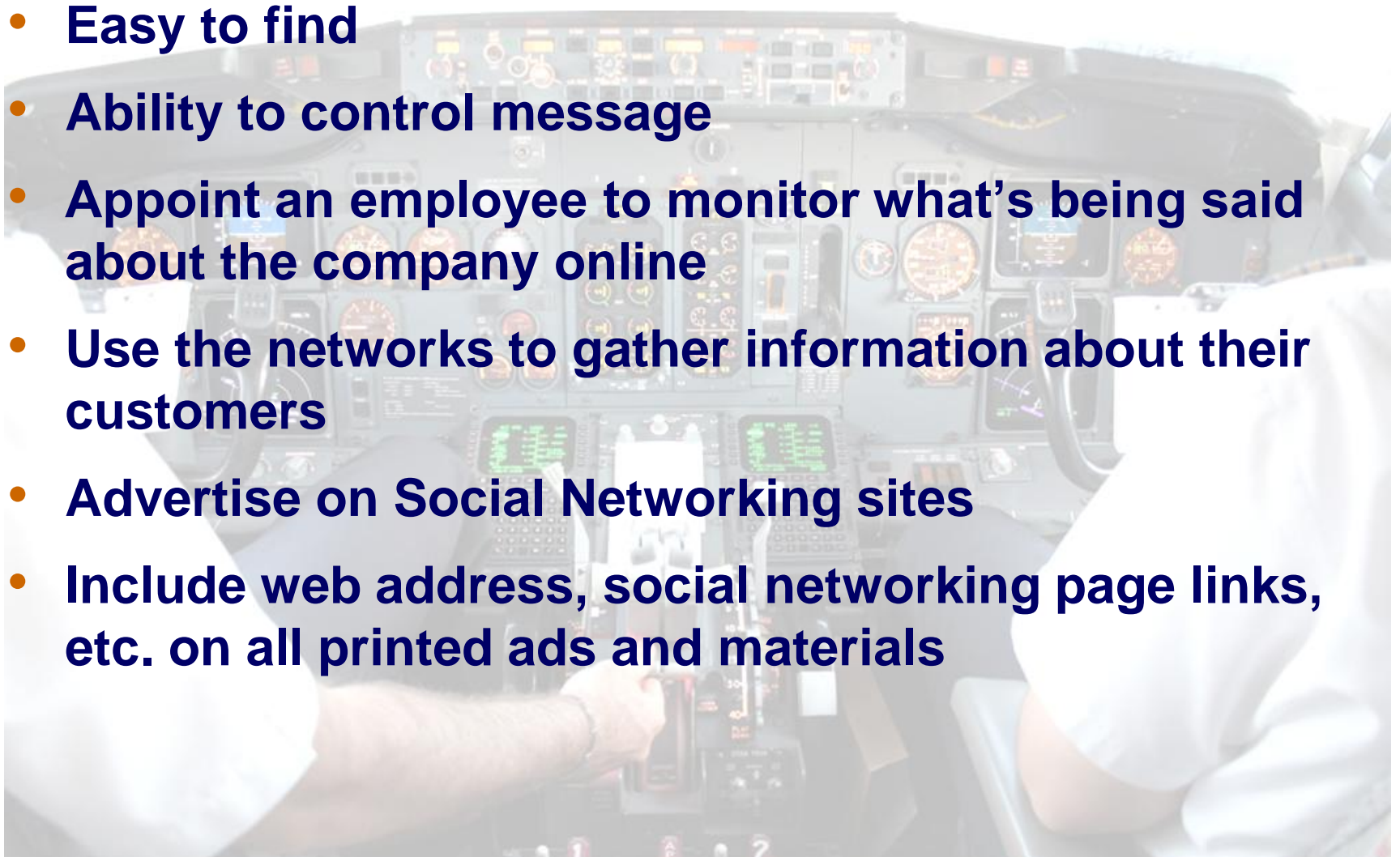


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# General Guidelines for Social Networking

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- **Easy to find**
- **Ability to control message**
- **Appoint an employee to monitor what's being said about the company online**
- **Use the networks to gather information about their customers**
- **Advertise on Social Networking sites**
- **Include web address, social networking page links, etc. on all printed ads and materials**



# Summary

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- All airlines are currently using all different formats, in differing combinations
- All companies should be aware of the positives and negatives of social networking sites, blogs, and corporate websites.
- Negative blogs, videos, tweets can be very harmful to any company and can affect the bottom line.
- Video

