



DFW

Case Study

LANDING IN THE TOP 5 AIRPORTS GLOBALLY FOR CUSTOMER ENGAGEMENT:

MODSQUAD HELPS PROPEL DALLAS FORT WORTH AIRPORT'S SOCIAL
CUSTOMER SUPPORT

Read how ModSquad helped DFW deliver a 700%+ increase in social engagements, alongside a 30% decrease in questions asked of the airport, which aided in landing DFW in the top five worldwide airports for customer engagement.

DALLAS FORT WORTH INTERNATIONAL AIRPORT TAKES CUSTOMER AND SOCIAL ENGAGEMENT SERIOUSLY

When it set out to be one of the world's top ten airports for customer engagement by 2020, DFW only had five years to reach the goal. To hit this target, DFW wanted to give a 360-degree experience to its more than 70 million passengers, helping them via digital channels at the moment they need assistance. To do this, DFW Airport made a request for proposals and selected ModSquad for white-glove social media moderation and management. Ten months later, DFW was in the top five worldwide airports for customer engagement.

FROM THE GROUND UP

DFW's social media program started in 2009. "During the winter weather crisis in 2013, there were two people splitting 12-hour shifts to monitor and respond on social channels. It was not sustainable," recalls John Valadez, Social Media Manager at DFW. He realized that they were short on resources and were spending too much time keeping up with questions coming in through social media. Stepping back, the team knew it was time to set objectives and determine a strategy to achieve them.

Soon after, airport management named social media as a key goal in the full airport strategic plan. DFW sought a trusted partner ready to engage the global audience that passes through their gates. "We wanted a team that would interact with our customers genuinely and not sound robotic," notes Valadez. "We wanted a team that would be proactive and think outside the box, not just copy-paste from a knowledge base. We're an international airport, and some of the other vendors we spoke with couldn't support languages other than English. Add to that, if a situation arose that required us to add ten more people at a moment's notice, they did not have that sort of capability available."

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"I've worked with many vendors in the past, and most couldn't offer scalable multi-language support, crisis management, or out-of-the-box, unscripted engagement; that level of service simply wasn't available."

John Valadez
Social Media Manager, DFW



BY THE NUMBERS

The resourcefulness of ModSquad's remote agents (known as "Mods") gave a major boost to the airport and its followers.

TOP-FIVE AIRPORT
FOR SOCIAL MEDIA
ENGAGEMENT, UP
FROM TOP 20

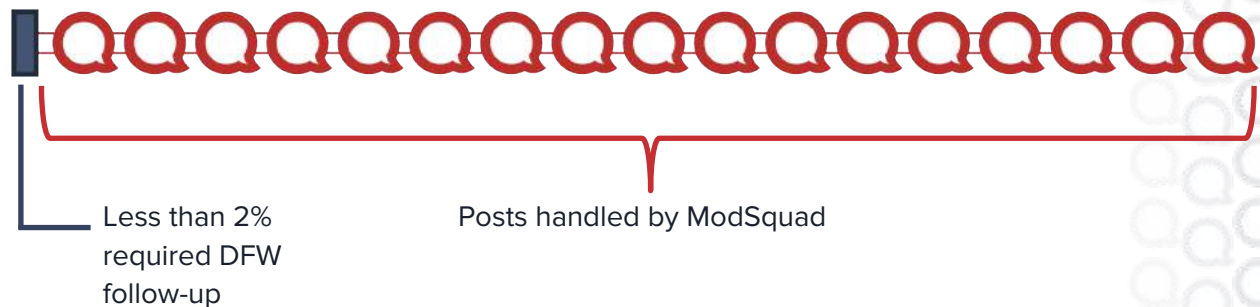
TOP 5

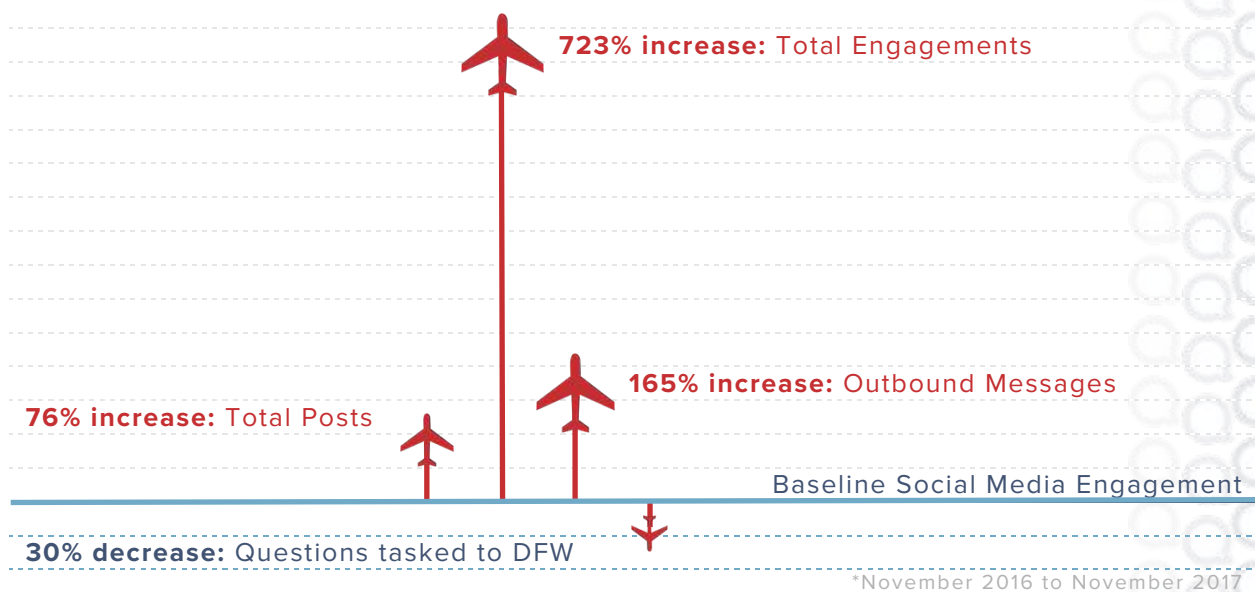
TOP 20

"ModSquad is certainly a part of our tremendous spike in engagement."

Casey Norton
Vice President of Communications
& Marketing, DFW

IN MODSQUAD'S FIRST YEAR WORKING WITH DFW, LESS THAN 2% OF ALL POSTS REQUIRED A FOLLOW-UP BY A DFW EMPLOYEE; **MODSQUAD HANDLED THE MAJORITY OF THE 241,000 POSTS** RECEIVED BY DFW IN THAT ONE-YEAR PERIOD.



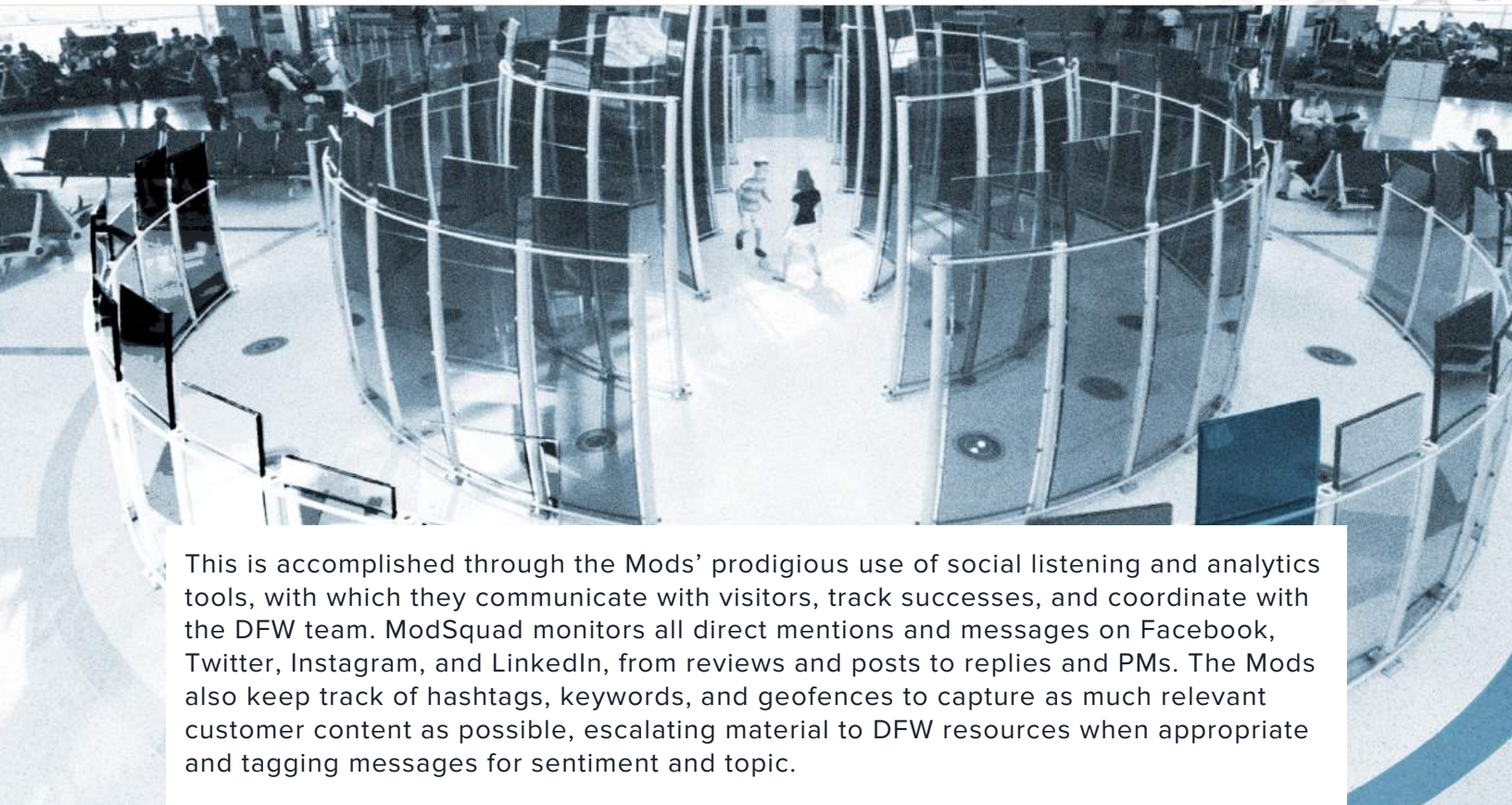
YEAR OVER YEAR CHANGE SINCE WORKING WITH MODSQUAD***THE SOCIAL MEDIA EXPANSION HASN'T GONE UNNOTICED**

DFW and ModSquad racked up four of the Public Relations Society of America's 2017 Forth Worth Chapter "Worthy Awards," which recognize the best in communications, PR, and social media.



PROTECTING AND ENGAGING TRAVELERS

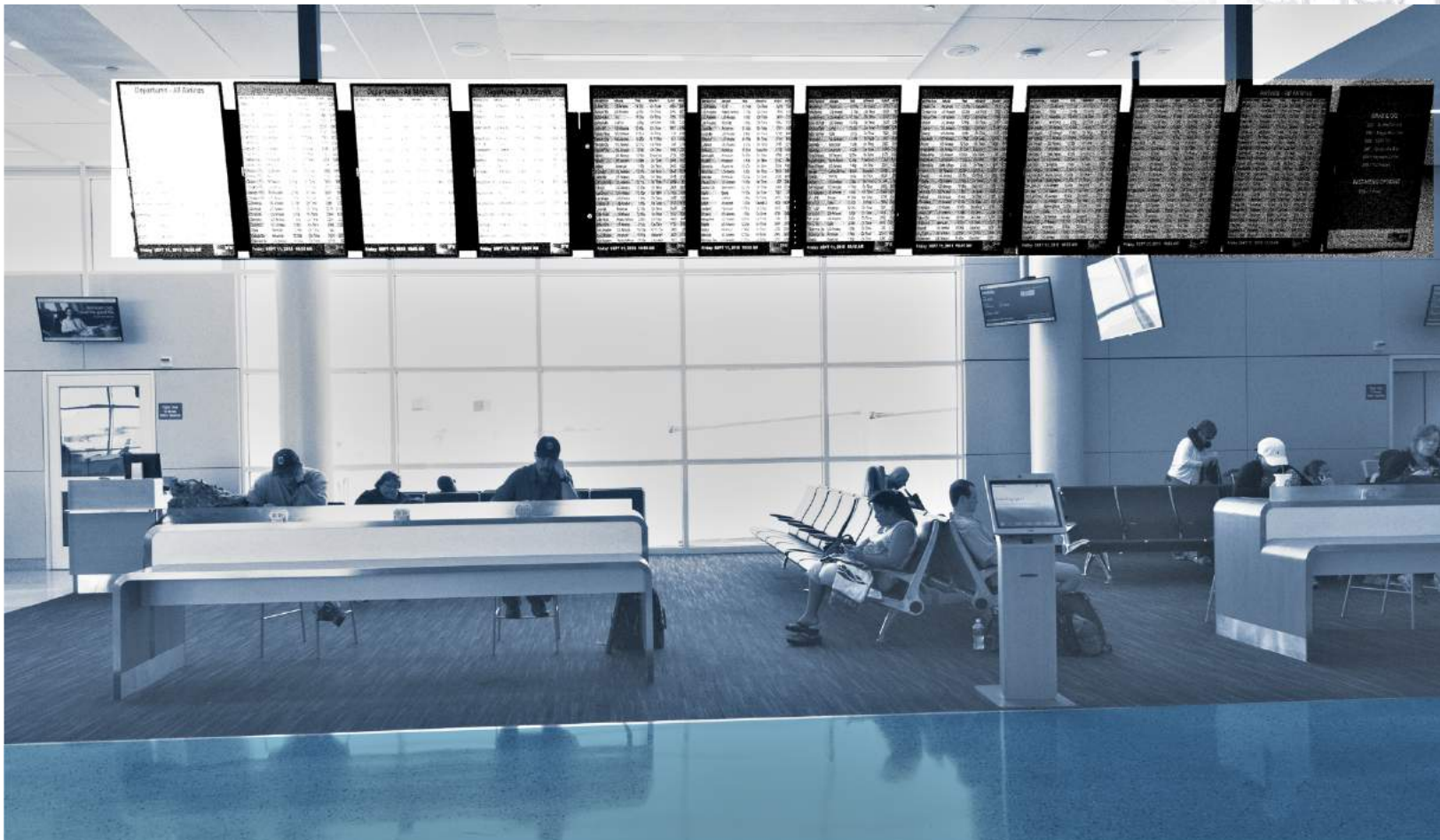
DFW applies the concept of “eyes on glass,” or the continuous monitoring of a system to its social media presence. The Mods cover DFW’s social networks 24/7 in English and Spanish, engaging passengers as well as maintaining a constant vigilance for security issues. Case in point is a recent incident where a phone call alerted the airport to a potential security situation in the parking lot. “ModSquad immediately went into overdrive,” relates Izzy Neis, ModSquad’s Sr. Director, Digital Engagement. “We were monitoring everything from social comments to direct messages, making sure DFW had complete visibility, and responding as quickly as possible. Ultimately, we provide a layer of security. We’ll sometimes see things from customers even faster than the airport’s security team.” In this case, the report fortunately turned out to be a false alarm, but it underscored the importance of ModSquad’s continuous eyes on glass.



This is accomplished through the Mods’ prodigious use of social listening and analytics tools, with which they communicate with visitors, track successes, and coordinate with the DFW team. ModSquad monitors all direct mentions and messages on Facebook, Twitter, Instagram, and LinkedIn, from reviews and posts to replies and PMs. The Mods also keep track of hashtags, keywords, and geofences to capture as much relevant customer content as possible, escalating material to DFW resources when appropriate and tagging messages for sentiment and topic.

The Mods also track customer engagement, measuring posts and interactions and comparing DFW’s performance with that of its competitors. This is especially helpful to see how performance is tracking toward DFW’s stated goals. Finally, the Mods manage content planning and coordination among various stakeholders.

ModSquad’s presence is a comfort to fliers. ModSquad’s Project Manager for DFW explains: “Our agents will take travelers by the virtual hand and walk them through the airport. We had an underage traveler reach out to us on Twitter to see if he could have a DFW customer service rep meet him at the gate. We got his information in real time and had an agent meet him as he disembarked the aircraft.”



DFW's Vice President of Communications & Marketing, Casey Norton, recalls another social customer support issue the Mods championed. "We had a Paralympian with a good social following come through the airport," he says. "She was in a wheelchair and noticed in the terminal bathroom that there was a placard on the mirror at her eye level which blocked her vision. ModSquad saw her comments and responded immediately. Then our customer experience team removed those placards from the mirrors — which the Paralympian validated on social media on her return trip through DFW. So instead of having one disappointed customer, we actually now have a real advocate for how we try to serve all customers."

Sometimes helping travelers means bringing awareness to the reasons for their expeditions. DFW's "What's Your Connection" Facebook video series kicked off with an inspirational story that came to the airport's attention through Aliza Rosen, Digital Strategist for ModSquad. "I saw a clip from *The Ellen DeGeneres Show* about Braden Baker, a 10-year-old Fort Worth boy who had raised money to donate hearing aids to people in Guatemala," she recalls. "He mentioned he'd be flying to Guatemala for his upcoming birthday, so I pitched the DFW team on meeting him at the airport and interviewing him." The airport's team produced a video profile, interviewing Baker and his mother in the terminal. The clip spawned an ongoing video series, which drove engagement scores on several channels. [<https://dfw.to/bradenbaker>]

STICKING THE LANDING

From humble beginnings to a robust social program that fully engages DFW's millions of passengers annually, DFW and ModSquad's engagement efforts are clearly resonating with travelers and the world at large. Valadez shares an impressive statistic. "When I came into DFW, my goal was to be one of the top ten airports in terms of engagement in the U.S. by the year 2020. Now, we're already in the top five."

**DFW**

DALLAS
FORT WORTH
INTERNATIONAL
AIRPORT

DFW Airport warmly welcomes more than 70 million customers along their journey every year, elevating DFW to a status as one of the most frequently visited superhub airports in the world. DFW Airport customers can choose among 176 domestic and 57 international nonstop destinations worldwide. DFW is elevating the customer experience with modernized facilities and updated amenities. Centered between its owner cities of Dallas and Fort Worth, Texas, DFW Airport also serves as a major economic generator for the North Texas region, producing over \$37 billion in economic impact each year by connecting people through business and leisure travel.