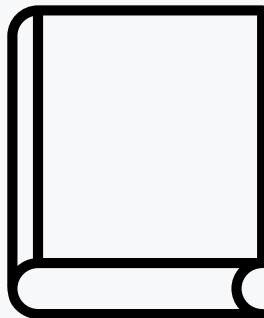




VS

DB

Who is going to
arrive **on time?**



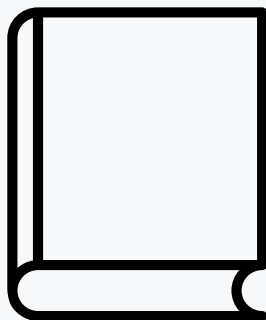


VS



Or...

**This is why the
core customer needs
are so important!**

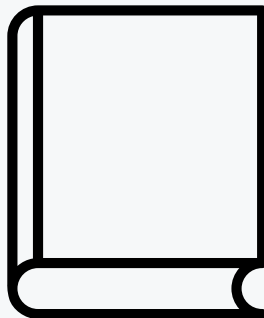


This is what customers **feel**:



78% of respondents perceive Lufthansa as "Very punctual".

Only 41% feel the same about Deutsche Bahn!



Is the **difference** really **this substantial?**

We asked travelers directly upon arrival:

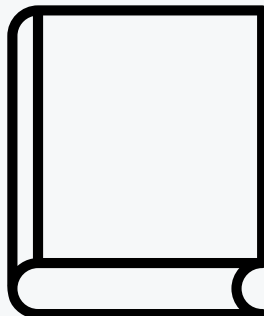
How satisfied were you with the punctuality?



72/100



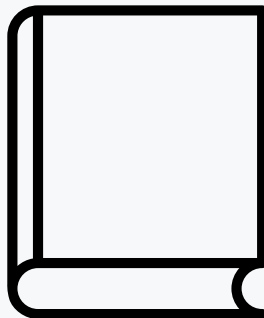
68/100



Why is **Lufthansa** perceived in such a **better light**?



Lufthansa has recognized the **core customer needs** and manages their strategies and actions accordingly!





An exact departure time is not necessary: passengers often do not even know when their flight actually took off. They do know when they have arrived.

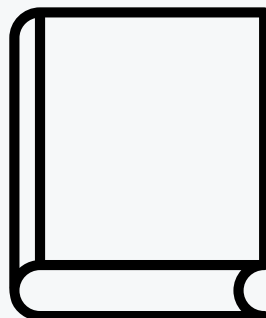


Departure time updates are given only every 5 minutes



Lufthansa works with a "time buffer" for its flights. Differences in time become insignificant to the passengers.

**In this way, the airline manages to reliably fulfill the core need:
"Arrival times can be planned."**





The Deutsche Bahn communicates arrival & departure to the minute and with real time updates.



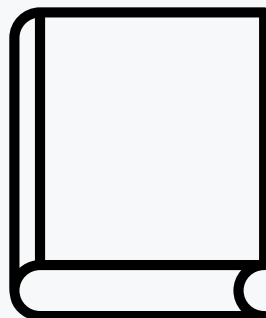
Timetables are planned for a best-case scenario: There is hardly any flexibility.



Within DB, a 5 minute delay is considered "on time" - however to the passenger it is communicated as a delay.

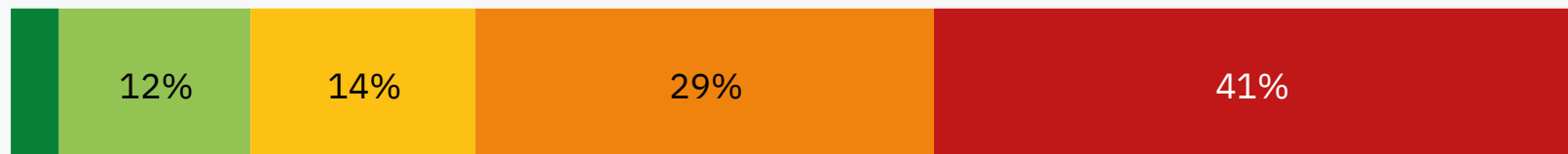
Deutsche Bahn's communication here raises customer expectations which they can not fulfill... And may not even want to!

The **core customer needs are not being met.**



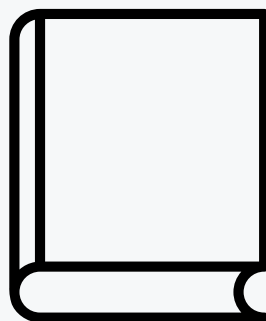
The Result

Although there is negligible difference regarding punctuality, Lufthansa achieves a significantly better **Fan Rate** - and thereby the higher customer value:



■ Fans ■ Sympathisanten ■ Söldner ■ Gefangene ■ Gegner

It is not only performance that turns customers into fans - **the core customer needs must be recognized and fulfilled!**



More in the book

