

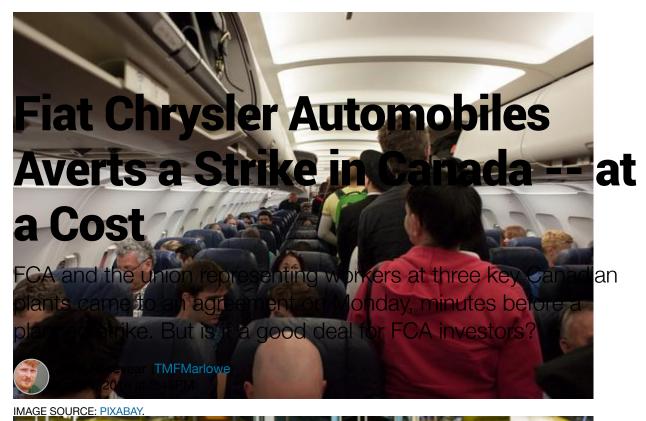
MENU

Ticker or Keyword

The Surprising Airline That's Now Leading in Customer Loyalty

Move over, Air Canada: There's a new airline leading the pack when it comes to customer loyalty and engagement.







2 of 9 10/16/16, 9:59 AM

IMAGE SOURCE: FLICKR USER NICK COOMBE.

airline, meaning they're far more likely to generate

settler wadkitsut at three critical factories. **COMPARE BROKERS**

What's the deal?

Challenger.

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IMAGE SOURCE: DELTA AIR LINES

last), respectively.

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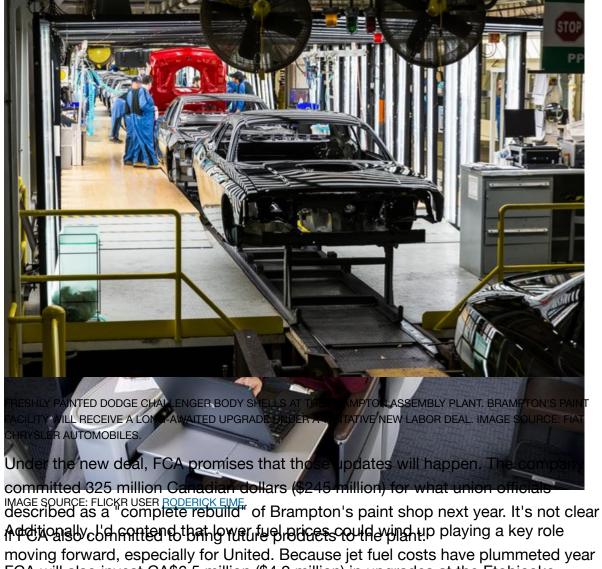
As expected, the deal between FCA and the Unifor labor union was patterned after a But figuring out which airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in terms of journal to airline flies the highest in the highest in the highest in the highest in the highest airline flies the highest in the high state of the highest in the highest in the highest in the high state of the highest in the highest in the highest in the high state of the highest in the highest in the high state of the highest in the high state of th engagement, snot as wo Fior that we'll then to Brand Keysh 21st annual Cystomerst KENDAGE BEST IN THE PROTECTION OF THE WAY TO BE THE CHANGES TO SERVE WAS A SERVED TO THE WAY TO BE THE CHANGES TO THE WAY THE PROTECTION OF THE WAY TO BE THE WAY THE York-based research firm surveyed more than 42,000 people to decipher which airlines are flying high in terms of loyalty and engagement, and which are stuck at Rerhans more important from the union's perspective, FCA agreed to make substantial investments in a key on a violeta trademarkand flatest infermation edenterms and Year's flad led to concerns among the workers that FCA was gearing up to close the fore we continue, l@hloutd-notte that Brahad KeysArlankings include only seven airlines. The reason this figure is so low is that Brand Keys requires a certain number Why the factory investments are important luding it in its analysis. This year only some background. The tentative agreement covers about 9,650 Uniforrepresented workers at three FCA factories, all in Ontario:

Now for the nitty-gritty: namely, that this year's Brampton Assembly builds the Chrysler 300, Dodge Charger, and Dodge rankings held a number of surprises relative to last year's results.

> die-cast aluminum parts, including pistons for engines. You could say that in the <u>previous year</u>, the rankings the Dendar Garayantanek Servalien Barificanajorivanines

ranked toward the bottom of the list, and regional or Unifor's president. Jerry Dias, said late last month that upgrades at Brampton were national airlines that have a smaller feel stood out for their efforts to engage his biggest point of concern going into negotiations with FCA consumers and build brand loyalty. However, an abrupt shift occurred in this year's papkingsulaheomalah aviliseramakadum aratong populah national alikupalongu, called the "paint shop." The facility is old and in need of significant updates. But FCA CEO A major change? Sergio Marchionne has stalled on those updates for several years, raising fears that the company might try to close the factory when production of the current No. 3 spot, and United Arrines, part of United Continental Holdings (NYSE:UAL), in generation Charger Challenger and 300 ends the No. 4 spot. In 2015 these two airlines ranked fifth and eighth (which was dead

One possible reason for the improvement in customer loyalty could be an adjustment to their respective loyalty reward programs. Following a trend that some regional and national airlines enacted, Delta SkyMiles and United MileagePlus both announced in 2014 that they would begin rewarding their cardholders based on the amount they spend rather than the number of miles flown. What we could be seeing is satisfaction improving among elite-level passengers at these airlines who are receiving the top perks, although the irony is that most passengers overall will receive fewer points under the new system compared to the previous rewards



MAGE SOURCE: FLICKR USER RODERICK EIME OF Brampton's paint shop next year. It's not clear for the process of the plant of Brampton's paint shop next year. It's not clear for the process of the plant of Brampton's paint shop next year. It's not clear for the plant of the process of the plant of plants of plant of plants of

What FCA gets out of the deal

First and foremost, assuming that workers ratify the new agreement, FCA gets four On the other end of the spectrum, **Southwest Airlines** (NYSE:LUV), which tied with years of labor peace in Canada. That's important. WestJet for third in last year's rankings, surprisingly dropped into a tie for fifth with blestJeA taisoveen (Americanc Airlines Similar for thoose inputher or in defined contribution plan agreement that new hires will be enrolled in a defined-contribution plan -- similar to a U.S. 401(k) plan -- rather than in the defined-benefit pension plan that The reason for Southwest's plunge isn't cut-and-dried, but I suspect it's tied to two covers existing workers. factors. First, the aforementioned drop in jet fuel prices could allow the majors to be

Hachis especialities with Affational airlines like Southwest. With deeper pockets than Southwest, the analyses have about the party of the analyses the theoretise for the analyses of the ana

Fare yew gaint anyonal droppetory is to pretory in such the property of the products will have a visible impact over time.

The takeaway: Good news for FCA investors

The situation at Brampton may seem like inside base all, and the rest may appear inconsequential. FCA avoided strikes at three important factories with a deal that isn't likely to come back and haunt it later on. For its investors, that's clear good news.

Apple's next project could stun investors

While the world watches the next iPhone, a Motley Fool analyst has caught wind of a secret project that could be far, far bigger.

Most investors don't know about "Proj<mark>ect Titan," but once you do it's easy to see why you might sell your shares of Apple to load up or three under the radar tech stocks instead.</mark>

You can learn more about "Project Titan" and the three tech stocks we recommend

MAGLISKIPSE PSOTTHWEST AIRLINES.

The other possible issue here is that Southwest announced an adjustment to its loyalty rewards program last year. Southwest's loyalty program had rewarded points based on fare price since 2011, the last time it changed its rewards program. Last year, floseogram in an advance of the ready into decide the program in the program in the program is a series of the program in the program in the program in the program is a series of the program in the program is a series of the program in the program in the program in the program is a series of the program in th

Flying high

The fraget Netflix's Wenthink These 3 frames of the total tween Air Canada and JetBlue (NASDAQ: JBLU). After taking the Let's face it... cable television is on its way out and the "death of TV" means

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~ E500√1R44 J27064/45 at 2:43PM

First, points earned don't have an expiration date under the TrueBlue Rewards Industrials gram. This allows the company to more effectively reward its customers, and serves as a broadly attractive lure to increase TrueBlue membership. Secondly, consumers can rack up TrueBlue points very quickly. Add-ons, such as booking Stack with more legroom or bringing a pet along, can earn consumers bonus points jugicing and points points attended to the property of your choice, which is a nice personal touch. The system is not perfect, put compared to its peers, JetBlue has done an excellent job of attracting and retaining loyal customers.

JetBlue also also with its loyalty program in 2014, which may have translated into sign quality member additions. JetBlue appealed to fliers in six competing so and attempted to lure them into a TrueBlue membership with the Mosaic challenge, a 90-day contest that packed on the rewards for elite customers willing to jump ship for JetBlue.

READ MORE

Finally etholic det Blacks goen planatively proting fleet las' a reaso Tetor its success in attracting loyal consumers. According to Air Fleets.net, the average age of an aimplante in det Blacks fleet list & 5 type archites comparison of the average age of elimited's and Delta's fleets is 13.6 years and 17.1 years, respectively. Newer planes are not polyonore flue settinient and likely to be in the atry an appropertie grade garage needing maintenance, but they also are more likely to feature innovative technologies that can improve the intiffight experience, such as seat-back television screens

First Chrysler's Rig Pickup, Discounts Walf Street Sestimates, Jet Bide's sales are projected to expand by a total of 27% to \$8.1 billion, while its full-year EPS is forecast to grow by 55% to \$3.07. With strong customer loyalty driving this growth,

10 stocks we like better than JetBlue Airways

When investing geniuses David and Tom Gardner have a stock tip, it can pay to listen. After all, the newsletter they have run for over a decade, *Motley Fool Stock Advisor*, has tripled the market.*

David and Tom just revealed what they believe are the <u>ten best stocks</u> for investors to buy right now... and JetBlue Airways wasn't one of them! That's right -- they think these 10 stocks are even better buys.

Click here to learn about these picks!

*Stock Advisor returns as of October 3, 2016

<u>Sean Williams</u> has no material interest in any companies mentioned in this article. You can follow him on CAPS under the screen name <u>TMFUltraLong</u>, track every pick he makes under the screen name <u>TrackUltraLong</u>, and check him out on Twitter, where he goes by the handle @TMFUltraLong.

The Motley Fool has the following options: long January 2017 \$35 calls on American Airlines Group. Try any of our Foolish newsletter services <u>free for 30 days</u>. We Fools may not all hold the same opinions, but we all believe that <u>considering a diverse range of insights</u> makes us better investors. The Motley Fool has a disclosure policy.

Forget Netflix! We Think These 3 Companies Are Ready to Take Off

Let's face it... cable television is on its way out and the "death of TV" means

the \$2.2 trillion entertainment industry is ripe for the picking. Right now, there's a golden opportunity to hijack cable's profits as Americans continue ditching cable. Because we think three stocks are poised to surge now that cable TV's days are numbered. And you'd be surprised... Netflix and Amazon.com aren't even on the list! Click here to learn more.

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A Fool since 2010, and a graduate from UC San Diego with a B.A. in Economics, Sean specializes in the healthcare sector and investment planning. You'll often find him writing about Obamacare, marijuana, drug and device development, Social Security, taxes, retirement issues and general macroeconomic topics of interest.

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STOCKS



JetBlue Airways

NASDAQ:JBLU

\$17.84 \$0.38 (-2.09%)



Southwest Airl...

NYSE:LUV

\$41.32 \$0.06 (-0.14%)





United Contin...

NYSE:UAL

\$53.20 \$\sqrt{\$0.49} (-0.91%)

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