

# See how easy it is to fly Azul

“We knew that building an app would check all of our CEO’s boxes and meet our customers’ requirements—and if we were lucky, we could build one beyond their expectations.”

KLEBER LINHARES, CIO

## Meet the Airline

Azul Airlines has one simple mission: make it easier for people to travel. The startup, launched in 2008 by David Neeleman, is disrupting the classic airline model. Azul offers frequent flights to over 100 destinations in Brazil, French Guyana and the United States.

Neeleman has an illustrious track record in the industry. The Brazilian-American entrepreneur has founded several successful low-fare airlines. His first, Morris Air, was acquired by Southwest Airlines for \$130 million. In 1998, he launched the massively successful JetBlue airline, which brings in an annual revenue of \$5.8 billion.

Azul is less than a decade old, but its fleet already numbers nearly 140 aircraft. It recently launched a wildly popular “all-you-can-fly” air pass for American travelers. Even United Airlines, one of the oldest and most well-established airlines in the world, clearly believes in Azul’s success; they became major investors in 2015.

While they’re busy disrupting the skies, the team at Azul knew that they had to bolster the customer experience on the ground. The answer to that was mobile.

## The Challenge

To complement the on-the-go lifestyle, Azul needed to provide a way for their customers to conveniently book, manage, and access reservations – preferably, one that didn’t require them to be chained to a computer, waiting on hold for a customer service agent, or standing in line to check-in for their flight.

David Neeleman’s mantra – “It’s so important to experience what your customers are experiencing and listen to their suggestions.” – was the driving force behind



### WHY APTELIGENT?

Aptelligent has helped Azul support its skyrocketing success. Its mobile presence is taking off too, and month over month, Azul has experienced app download success. Now, more than half of their customers are actively using their mobile app.

“Here at Azul, we review everything and see how we can do it better, faster, and more efficiently. Aptelligent’s quick implementation, ease of use, and real-time customer detail gave us all the information we needed to get the Azul’s app up and running quickly.”

KLEBER LINHARES, CIO

the Azul Mobile Customer Success Team. With this in mind, Kleber Linhares, CIO at Azul Airlines, lead the team in creating and perfecting a mobile app.

Of course, building and managing a successful mobile app has great challenges. With scores of daily flights, Azul is dealing with a host of passengers from different countries, time zones, language groups, and so on. They needed to build an app that could cater to a diverse user pool and scale easily. Crucially, the app also had to provide customers with a convenient way to organize travel plans and seamlessly go from point A to point B. This hinged on the app’s stability and simplicity.

## Finding a Solution

To fully understand the mobile app user experience and proactively identify app failure issues, the team knew that they needed real-time intelligence. After reviewing the market, the Mobile Customer Success Team found that Aptelligent met their customer-focused criteria. In no time, the Azul travel companion app was up and running with Aptelligent’s mobile app intelligence.

## Aptelligent in Action

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Azul relies on Aptelligent’s mobile app intelligence for:

### USERFLOWS

A detailed view into the user experience allows the Mobile Customer Success Team to regularly optimize their app for their global customer base. They can now easily identify critical moments within the application, from making a reservation to checking in for a flight. Now the team can proactively understand critical user workflows and specific business interactions, allowing them to continuously improve the customer experience.

### USER VIEWS

To understand the complete mobile picture, Azul’s Mobile Customer Success Team can conduct trend analysis by individual user. By measuring these workflows over time, the team has been able to optimize their customer’s overall experience. The result? Maximized revenue, engagement, and retention.

### CRASH REPORTING

Using detailed analytics, the Mobile Customer Success Team can nip crash trends in the

### ABOUT APTELIGENT

Aptelligent is the App Intelligence company trusted by the largest mobile apps in the world. Aptelligent’s software provides actionable mobile app insights to improve digital business on iOS, Android, and Hybrid apps. Product managers and developers use Aptelligent’s insights to diagnose app performance issues that impact user experience. The platform collects and analyzes app performance issues and connects problems to key business metrics. Mobile teams also have access to Aptelligent’s big data platform, as well as industry and app benchmarks. Aptelligent is based in San Francisco.

Learn more at [www.apteligent.com](http://www.apteligent.com).

“Customers fly Azul because they know they can rely on us for a safe, comfortable, and affordable flight. Aptelligent has helped us complete the customer experience. We’re very proud of our mobile app, which gives customers the coveted convenience factor.”

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bud before they become widespread. When a crash occurs, they immediately pinpoint causes and resolve them before customers are affected.

#### **SERVICE MONITORING**

With such a diverse user base, complete visibility into all performance metrics allows the team to understand how service issues correspond to crashes or transactions. Using geolocation, the team see a wide global view or zero in on a specific user to analyze the specific environmental issues affecting the app experience.

## Results and Looking Forward

The sky’s the limit for Azul Airlines. With each flight, it’s making South America’s largest country infinitely more accessible for legions of travelers.

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– Kleber Linhares, CIO at Azul Airlines

Supported by Aptelligent’s mobile app intelligence, Azul can bolster its growth with a strong mobile offering. With the Azul app, customers can say “bon voyage” to check-in lines and. After all, the hardest thing about flying to Brazil should be figuring out what swimsuit to pack.