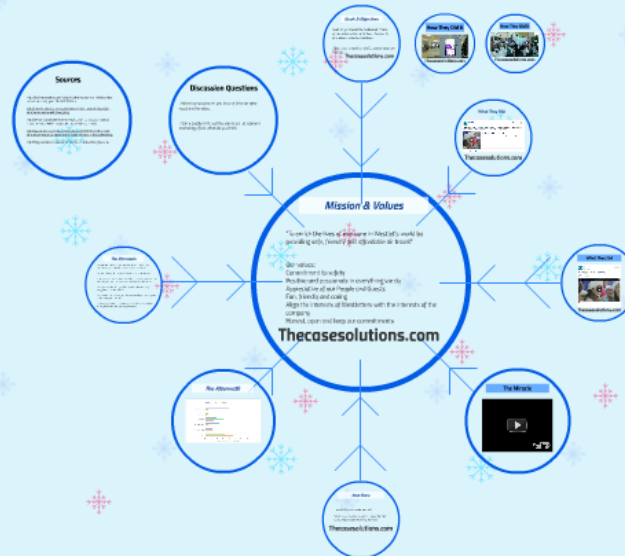


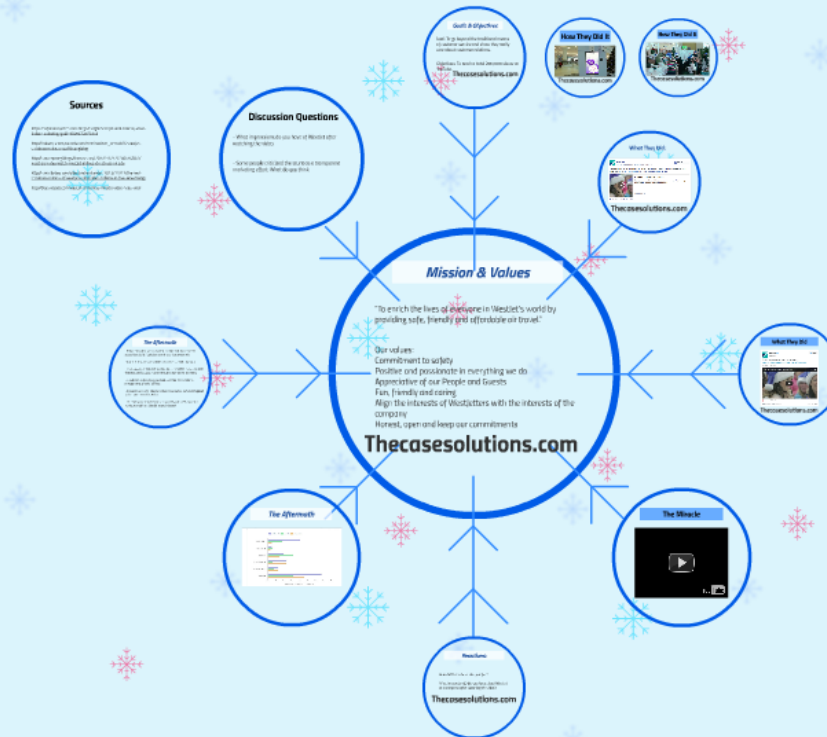
The U.S. Military Academy at West Point

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The U.S. Military Academy at West Point

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Mission & Values

"To enrich the lives of everyone in WestJet's world by providing safe, friendly and affordable air travel."

Our values:

Commitment to safety

Positive and passionate in everything we do

Appreciative of our People and Guests

Fun, friendly and caring

Align the interests of WestJetters with the interests of the company

Honest, open and keep our commitments

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Goals & Objectives

Goal: To go beyond the traditional means of customer service and show they really care about customer relations.

Objectives: To reach a total 200,000 views on YouTube.

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How They Did It



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How They Did It



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What They Did:



A screenshot of a Facebook post from the official WestJet page. The post is dated December 9, 2013, and has 563,978 likes. The text of the post reads: "'Twas a night before Christmas and all across the land, the good folks at WestJet had a miracle planned: <http://bit.ly/wsXmasMiracle> #WestJetChristmas". Below the text is a video player with a play button icon. The video is titled "WestJet Christmas Miracle" and has a description: "Thanks to a team of merry WestJetters and the power of technology, we've learned that miracles really do happen." The video source is listed as "YOUTUBE.COM". At the bottom of the post, there are engagement metrics: 27,999 likes, 3,395 comments, and 11,545 shares.

WestJet
Airline · 563,978 Likes · December 9, 2013 ·

Like Page

'Twas a night before Christmas and all across the land, the good folks at WestJet had a miracle planned: <http://bit.ly/wsXmasMiracle> #WestJetChristmas

WestJet Christmas Miracle
Thanks to a team of merry WestJetters and the power of technology, we've learned that miracles really do happen.

YOUTUBE.COM

27,999 3,395 11,545

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What They Did



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Reactions:

How did this video make you feel?

What impression(s) did you have about WestJet
as a company after watching the video?

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