

United Breaks Guitars

United Breaks Guitars Harvard Case Solution & Analysis



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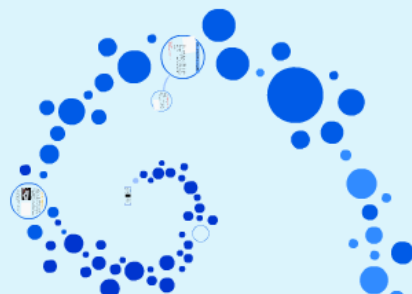
Recommendations

- Create a Full Cost Comparison Plan
- Adjust Strong Segments
- Minimize Present and Awareness of the Case
- Work to Bring Staff About Organization

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

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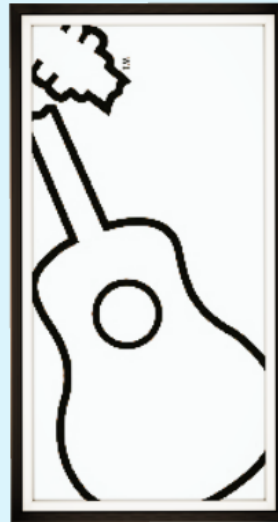
United Airlines Background

- Founded in 1944
- Average of 45,413 passengers daily
- 703 Active Planes
- Over 88,000 Employees
- In 2009, United mishandled 4.10% of luggage



The Situation

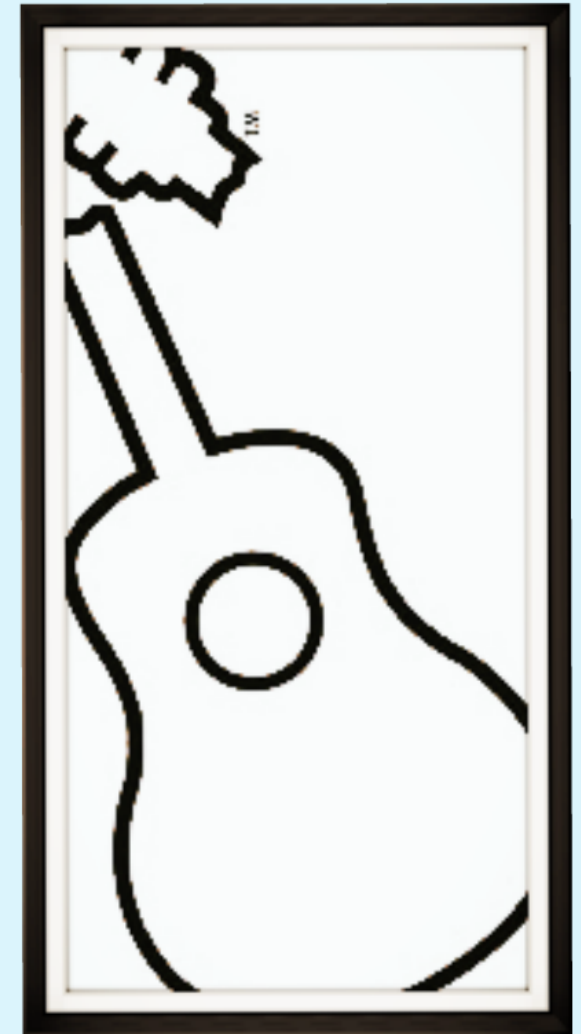
- Dave Carroll, a 41-year old musician, had his \$3,500 Taylor guitar thrown around by United Airlines baggage handlers in his layover city and was witnessed by two other passengers
- Carroll immediately alerted flight attendants, but was ultimately ignored and told to talk to crew at his final destination
- In his final destination, Omaha, it was past midnight and there was no crew around



- Carroll decided to pack it up and deal with it later, since there was no visible external damage to his guitar's case and nobody around
- The following day he realized the extent of the damage to his guitar, a broken and detached neck
- Thus a 9-month long battle with United began...

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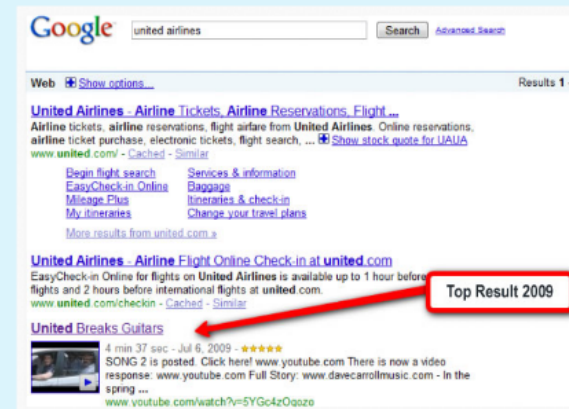




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Carroll's Nightmare

- United policy requires customers to report claims within 24 hours of the flight, but Carroll was miles away on tour unable to make the claim at an airport
- After 9 months of battling with customer service, **"The matter was closed. No vouchers, no money, no apology, no anything."**



- Carroll decided on a new course of action - he was going to make three music videos, aiming to attract one million hits in total.