

# Volaris: A Brief Biography of a Socially Devoted Company

## Volaris Strives to Maximize Effectiveness of Social Media as a Communication Channel



Since the first Volaris flight crossed the sky in March of 2006, Volaris has been dedicated to providing high quality service at a low price. Volaris is Mexico's second largest airline, serving more than 30 destinations domestically and to the United States. In addition, to providing quality customer service in the air, Volaris believes strongly in corporate social responsibility and is connected to the communities it serves.

## Social Media: How It All Began

Volaris began using Facebook and Twitter in the middle of 2009. From the beginning of their social media campaign, Volaris posted a variety of content types aimed at their diverse customer base. They initially decided to invest in social media because it was an easy to use, direct communication channel for their customers and fans to learn about public relations activities, marketing strategies, and general information and pictures about airlines and travel that would increase the awareness of the airline and result in more website traffic flow. From the onset of Volaris' social media campaign, they experienced healthy growth and engagement rates amongst their fans and followers. However, it wasn't until March of 2011 when Volaris turned to social media to resolve customer service issues.

On March 13th, 2011 Volaris had their anniversary price promotion, the biggest of the year. This promo created such euphoria that the Volaris website was exceeded. Due to the high volume of customer service questions, the Volaris call center was unable to answer all requests. This galvanized Volaris to use social media to provide regular updates on the promotional flights, in addition to responding to customer questions directly via Facebook and Twitter. Furthermore, once customer service requests returned to a normal quantity, Volaris used social media to contact customers who were not able to purchase tickets due to the high volume of visitors to the Volaris' website.

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[experts@socialbakers.com](mailto:experts@socialbakers.com)

## Volaris: A Socially Devoted Company

Although the website crash posed an initial threat to Volaris business, it became clear that social media represented a solution to solving key customer service issues. From this point onward, Volaris deployed two social media management teams to answer questions and resolve issues related to customer service on a 24/7 basis. Now Volaris is dedicated to answering each individual social request quickly and their social media management team is empowered to contact all internal departments in order to resolve any impending issue.

In addition to providing quality social customer service, Volaris actively posts engaging content about several programs and events that they are sponsoring. Moreover, Volaris is renown for requesting that their fans and followers post content related to these events, thus illustrating their devotion to using social media as a two way communication stream.

## Socially Devoted Benefits: What Changed For Volaris

- Enhanced communication with their customers to drive website track, increase publicity and augment success of marketing campaigns.
- Ability to answer customer service questions and resolve issues efficiently on a 24/7 basis.
- Social media managers become aware of issues and can preemptively resolve them before they evolve into large scale problems or crisis.
- Increase brand awareness by socially promoting Volaris sponsored events and marketing campaigns.
- Receive direct feedback from users resulting in product improvement and establishing customer relationships.

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## Volaris: Innovative Social Campaigns

The Volaris social media management team moves beyond solely responding to user questions by innovatively running campaigns designed to maximize user engagement and participation. The result of these campaigns is that Volaris experiences very high engagement rates amongst their fans and followers. This signifies that Volaris has successfully managed to not only increase their fan and follower growth rates, but to also consistently retain social interest in their company. Some of the most recent campaigns include:

- > **Travel to Your Rhythm:** This Facebook contest requested that users send in videos of songs that they created. The 34 winners were awarded free flights for a year and their name is put on the side of a Volaris aircraft (March 2012)
- > **We are the Owners of the Sky:** Volaris requested that their fans and followers post pictures that they took while in flying on Volaris airlines. The result was spectacular. Volaris received nearly 800 pictures during the first hour and their social media managers compiled the best pictures to create an amazing album with extremely high engagement rates. (July 2012)



*“Since 2009, Volaris has dedicated ample resources to developing innovative and engaging campaigns to increase fan growth. However, it was not until March of 2011 when we decided to utilize social media to efficiently communicate with our customer base in order to answer customer service questions,” said Sai Irene Sanchez Correa, Manager of Public Relations and Social Media. Now Volaris has two teams responding to social inquiries around the clock and we are proud to say that we are a socially devoted company.”*

Sai Irene Sanchez Correa, Manager of Public Relations and Social Media

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