
Easyjet
Customer Service
Champions Campaign



understand.

easyJet tasked us with creating a teambuilding activity to engage its staff during their inaugural customer service champion conference. We elevated the brief to oversee an integrated multimedia engagement campaign with global impact that would recognise the champions, reinforce the customer charter they advocated, and communicate this positive story to all audiences – colleagues and customers, on internal and external channels.

create.

The initiatives were launched during the inaugural customer service champions' conference, attended by 250 employees. The activities were designed to recognise the dedication and motivation of easyJet's customer service champions to providing excellent service. They had to grow belief in the brand and stoke advocacy, leading to the recruitment of further champions. Five teams created images of the charter's core values, with each physically forming one of the values, working to specific projection-mapped images. Each team was filmed and photographed from above before we shot a final image featuring all 250 employees, providing content for use across multiple channels, including the in-flight magazine. The second exercise allowed the teams to capture what it means to be a customer service champion in 60 seconds, producing invaluable content to use internally.

deliver.

95.5% of customer champions from over 28 European locations felt the activity was highly effective in bringing the customer champions together as a team and helping them understand the importance of their role in achieving easyJet's overall service objectives.

"Working with Crown was inspiring from the beginning. We were very impressed with how they managed to harness our enthusiasm and vision into tangible ideas. Everyone left with great memories of the day, ready to champion the customer in their respective areas and this was due to the fantastic experience delivered by Crown."

Lisa Burger, Head of Experience, easyJet

