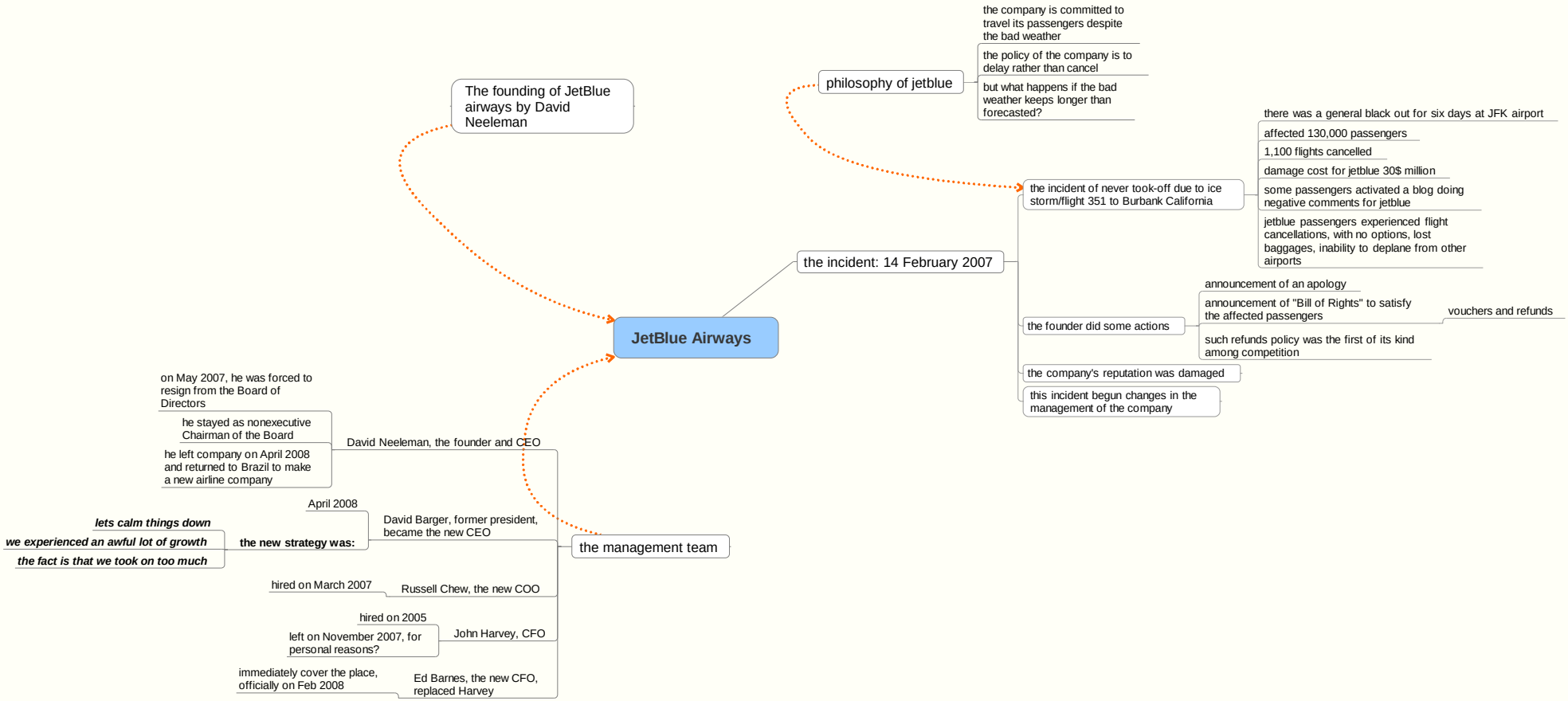
JetBlue Airways
The founding of JetBlue airways by David Neeleman
philosophy of jetblue
the company is committed to travel its passengers despite the bad weather
the policy of the company is to delay rather than cancel
but what happens if the bad weather keeps longer than forecasted?
the incident: 14 February 2007
the incident of never took-off due to ice storm/flight 351 to Burbank California
there was a general black out for six days at JFK airport
affected 130,000 passengers
1,100 flights cancelled
damage cost for jetblue 30$ million
some passengers activated a blog doing negative comments for jetblue
jetblue passengers experienced flight cancellations, with no options, lost baggages, inability to deplane from other airports
the founder did some actions
announcement of an apology
announcement of "Bill of Rights" to satisfy the affected passengers
vouchers and refunds
such refunds policy was the first of its kind among competition
the company's reputation was damaged
this incident begun changes in the management of the company
the management team
David Neeleman, the founder and CEO
on May 2007, he was forced to resign from the Board of Directors
he stayed as nonexecutive Chairman of the Board
he left company on April 2008 and returned to Brazil to make a new airline company
David Barger, former president, became the new CEO
April 2008
the new strategy was:
lets calm things down
we experienced an awful lot of growth
the fact is that we took on too much
Russell Chew, the new COO
hired on March 2007
John Harvey, CFO
hired on 2005
left on November 2007, for personal reasons?
Ed Barnes, the new CFO, replaced Harvey
immediately cover the place, officially on Feb 2008