JetBlue Partners with Gladly to Reimagine Customer Service for Air Travel

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-- With Gladly, JetBlue customers will soon be able to experience personal, continuous conversations across multiple channels, seamlessly --

SAN FRANCISCO & NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) and Gladly, a modern customer service platform, today announced a partnership that will enable travelers to have one continuous conversation with JetBlue's customer support team across multiple communication channels. Gladly's people-centered approach empowers companies like JetBlue to humanize the customer service experience by treating customers like people, not case numbers, and quickly get to the heart of the customer's needs so they can be resolved efficiently.

Gladly gives customer support representatives a single view of all conversations with the customer, unlike legacy systems that put each communications channel into its own silo. This allows customers to move from one communication channel – such as phone, text, chat, email, Tweet or even Facebook message – to the next without taking valuable time to repeat and recap their previous conversations. Gladly will be implemented in JetBlue's customer support center.

"We've always taken an innovative approach to customer service and this partnership will further advance our leadership," said Frankie Littleford, vice president customer support, JetBlue. "We started JetBlue with the idea that we could bring humanity back to air travel but the customer support technology hasn't kept up with the increasing number of ways customers want to interact with us. Gladly gives us the tools to deliver on our mission in today's environment."

Once implemented, JetBlue customers will be able to have continuous, real-time conversations through whichever channel they prefer at the moment. They'll be able to switch communication channels mid-conversation, and JetBlue will be able to pick up where they left off by accessing the full history of conversations with the customer from both current and previous flights.

For example, a customer can tweet that they are looking forward to an upcoming family vacation, then on the day of travel, text JetBlue that they're running late to the airport and might miss their flight. In one screen, JetBlue will be able to view the tweet and text to quickly understand the stress of that situation, text back rebooking options, and send an email confirmation of the change while the family is still in transit. This example is one of countless scenarios where JetBlue can save time and quickly offer personal and helpful service to customer.

"JetBlue and Gladly have a shared focus on people and humanizing every experience. By empowering JetBlue crewmembers with technology that helps them understand their customers more deeply, it frees up crewmembers to focus on what matters most – the person," said Joseph Ansanelli, CEO and co-founder of Gladly. "JetBlue stands out as one of a handful of companies for whom customer service isn't an afterthought – it's fundamental to who they are as a brand. We're thrilled to partner with JetBlue to help them continue to raise the bar for exceptional experiences."

As a company known for award-winning customer service, JetBlue was founded on the mission of bringing humanity back to air travel. Today's partnership with Gladly further enhances its focus on humanity by putting people at the center of its customer support experience. By centralizing conversations around the customer, JetBlue is able to have more empathetic personalized conversations, building stronger relationships.

Gladly was brought to JetBlue by JetBlue Technology Ventures, the venture capital subsidiary of JetBlue Airways, which incubates, invests in and partners with early stage startups at the intersection of travel and technology. After a 12-week deep dive to imagine "The Future of the Contact Center," JetBlue Technology Ventures determined Gladly to be one of the most innovative companies in customer service. Because Gladly is such a strategic part of the future vision of service at JetBlue, JetBlue Technology Ventures has invested in Gladly. Through both the product implementation and financial investment, JetBlue is partnering with Gladly to deliver amazing, personal customer experiences.

About JetBlue

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information, please visit www.jetblue.com.

About Gladly

Gladly is a customer service platform that focuses on people at the heart of it, not tickets or cases. Built for the 21st century consumer, Gladly enables B2C companies to converse seamlessly in a lifetime of conversations across voice, email, SMS, chat and social media. With Gladly, agents are empowered, customers feel known and cared for, and companies increase revenue and brand loyalty through consistently positive experiences fit for every consumer. Gladly is based in San Francisco and funded by Greylock Partners, NEA, GGV Capital and JetBlue Technology Ventures. Learn more about the company at (https://www.gladly.com/company/).

About JetBlue Technology Ventures

JetBlue Technology Ventures invests in, incubates and partners with early stage startups at the intersection of technology and travel to improve the entire travel experience. The company prioritizes investments that advance the customer-centric journey; technology empowered customer service; the future of operations and maintenance; revenue management, sales & distribution; and new regional transport ecosystems. Founded in 2016, JetBlue Technology Ventures is a wholly-owned subsidiary of JetBlue (NASDAQ: JBLU) and is located in Silicon Valley, Calif. For more information, visit JetBlueVentures.com.

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