Eureka
How Agile helped me sell
crazy ideas to the business.

By. Xavier Lucas, Staff Software Engineer
Frustrated Customer to an Empowered Employee

Agile Way
Quiz:

Which airline is *Highest in Customer Satisfaction Among Traditional Carriers in North America in 2018*?
Answer:

Alaska Airlines! 12 years in a row!

GRATEFUL BY THE DOZEN.

“Highest in Customer Satisfaction Among Traditional Carriers in North America, Twelve Years in a Row.”
Considering Alaska Airlines MVP Gold Tattoo

So I obviously have been known like all of us to be an Alaska junkie. I had the idea recently to get an Alaska MVP Gold seventy five K tattoo. Thinking maybe also adding underneath my first year at the status with a dash and then leave it blank for however many years I am fortunate enough to keep the level.

Am I insane? Cool idea, dumb idea? I won't be offended please let me know your opinions and if anyone wants to get one with me let me know lol!
<table>
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<th>Characters in the story</th>
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<td>Alaska Airlines - The Company</td>
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<td>Old clunky system - Slow</td>
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<td>New real-time system - Fast</td>
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<td>eCommerce leadership team - Support</td>
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<td>Xavier - Narrator</td>
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<td>My Team - Heroes</td>
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<td>Business, PO, Stakeholders - Mystery</td>
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<td>Waterfall process - Bad</td>
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<td>Agile process - Good</td>
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Story
Frustration
Earning Miles - The Old Way

Today

Complex Legacy Computer

4 Days Later
Transformation
Success Story
New Partner
Good Plan

- Small Impact
- Fail Fast
- Low Risk
- Low Effort
- Reusable
- Tech Revamp
New Fare Class
Earning Miles - The New Way

Data Correlation

Mileage posting at landing!
“Just a note of thanks as I’ve noticed credit for my flights getting added to my account and visible on the app much sooner than it had in years/months past. I appreciate the improved turnaround as it reinforces (even if just subliminally) customer loyalty. Nicely done!”

- Actual Customer
Call Center Impact

**June 2018**
- Legacy Transactions: 97%
- Call Center Manual Transactions: 3.05%

**June 2019**
- Legacy Transactions: 76%
- Call Center Manual Transactions: 1.30%
- Real-Time Transactions: 23%

58% Reduction in Call Center Manual Transactions/Calls
12 Agile Principles

- Satisfy The Customer
- Welcome Changing Requirements
- Deliver Working Software Frequently
- Collaborate Daily
- Motivated Individuals
- Face-to-face Conversation
- Measure Of Progress Through Working Product
- Promote Sustainable Development
- Continuous Attention To Technical Excellence
- Simplicity Is Essential
- Self-organizing Teams
- Regularity Reflect On Continuously Improving

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- HAPPY CUSTOMERS
- TECH UPGRADE
- COST SAVINGS
Empowered Agile Team
Thank You!