

# *i-gas industry*

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## Current status of the work

| BATTLEFIELD  | STATUS |
|--|--------|
| A. Situation analysis  |        |
| 1. Company level   |        |
| \1.1 Sales   |        |
| \1.2 Marketing   | ●      |
| \1.3 Communication of technical data<br>(e.g.nominations...) | ●      |
| \1.4 Other areas   |        |
| 2. Industry level  | ●      |
| 3. IGU   | ●      |
| B. Future development  | ●      |

- Legend:**
- hasn't started yet
  - ◐ starting phase
  - ◑ ..
  - almost ready
  - finished



## United Breaks Guitars: Social media - case study (1/3)

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- Dave Carroll canadian folk singer
- Travelled with United Airlines
- Airline/Airport staff damaged his guitare (Taylor, USD 3,500)
- United Airlines refused to cover the loss
- The U.A. claiming process is designed in a way so that the customers give up
- Dave did 3 songs and placed them on youtube - with a goal to have 1 million views



## United Breaks Guitars: Social media - case study (2/3)

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[www.davecarrollmusic.com](http://www.davecarrollmusic.com)



## United Breaks Guitars: Social media - case study (3/3)

„Results“:

- 13 million views on youtube
- United Airlines share price drop by 10%

Case study take-aways

- Customer is always right
- Follow whats going on in social media
- Do not underestimate power of social media
- If problem occurs, company should immediately and pro-actively react towards the customer



## IGU site did not offer much to the external visitor...

2011



2013 Q2



2013 Q3+

