

A Public Relations Disaster

How saving \$1,200 cost United Airlines 10,772,839 negative views on YouTube

It is a customer service nightmare. At the same time, it is a good lesson about how social media can impact your business.

Here's what happened:

A ~~singer/songwriter~~ singer named Dave Carroll was flying from Halifax, Nova Scotia to Omaha, Nebraska, with a layover at Chicago's O'Hare airport. As he was getting ready to get off the plane, he heard another passenger say, "My God! They're throwing guitars out there!"

As Dave and the other band members looked out onto the tarmac where the luggage was being unloaded, they recognized the guitars. Their reaction was a blend of terror and disbelief.

Later he indeed discovered that his \$3,500 Taylor guitar's neck had been broken.

What followed was a customer service nightmare. Dave tried for nine months to get a claim processed with United. The response was a firm and consistent "no." They claimed he had waited longer than 24 hours to process a claim, so he was out of luck.

He tried phone calls. He tried e-mails. He even went so far as to suggest that instead of money, United give him \$1,200 in flight vouchers to cover the cost of repairing the guitar. United held firm. They said "No."

So, what else could a singer-songwriter do?

That's right. He wrote a song and produced a music video. The song was titled "United Breaks Guitars." He put it up on YouTube and it went viral.

Now just in case you're not up on this particular piece of internet slang, "viral" means one person sends it to ten of their friends, who send it to ten of their friends, who send it to ten of their friends, and so on. It follows the same pattern of how a bad cold gets passed around. (Hence the name.)

It also means that pretty quickly very large numbers of people were singing along to "United Breaks Guitars."

As of this writeup, this video has had 10,772,839 views.

Public Relations Disasters

EW Minium



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