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Travel Pulse > Airlines > Finnair and Finavia Use Social Media to Research Customer Preference

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Finnair and Finavia Use Social Media to Research Customer Preference

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Yesterday, [Finnair](#) and Finavia, the operator of Helsinki Airport, launched Quality Hunters 2013 in order to seek out the key moments that make or break a trip and identify practical ways of improving the travel experience.

Quality Hunters 2013 will crowd source ideas from the 10 million strong community centered around their Twitter, YouTube, Pinterest, Flickr, and – new this year – Facebook pages. Rather than producing a high volume of ideas, Quality Hunters 2013 will select and develop a few useful and actionable suggestions that can easily be integrated into Finnair's and Finavia's service development process.

Through the discussions, the community will identify the most important moments and factors influencing each stage of the travel process, with a focus on five central themes: pre/post trip factors, the passenger experience at the airport, during the flight and at the destination. The fifth theme will be determined by the community as the year-long Quality Hunters initiative progresses. The community will suggest areas of improvement and together with service development professionals at Finnair and Finavia, they will evaluate their feasibility and potential for further development. As ideas from each theme are chosen for development, a new theme is introduced and the process begins again.

"By inviting our passengers to take part in our product development, we hope to come up with practical ways of adding that little bit extra to make travelling via Helsinki even smoother and more enjoyable, all while strengthening our position as the leading long-haul airport in Northern Europe," says Johanna Metsälä, customer experience manager at Helsinki Airport.

Quality Hunters 2013 follows two award-winning crowdsourcing initiatives run by the companies. The 2010 Rethink Quality initiative inspired Finnair and Helsinki Airport to find new ways of looking at quality, and in 2011, Quality Hunters, Season Two proved the power of a great community in creating innovative ideas to improve air travel. The Helsinki Airport Book Swap, which opened in summer 2012 and the vegetarian meals introduced on long-haul flights later in the autumn are both examples of successful ideas co-developed by the Quality Hunters community, Finnair and Helsinki Airport.

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