

IN-STORE

## Magellan Jets offers on-time guarantee for guests

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*Magellan Jets guarantees on-time departures*

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By NANCY BUCKLEY

Private aviation company Magellan Jets has announced its new concept that guarantees an on-time departure or the consumer receives a full refund.

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Magellan Jets will likely bring guests comfort when flying with them through this program. Also, the new guarantee will help Magellan Jets maintain its consumer base as the private aviation industry continues to grow.

“We feel like this type of guarantee will really raise the standard for the private aviation industry as a whole,” said Anthony Tivan, president of [Magellan Jets](#), Boston.

“We are putting a commitment to our customers’ time and emphasizing our understanding on the value of it,” he said. “We’re hoping to elevate the levels of service across the industry and bring back something that’s been really lacking: respect for members’ time.

“Our aim is to refocus the membership experience on the client instead of on profits or shareholder returns.”

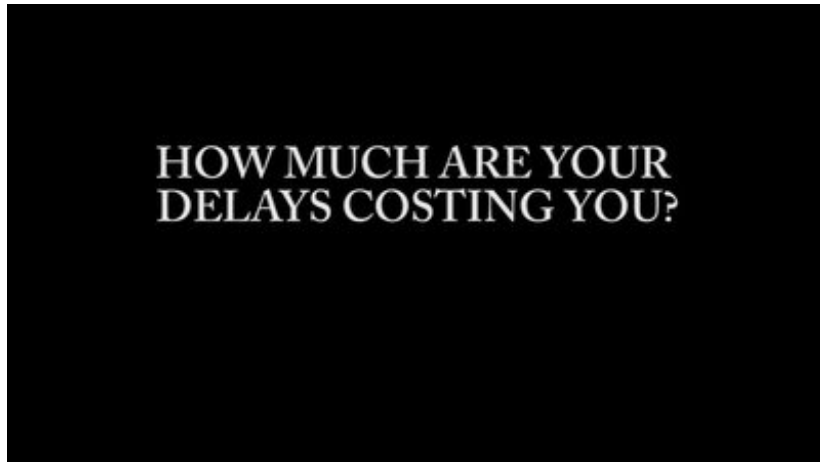
### Making promises

Many consumers who fly privately are doing so to save time that can add up when on

commercial airlines. However, when planes are delayed the money spent on securing a private flight can be viewed by consumers as being lost.

Magellan Jets is offering this guarantee for issues that are in their control. For instance, weather and air traffic delays are not under this guarantee.

The company started this concept because many delays were not on uncontrollable acts, but rather because of overscheduling and other factors that Magellan Jets can control.



*Magellan Jets asks consumers*

Consumers will receive a full refund if the flight is delayed.

A video was created with Mr. Tivan to introduce the offer. He talks about what the guarantee means for members and the behind-the-scenes work that went into their ability to have this program.



*Guarantee for consumers*

The concept stems from the frustrations of customers over several years with unforeseen delays at Magellan and other private aviation brands.

“If Magellan Jets is not ready and in position for an on time departure, the flight is free,” Mr. Tivan said. “The On-Time Guarantee is a benefit we’re adding to all new memberships that promises the aircraft and crew will be ready to go for the schedule departure time or that flight is free.”

“While the guarantee doesn’t apply to charter flights, our charter clients will still benefit from the work we’ve put into our operations to be able to offer this at all,” he said.

Looking to the people

The consumer’s voice needs to be more a part of the measurement of client satisfaction than numbers, said an executive from Automatic Data Processing June 25 at Forrester’s Forum for Customer Experience Professionals East: “Why Good Is Not Good Enough.”

While it can be easy to put a lot of emphasis on the score results from client surveys, it is more effective to look at the cause of the scores. This gives more insight into how to change and improve from a consumer experience standpoint ([see story](#)).

By listening to consumer complaints and suggestions, Magellan was able to adjust their services to better accommodate the consumer’s lifestyle.

“As the saying goes, 'time is the greatest luxury,' and this is very much for the elite affluent, so this on-time guarantee should really resonate with their target market audience as a strategic selling proposition,” said Karen Escalera, president at [KWE Partners](#), Miami.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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