

URL: <https://stvp.stanford.edu/blog/videos/high-tech-high-touch>

JetBlue uses technology to become more efficient, to lower costs, says Neeleman. Today at JetBlue, we book 71% of our bookings over the internet, he says. We can't ever forget that there is a human aspect to our business, he adds.



Transcript

A lot of you are interested in technology and a lot of you in the application of technology.. One of the things that we do at JetBlue is we use technology to become more efficient - to lower cost.. I mean today at JetBlue, we book over 70%.. In the first quarter, 71% of our bookings were done on the internet.. But we can never forget that there's a human aspect to our business.. We are in the service business.. And we call it "High-Tech, High-Touch".. You need to be able to do both.. High tech and high touch...