



## A Product Launch That Truly Soars

After flying under the name Continental Express for many years, Express Jet launched its own regional airline last year. The change posed significant challenges from a marketing perspective. Express Jet Vice President of Marketing Trish Winebrenner explains how she addressed those challenges while crafting an innovative customer service strategy.

ItoI on-the-run

More than 10 percent of incoming calls, emails and letters are compliments about reservation agents, gate agents, or the crew.

The graphic is enclosed in a dark grey border. It features the text "ItoI on-the-run" at the top left. Below this is a photograph of four airline crew members (three women and one man in a pilot's uniform) standing in front of a white airplane. The photo is framed with a thin red border. Below the photo is a block of text.

# 1to1 on·the·run

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## A Product Launch that Truly Soars:

An interview with Express Jet  
Vice President of Marketing Trish Winebrenner

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After flying under the name Continental Express for many years, Express Jet launched its own, eponymous regional airlines last year. The change posed significant challenges from a marketing perspective, including the need to get an entirely new customer-service infrastructure off the ground quickly.

## Express Jet's Challenges

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- Re-launch the brand, operations, and customer service—an 18-month project – in four months.
- Create a standalone brand after being part of another brand for 20 years.
- Create a customer-centric culture internally and spread it throughout the organization.

ItOI on-the-run



Express Jet's customer service strategy:  
"Become one with the community."