
MARKET FACTS!

MARKET FACT #381

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\$500

MILLION is how much money Delta Airlines had to spend due to the recent CrowdStrike outage.

DATE: September 29, 2024

COMMENT: This is not a negative card but one that shows how companies and CEOs and business owners should act on any given crisis. This recent outage that damaged Delta Airlines and its customers, revealed true CEOs that care about their customers and personnel. Here: "We have no choice, between not just the lost revenue, but the tens of millions of dollars per day in compensation and hotels,' he said. 'We did everything we could to take care of our customers over that period.' [SOURCE: Quartz](#). Respect.

A MESSAGE FOR BRANDS

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