SLAIR

Demographics
Customers distribution

Number of answers: 103.90K

Gender
- Female
- Male

51.18K (49.25%)

52.73K (50.75%)
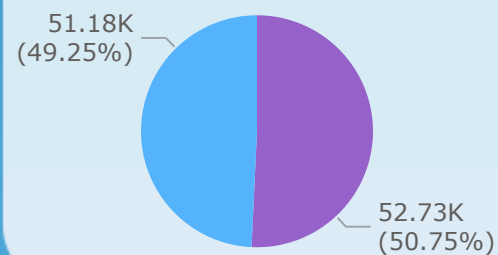
Travel Type
- Personal
- Business

32.25K (31.04%)

71.66K (68....)
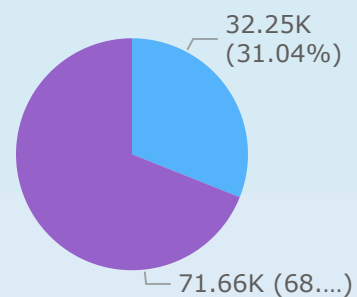
Customer Type
- Disloyal
- Loyal

18.98K (18.27%)

84.92K (81.73%)
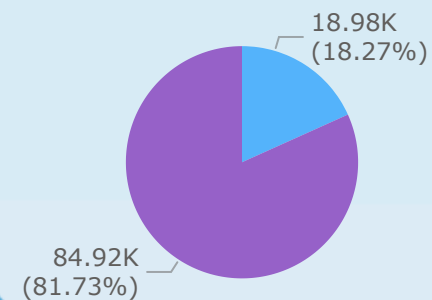
Class
- Eco Plus
- Eco
- Business
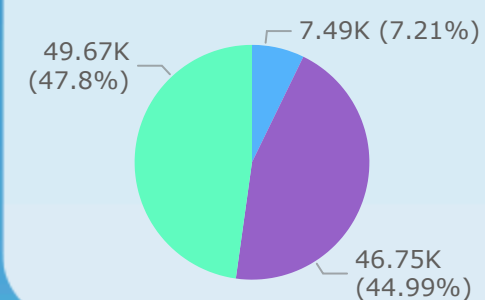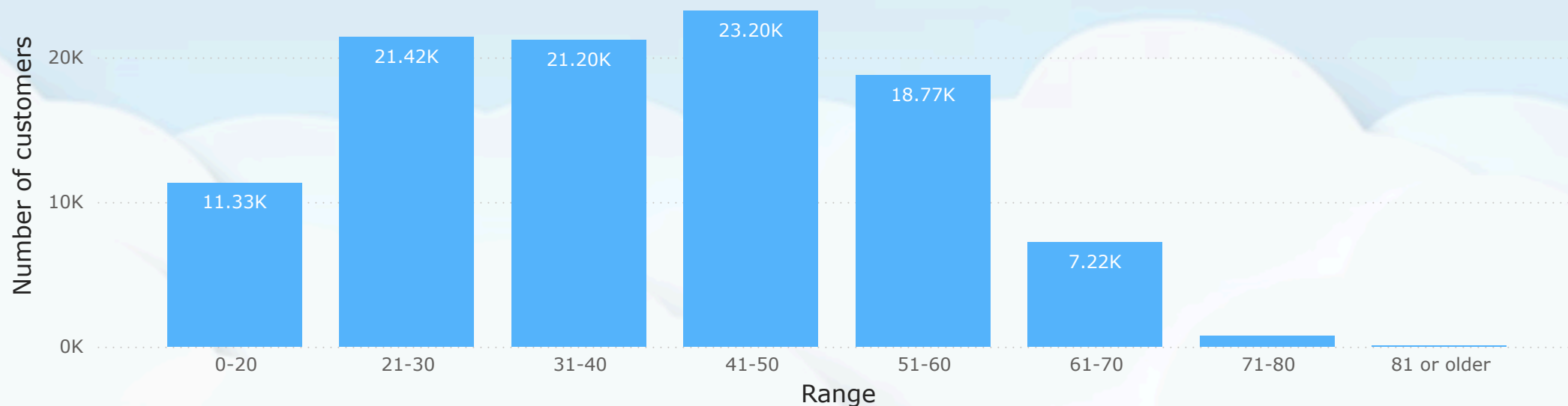
49.67K (47.8%)

7.49K (7.21%)

46.75K (44.99%)

Age Range

Range	Number of customers
0-20	11.33K
21-30	21.42K
31-40	21.20K
41-50	23.20K
51-60	18.77K
61-70	7.22K
71-80	
81 or older	

SL AIR

Survey Answers

SL AIR

Navigation
- Demographics
- **Survey**
- Survey by Category
- Satisfaction
- Key Influencers
- Recommendation

Filters [Clear]

Gender
- Select all
- Female
- Male

Customer Type
- Select all
- Disloyal
- Loyal

Travel type
- Select all
- Business
- Personal

Class
- Select all
- Eco
- Business
- Eco Plus

Metric	Average Score	KPIStatus
Departure/Arrival time convinient	3.76	✅
Seat confort	3.47	⚠️
Baggage handling	3.34	⚠️
Checkin service	3.33	⚠️
Inflight service	3.33	⚠️
Online boarding	3.31	⚠️
Cleanliness	3.23	⚠️
On-board service	3.15	❌
Food and drink	3.12	❌
Inflight entertainment	3.02	❌
Gate location	2.93	❌
Leg room service	2.92	❌
Ease of Online booking	2.67	❌
Inflight wifi service	2.61	❌

Average score by Metric

KPI Approved: 3.50

Baggage handling	Checkin service	Cleanliness	Departure/Arrival ti...	Ease of Online book...	Food and drink	Gate location	Inflight entertainm...	Inflight service	Inflight wifi service	Leg room service	On-board service	Online boarding	Seat confort
3.3	3.3	3.2	3.8	2.7	3.1	2.9	3.0	3.3	2.6	2.9	3.1	3.3	3.5
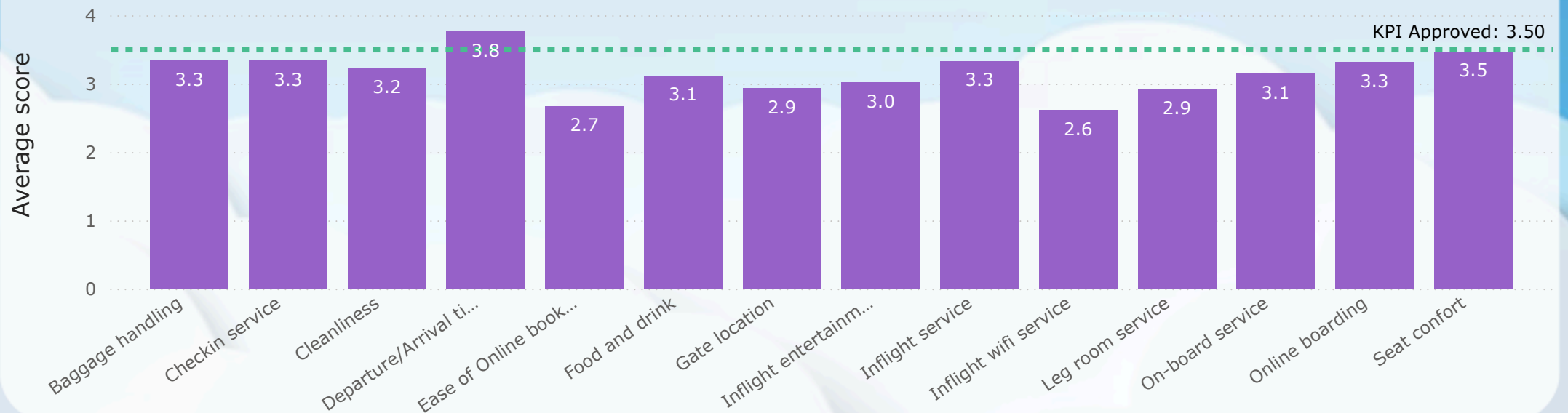
Survey Answers

Average selected Score

2.88

| Age | Gender | Travel Type | Customer Type | Class |

SL AIR

⬅ 🏠

Demographics

Survey

Survey by Category

Satisfaction

Key Influencers

Recommendation

Average score by Age Range

KPI Approved: 3.50

Average: 2.88

Average score (y-axis): 0, 1, 2, 3, 4, 5

Age Range	0-20	21-30	31-40	41-50	51-60	61-70	71-80	81 or older
Average score	2.76	2.89	2.86	2.95	2.93	2.74	3.08	3.29

Metric

Baggage handling

Checkin service

Cleanliness

Departure/Arrival time convinient

Ease of Online booking

Food and drink

Gate location

Inflight entertainment

Inflight service

Inflight wifi service

Leg room service

Scroll to see more results

Satisfaction

Demographics

Survey

Survey by Category

Satisfaction

Key Influencers

Recommendation

Satisfied %

75%

0%

43%

100%
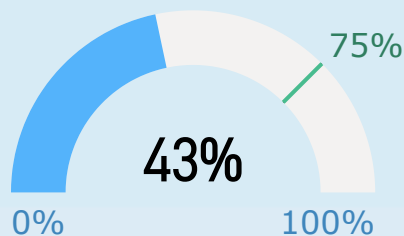
103.9K
Responses

Filters   Clear

Gender

| Select all | Female | Male |

Travel type

| Select all | Business | Personal |

Customer Type

| Select all | Disloyal | Loyal |

Class

| Select all | Business | Eco | Eco Plus |

Customers satisfaction level
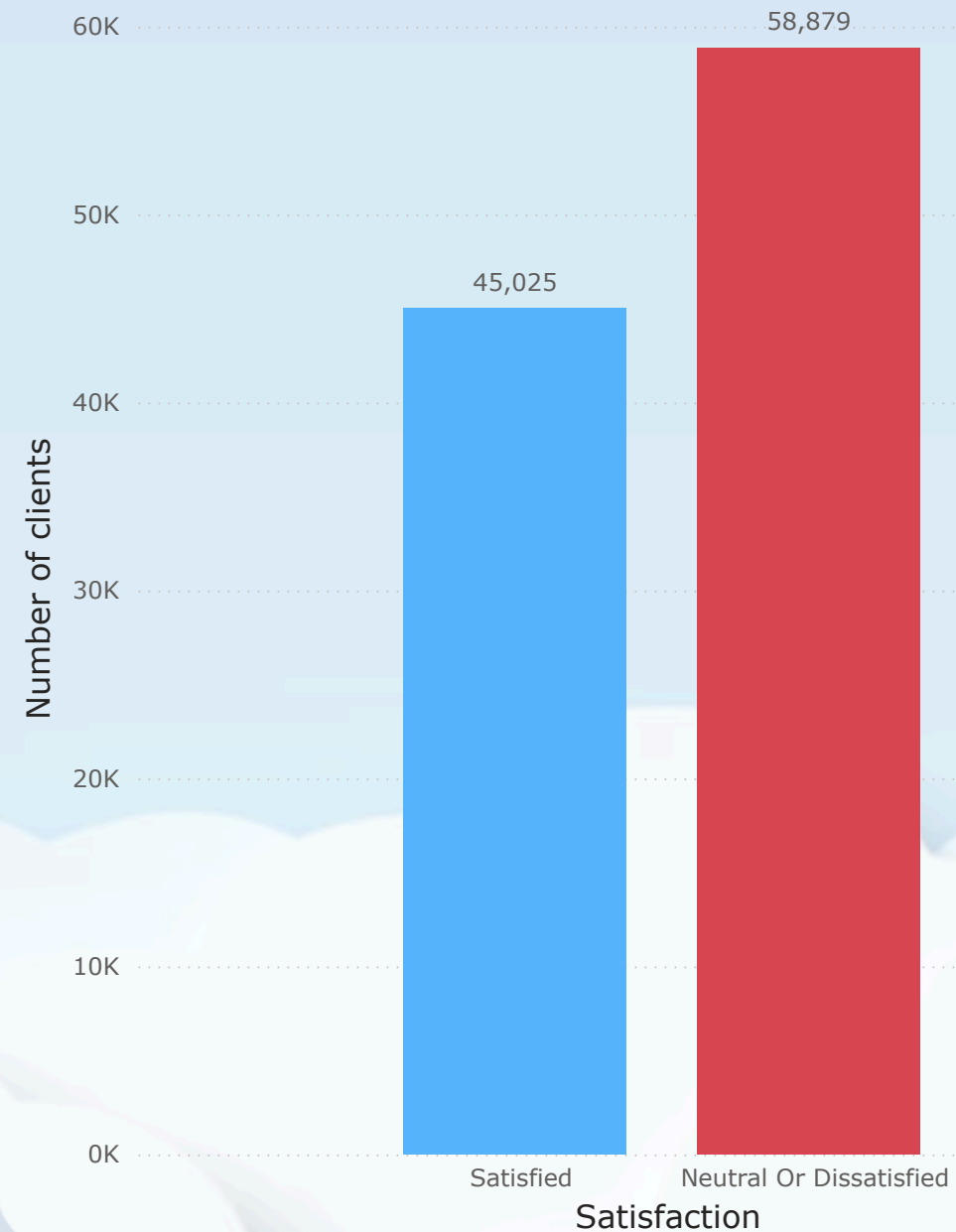
58,879

45,025

60K

50K

40K

30K

20K

10K

0K

Number of clients

Satisfied   Neutral Or Dissatisfied

Satisfaction

Key influencers   Top segments

What influences Satisfaction to be [Satisfied ▽] ?

When...

....the likelihood of Satisfaction being Satisfied increases by

Inflight service goes up 0.29 → (1.13x)

Baggage handling goes up 0.30 → (1.13x)

Seat comfort goes up 0.47 → (1.13x)

Ease of online booking goes up 0.32 → (1.13x)

Online boarding goes up 0.72 → (1.13x)

Cleanliness goes up 0.40 → (1.13x)
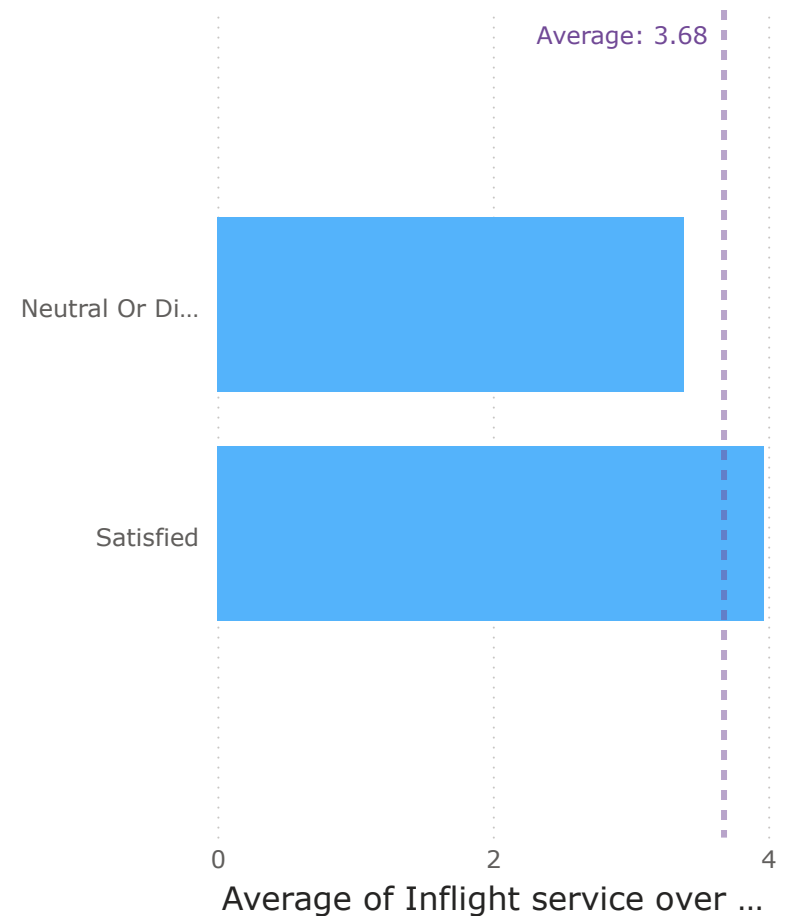
Inflight entertainment goes up 0.54 → (1.13x)

Inflight WIFI goes up 0.50 → (1.13x)

← On average when Inflight service increases, the likelihood of Satisfaction being Satisfied increases.

Average: 3.68

description

Neutral Or Di...

Satisfied

0   2   4

Average of Inflight service over ...

Sidebar Navigation

SL AIR

- Demographics
- Survey
- Survey by Category
- Satisfaction
- **Key Influencers**
- Recommendation

Recommendation

1. **Test and improve wifi service**
   a. Loyal customers flying in business class for business purposes have scored services the highest. However, they show that wifi services is still below expectation.
2. **Improve UX of online services**
   a. The majority of customers are loyal and travel for personal purposes. For this public, all services have scored low, specially wifi services and ease of booking.
   b. The difference in online boarding between loyal and disloyal customers is high. We recommend reviewing and developing a better and easier to use front end of the website. The higher difficulty between disloyal customers shows that the first interaction with the platform is unclear.
3. **Improve customer knowledge of services before flying**
   a. Disloyal customers flying in the base fare (Eco) are unsatisfied with all the services provided. We recommend having more explicit information about the services provided, so the expectations of the customer are matched with reality.
   b. The difference in perception of seat comfort between loyal and disloyal customers is high. We recommend giving customers more information about the seating area so they can have realistic expectations. Loyal customers, that have flown more regularly don't have problems with the exact same accommodations.
4. **Train inflight staff for better attending to seniors**
   a. The inflight service score gets lower with the increase in age with customers. Older customers might need special accommodation and demand more to fill comfortable. Special training of the staff is needed to better accommodate these customers.
5. **Invest in more entertainment to younger and older customers**
   a. Entertainment satisfaction level is lower in the extreme ends. We recommend acquiring more entertainment options for children, teens and seniors.