**Recommendations**

**1. Cabin Crew Training**

* Conduct mandatory customer service training for all cabin crew members.
* Introduce rewards and recognition programs to motivate excellent service.

**2. Food Quality and Variety**

* Partner with renowned chefs or caterers to improve the food menu.
* Offer regional food options to cater to diverse tastes.
* Gather feedback directly from passengers regarding food preferences.

**3. Handling Cancellations and Delays**

* Develop a robust communication system to inform passengers promptly about cancellations or delays.
* Offer compensation packages, such as vouchers or complimentary services, to affected customers.
* Train customer service staff to handle complaints empathetically.

**4. Enhancing Comfort**

* Consider upgrading seating options to improve comfort, especially for long-haul flights.
* Offer complimentary amenities such as pillows and blankets for economy class passengers.

**5. Positive Review Promotion**

* Actively encourage satisfied customers to leave reviews on platforms to balance the sentiment.
* Offer loyalty points or small perks for customers who share positive feedback.

**6. Regional Focus**

* Address specific complaints from top markets like the UK and the US with localized improvements.
* Host focus groups in these regions to better understand customer needs.

**7. Sentiment Monitoring**

* Continue monitoring customer feedback to track improvement areas.
* Use the insights to prioritize and address the most common issues in real-time.

**8. Marketing and Communication**

* Showcase improvements and positive changes in marketing campaigns to regain customer trust.
* Communicate clearly and transparently with customers about steps taken to address their concerns.