

# IMPROVING CUSTOMER SATISFACTION AT DANO AIRLINES

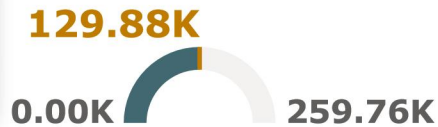
COUNT OF SATISFACTION

56.43K

COUNT OF NEUTRAL/DISSATISFACTION

73.45K

SATISFACTION RATE

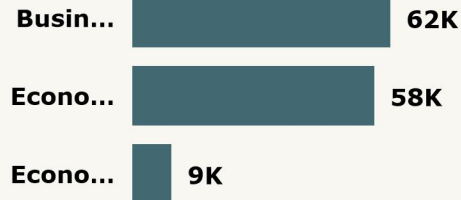


Satisfaction ...

☐ Neutral or Dissat...

☐ Satisfied

Count of Satisfaction by Class



## MAJOR AREAS IN WHICH CUSTOMERS ARE MORE NEUTRAL/DISSATISFIED

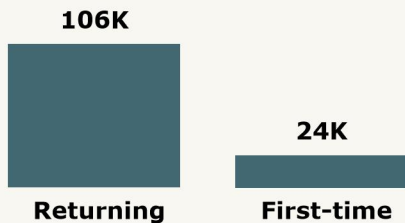
Count of Arrival Delay by Satisfaction



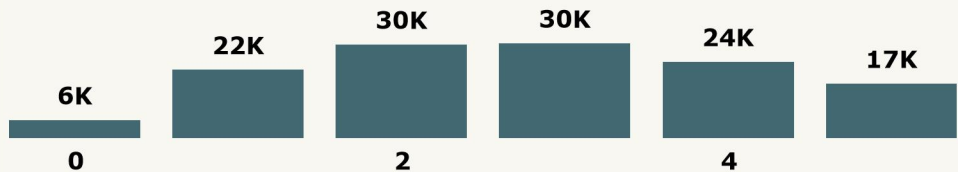
Count of Departure Delay by Satisfaction



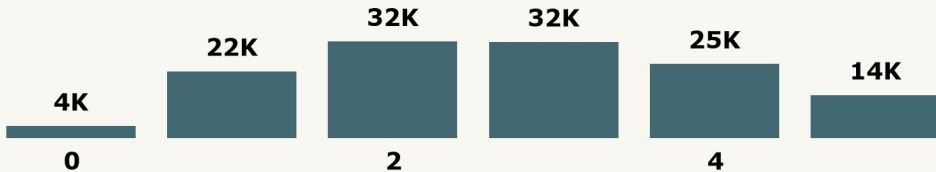
Count of Satisfaction by Customer Type



Count of Satisfaction by Ease of Online Booking

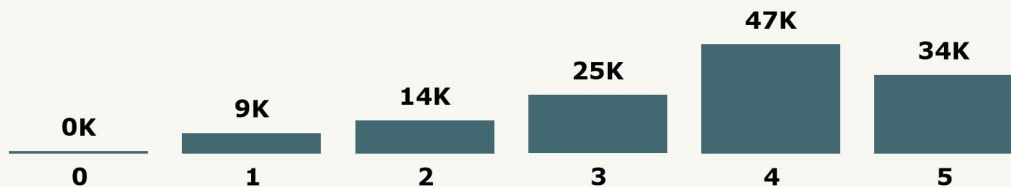


Count of Satisfaction by In-flight Wifi Service

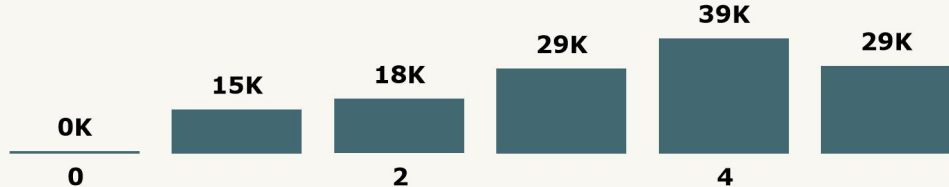


## SOME MAJOR AREAS IN WHICH CUSTOMERS ARE MORE SATISFIED

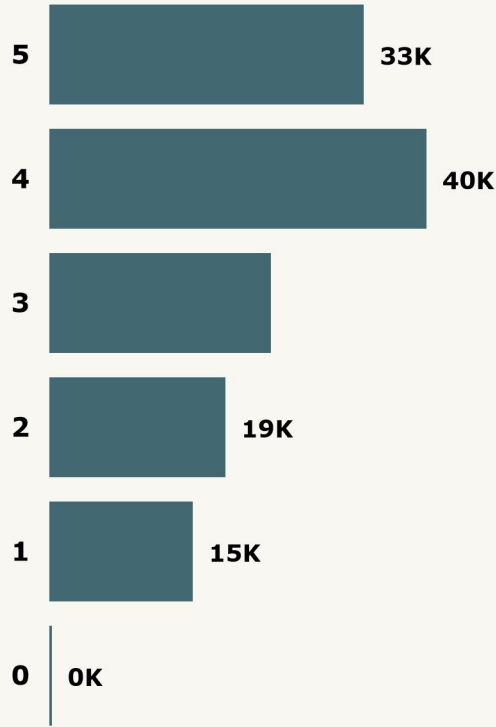
Count of Satisfaction by In-flight Service



Count of Satisfaction by On-board Service



Count of Satisfaction by Seat Comfort



# Executive Summary

- Dano Airlines has recently experienced a significant decline in passenger satisfaction, with the satisfaction rate falling below 50% for the first time. To address this issue, we have conducted a thorough analysis of the latest passenger survey data to identify key areas for improvement and provide recommendations.

## Key Findings

- **Satisfaction Counts:** Count of Satisfaction: 56.43K    Count of Dissatisfaction: 73.45K
- **Class-Based Satisfaction:** Business Class Passengers are more satisfied than Economy and First-Class passengers. By customer Type Satisfaction, returning customers are more satisfied than first-time customers.
- **High Satisfaction Areas:** Entertainment, Seat Comfort, On-board Service, In-flight Services, Leg Room Service
- **High Dissatisfaction Areas:** Arrival Delay, Departure Delay, Online Booking, Inflight WIFI Service

## Recommendations and Solutions

**Improve Punctuality:** Address the issues related to Arrival and Departure Delays, which have contributed to high dissatisfaction rates. Timely departures and arrivals are crucial for passenger satisfaction.

- **Online Booking Enhancement:** Invest in upgrading the online booking system to make it more user-friendly, efficient, and error-free. Ensure that passengers can easily book their tickets and receive prompt confirmations.

- **Enhance Inflight WIFI:** Improve the Inflight WIFI service to meet passengers' expectations. High-quality and reliable WIFI will significantly improve the passenger experience.
- **Maintain High Standards:** Continue to focus on the areas that received high satisfaction ratings, including Entertainment, Seat Comfort, On-board Service, In-flight Services, and Leg Room Service. Consistency in these areas is key.
- **Reward Loyalty:** Recognize and reward returning customers for their loyalty. Implement a frequent flyer program, offer special discounts, or exclusive services to encourage repeat business.
- **Segmented Service Improvement:** Differentiate service levels between Economy, Business, and First Class to meet passenger expectations for each class. Ensure that First Class and Economy Class passengers receive the quality they expect.
- **Feedback Mechanism:** Establish a robust feedback mechanism for passengers to report their concerns and suggestions. Act on this feedback to continually improve the passenger experience.

**Implementation Plan:** Create a detailed implementation plan with timelines for each recommendation, allocate necessary resources and budgets for these initiatives., Set up a team responsible for monitoring and ensuring the successful execution of the plan.

**Monitoring and Evaluation:** Regularly monitor passenger satisfaction through surveys and feedback, Evaluate the impact of the implemented recommendations on satisfaction rates, Make necessary adjustments to the plan as per the outcomes.

**Conclusion:** Dano Airlines is facing a critical challenge with declining passenger satisfaction. However, with a strategic and concerted effort to address key issues, implement improvements, and maintain high standards, Dano Airlines can reclaim its reputation as a top-quality airline, ensuring satisfied passengers and continued success.