

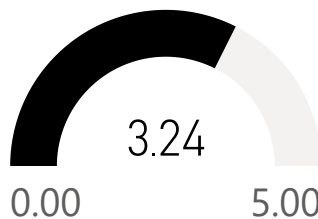
# MAVEN AIRLINES SATISFACTION SURVEY



Total Customers

129,880

Average Satisfaction Rating



Average Depature Delay  
(Minutes)

14.71

Average Arrival Delay  
(Minutes)

15.09

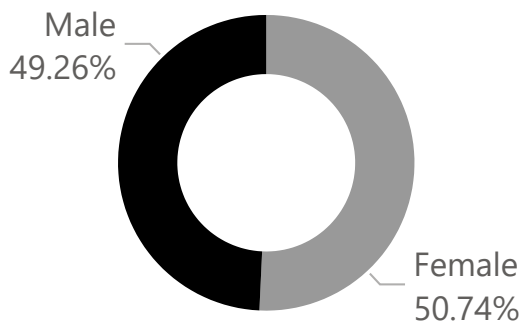
Customer Type

All

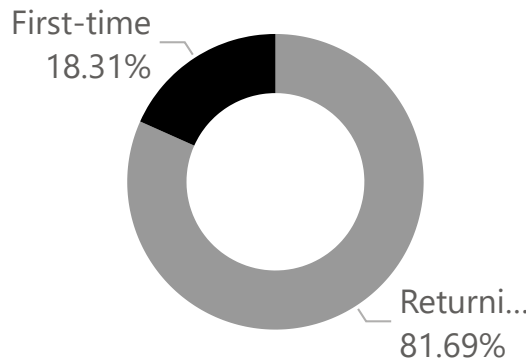
Class

All

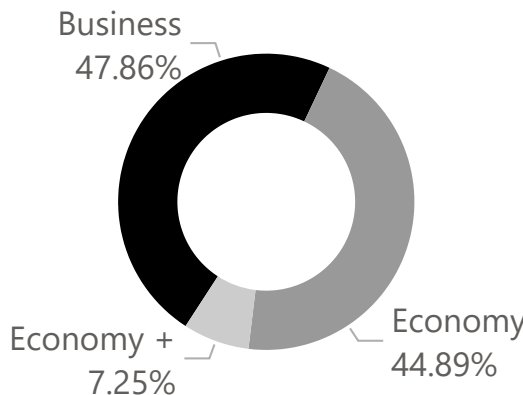
## CUSTOMER GENDER



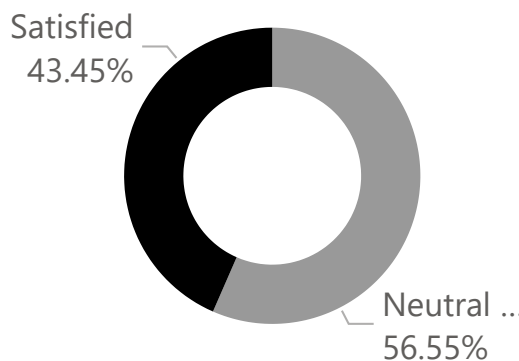
## CUSTOMER TYPE



## CUSTOMER TICKET CLASS



## CUSTOMER SATISFACTION RATING

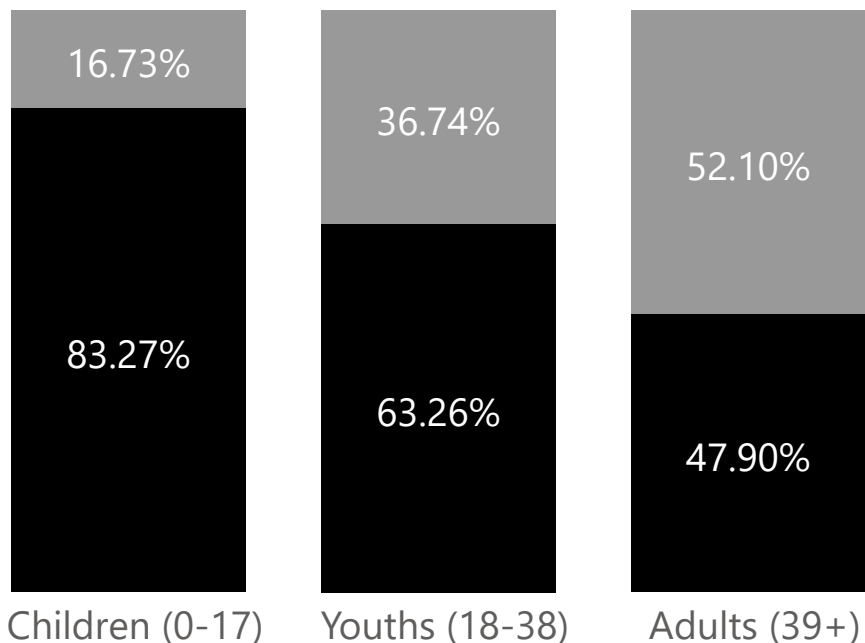


## Average Satisfaction Rating (Scale 1-5)



## CUSTOMER SATISFACTION BY AGE RANGE

● Neutral or Dissatisfied ● Satisfied



## RECOMMENDATIONS

1) Based on Likert scale, the following score groups were used - <3.0 (Detractors), 3.0-3.9 (Passives), 4.0-5.0 (Promoters).

**This shows 2 key areas that urgently need to be looked into:**

- **In-flight Wifi Service** - Better network providers should be adopted to provide quality Wifi service.
- **Ease of Online Booking** - The UI/UX of the web and mobile apps should be upgraded to be more user friendly.

2) The **customer satisfaction by age range chart** depicts that **children** are more likely to give a **neutral/dissatisfied** rating. Incentives such as televised kids programs, better snacks, etc. should be introduced to make the kids more comfortable.