Total Passengers

129880

Average Flight
Distance (miles)

1190.32

Average Arrival Delay (in mins)

15.05

Average Departure Delay (in mins)

14.71

MAVEN AIRLINES

Customer Satisfaction Report

This report represents level of satisfaction amongst customers analyzed through various dimensions. The insights have been derived from graphs followed by recommendations and key points.

Satisfied Passengers

56428

Neutral or Dissati

Satisfied

Neutral or Dissatisfied Passengers

73452

First Time Customers

23,780

106,100

purpose (41%) and 90% of them neutral or

-Majority travelers have chosen Business

Class and their *satisfaction level* (69%) is

-Whereas 81% Travelers are from the *Economy*

class and 75% travelers of Economy plus are

dissatisfied with the service which is quite

-Average 17 minutes of arrival and 16 minutes

of departure delay causes dissatisfaction

dissatisfied with the service.

good.

alarming.

among the travelers.

Returning Customers

Satisfaction Level according to
Gender Type

OK

38K

36K

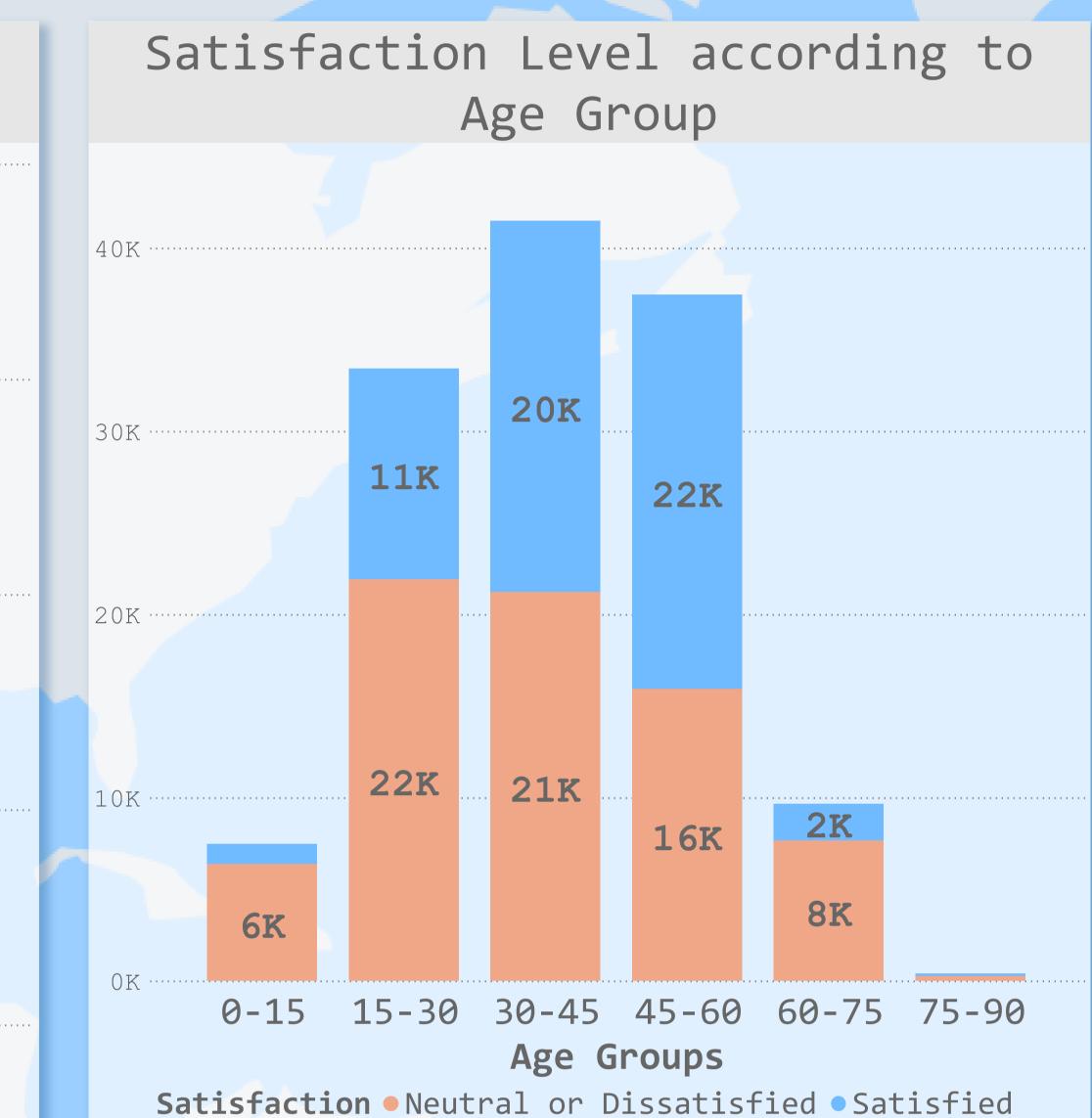
28K

28K

OK

Emale Male

Satisfaction Neutral or Dissatisfied Satisfied



<u>Insights</u>

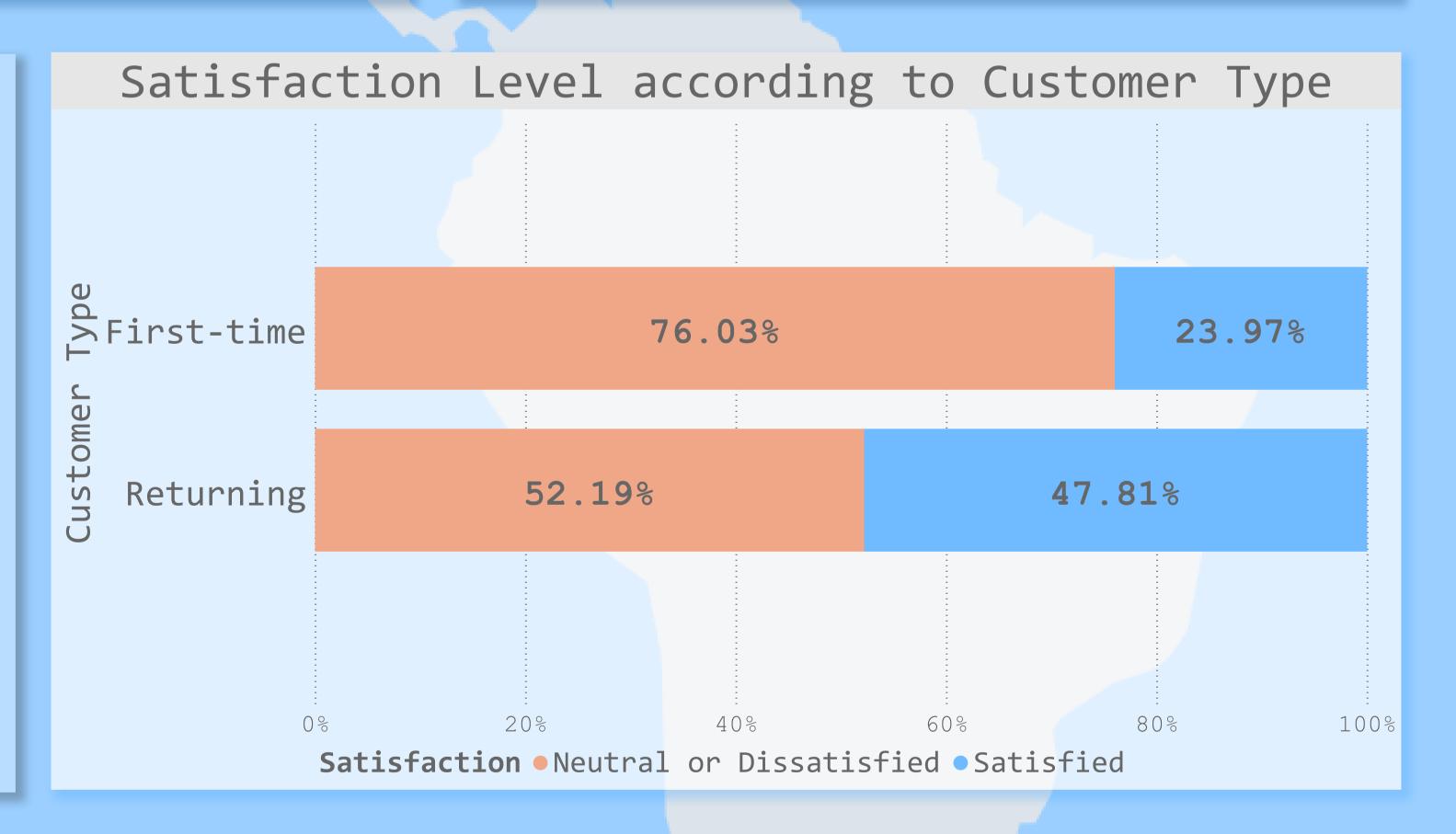
-No. of Female Passengers > Male Passengers.

-Around **57**% (37,000) Female and **56**% (35,000) Male are *Neutral or Dissatisfied*.

-No. of returning Customers' ratio is *very high* as compared to First time customers

-Around **52**% Returning Customers are dissatisfied. Whereas, the dissatisfaction among first time customers is **76**%

-Passengers aged between (0-45) are highly dissatisfied with the service level.

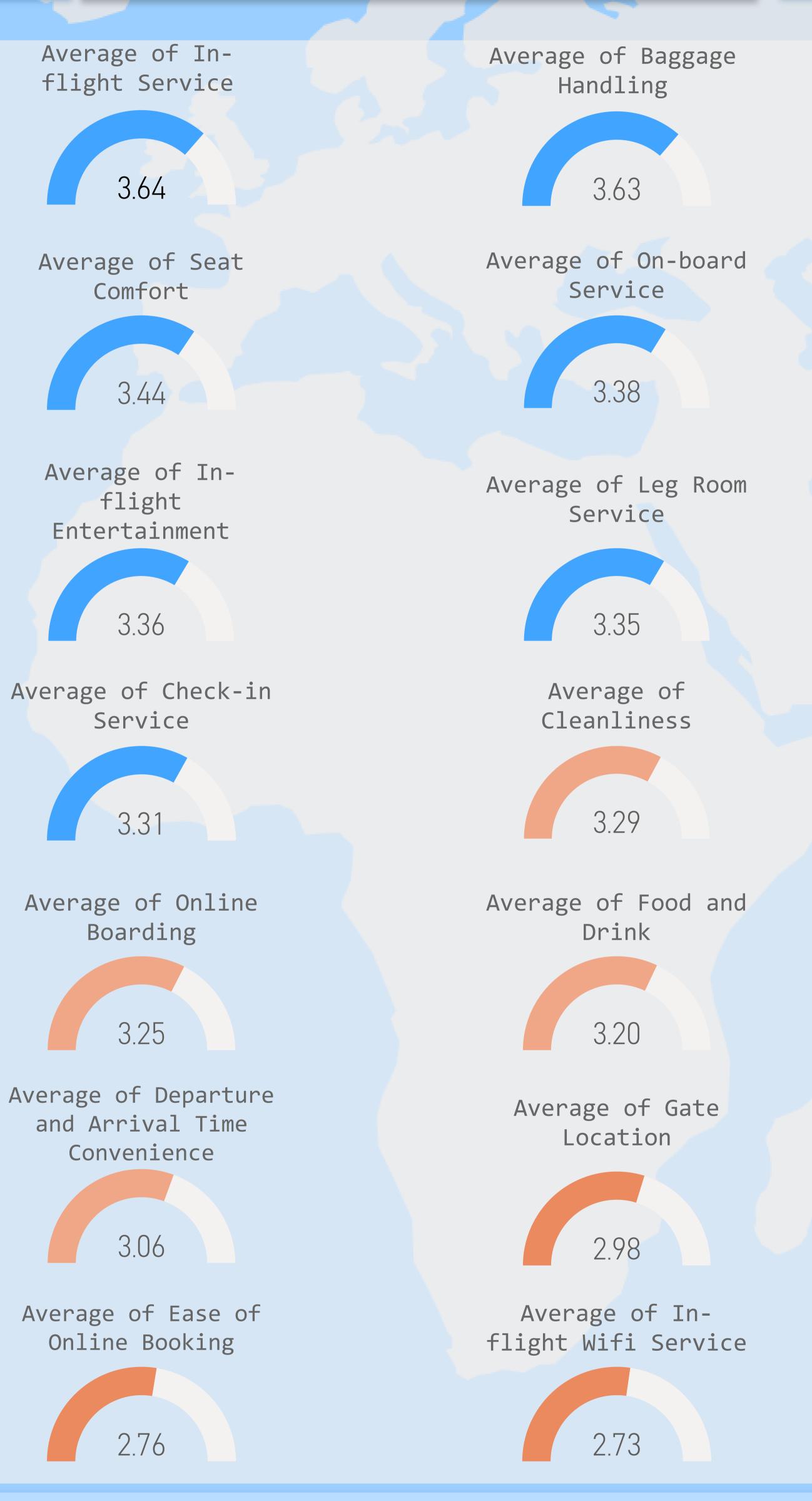


Recommendations:

-Experience of *returning customer is not good* enough and that will cause a threat in retaining customers in the long run. So, the company needs to focus on improving the service level.

-Dissatisfaction level of *first time customers is also high* therefore, the company should focus to facilitate them and introduce *promotional offers* to increase the number of new users to expand their customer base.

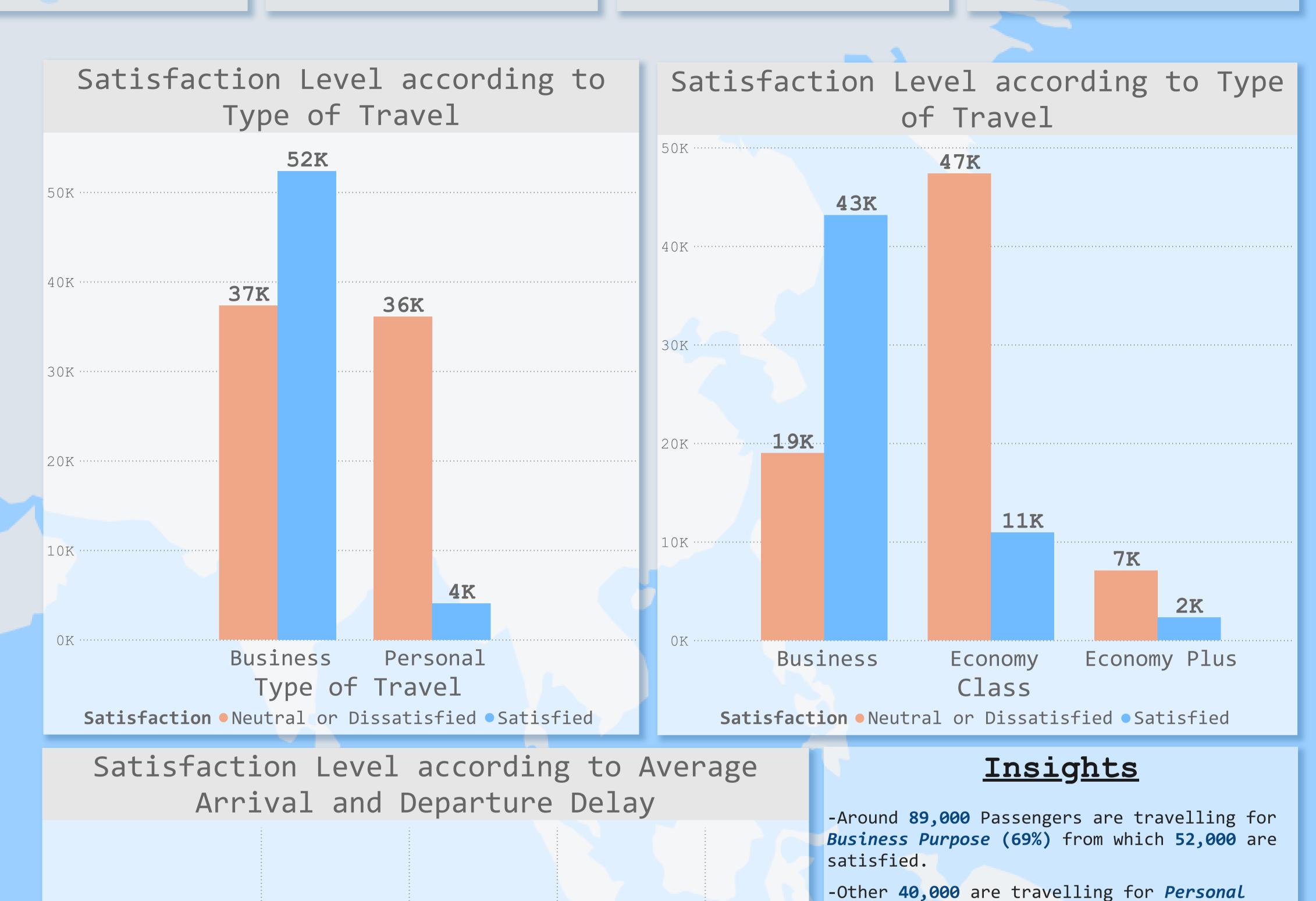
-Teenagers (0-18), Adults (18-30) and Middle aged (30-45) people are also *not satisfied* with the service. So, these three major age groups should be focused on, as they are in majority.



Insights and Recommendations:

The ratings of the following services **drop below 3.0.** Therefore, the company needed to improve them on priority basis:

- -In-flight Wi-Fi Service (2.73/5.0)
- -Ease of Online Booking (2.76/5.0)
- -Gate Location (2.98/5.0)



Recommendations:

16.41

12.51

-Business Class is really satisfied with the service. Whereas the service level of Economy and Economy Plus Class needs to be improved by improving the inflight services.

Average of Arrival DelayAverage of Departure Delay

- -Travellers who are traveling for *Personal purpose* are *highly dissatisfied* therefore, inflight services needs to be improved to entertain them.
- -Average arrival and Departure delay *should be under average 15 minutes* to avoid dissatisfaction among travelers.