

TRENDS IN BRITISH AIRWAYS CUSTOMER EXPERIENCE

IZUNDU DAN-EKEH
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EXECUTIVE SUMMARY

- This document communicates the findings of a quick study that was conducted on British Airways (BA) customer reviews.
- Multiple aspects of the business were considered such as seat comfort, cabin crew service, inflight entertainment, ground service, value for money, food and beverages, etc.
- Results from the analysis reveal that seat comfort is one of the most talked about topics.
- In an effort to enhance customer experience, BA should enhance the comfort of passengers' seats and put initiatives in place to improve cabin crew service.

INTRODUCTION

In this study, information about British Airways (BA) customer reviews was obtained from a third-party source and analysed in order to uncover some insights.

The results of this endeavour can help identify customer pain-points and improve customer experience which will in turn help increase revenue.

METHODOLOGY

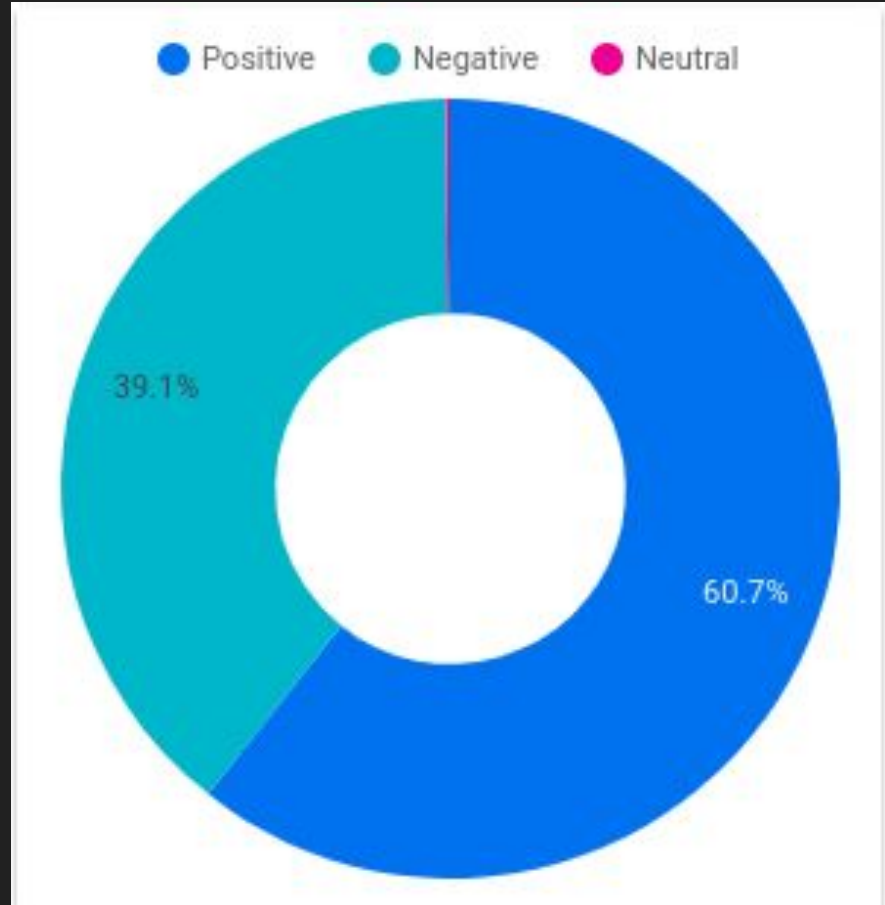
The data was gathered from Skytrax, using web scraping. Skytrax is a leading, independent Air Travel review website. The data obtained spans 2011 - 2023.

A sentiment analysis was performed to uncover whether customers have a positive or negative sentiment about the BA brand.

Topic modelling was also performed in order to uncover what people often talk most about.

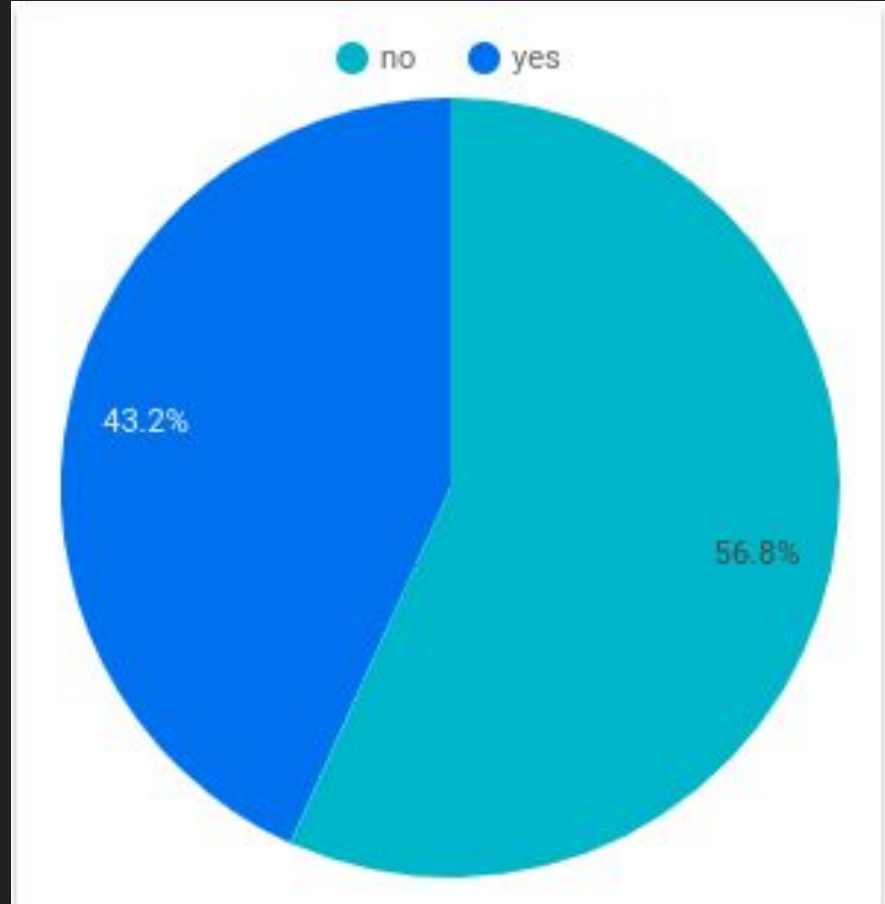
RESULTS

Results from the analysis reveal that majority of customers (60.7%) have positive sentiment about the BA brand.



RESULTS

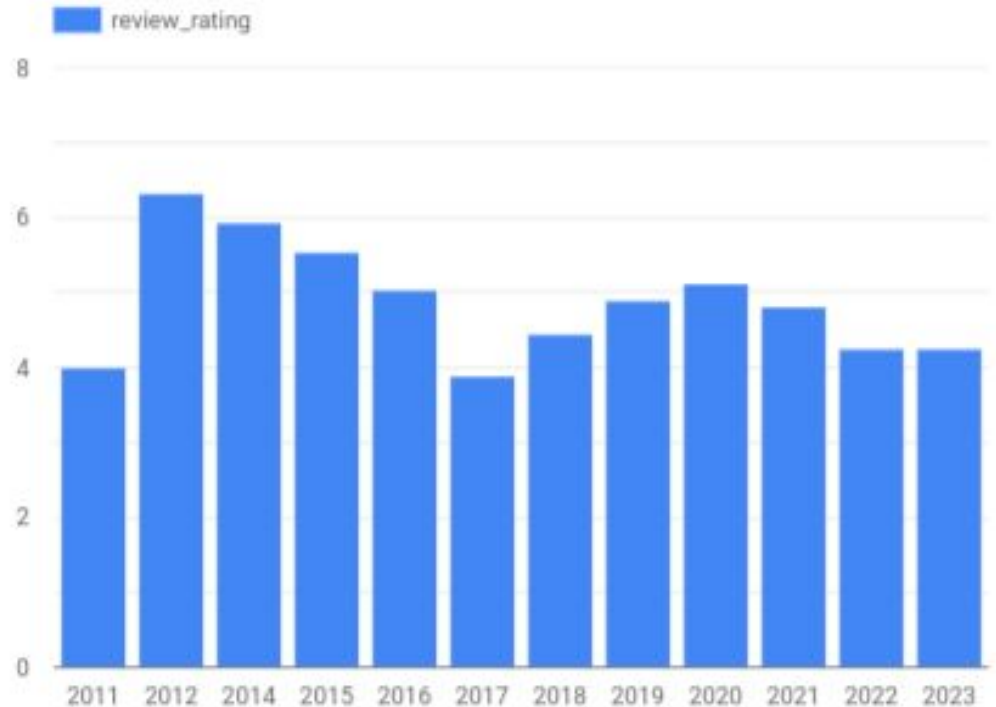
However, majority of customers (56.8%) are not recommending the service.



RESULTS

Of utmost importance is the fact that the yearly average review rating has been on the decline since 2012, when it reached its peak.

Even in a post-Covid-19 era, the review rating is still taking a nose-dive.



RESULTS

The total average review rating for the period under study is 5 out of 10.

The total average seat comfort rating is 2.91 out of 5.

Average rating

4.95

Average seat comfort rating

2.91

RESULTS

From the sample drawn, most customers often talk about the BA service, the seat comfort, the food, the cabin crew service, the London Heathrow airport, just to mention a few.



OVERALL FINDINGS & IMPLICATIONS

Findings

- Average review rating has dwindled over the years.
- Majority of customers are not recommending BA.
- The seat comfort happened to be one of the most talked about topics from the reviews of all customers.

Implications

- More should be done to improve seat comfort, especially for Economy class and Business class.
- Also, a marginal improvement in the cabin staff service will also aid in lifting overall review rating.

CONCLUSION

As the flagship carrier airline of the United Kingdom, it is imperative to maintain a top-class customer service rating across varying aspects and categories of the business.

In a bid to improve customer experience, BA should consider upgrading the seat comfort of customers and also implement programs to level up cabin crew service.

REFERENCES

- Data source:
<https://www.airlinequality.com/airline-reviews/british-airways/>
- Link to Dashboard:
<https://lookerstudio.google.com/reporting/dab728b0-fcb6-4ea6-96e0-474b7b69a876>