



Ryanair's Customer Service Crisis: A Data-Driven CRM Analysis

RYANAIR



By
Madhuri Panchumarti (87299)

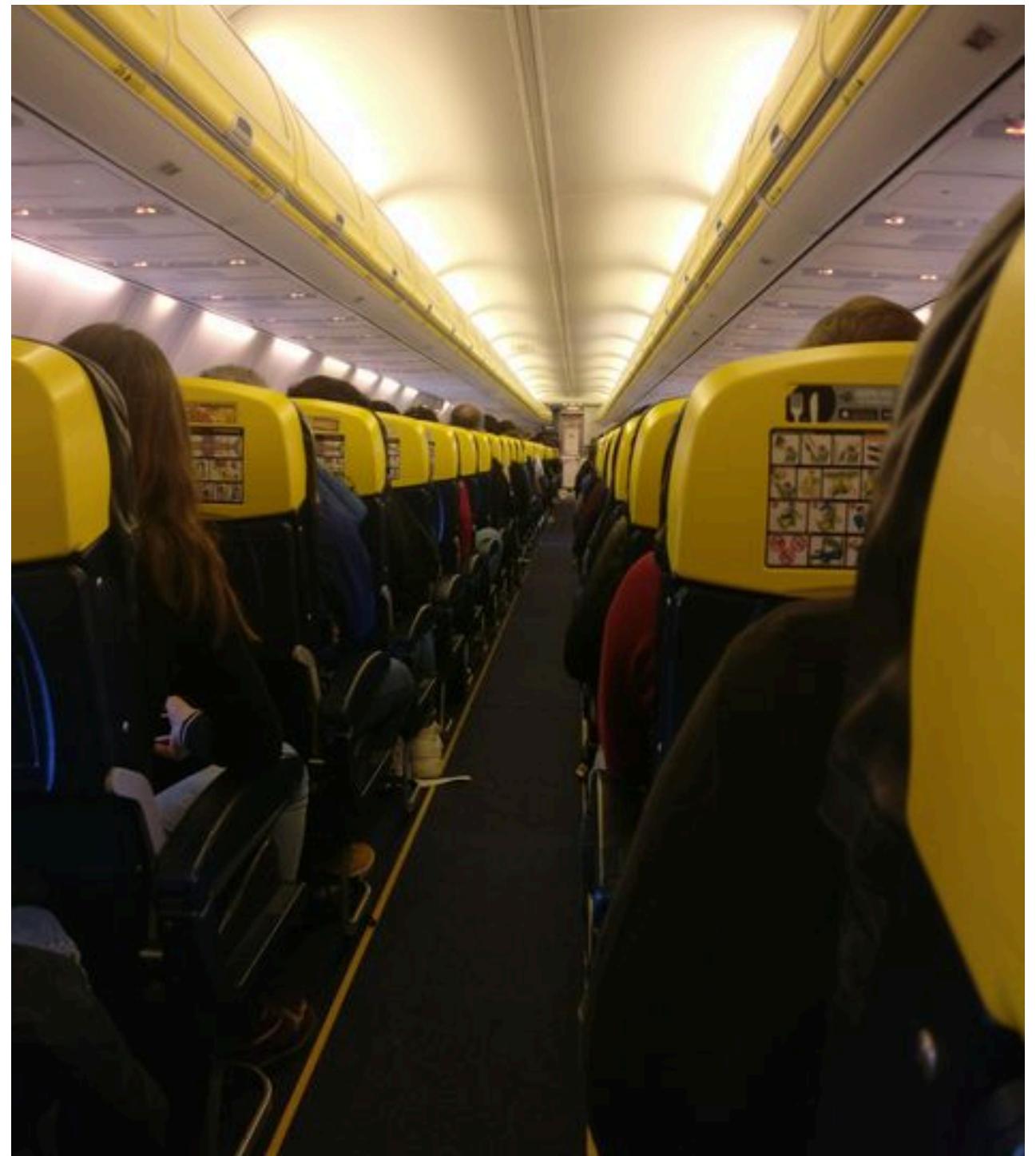
1. Introduction - A Personal Experience

- Booked a refundable Ryanair flight but never received my money back.
- Customer service was slow, unresponsive, and lacked tracking.
- No live support, only slow email responses.
- Frustrating experience = poor CRM strategy.

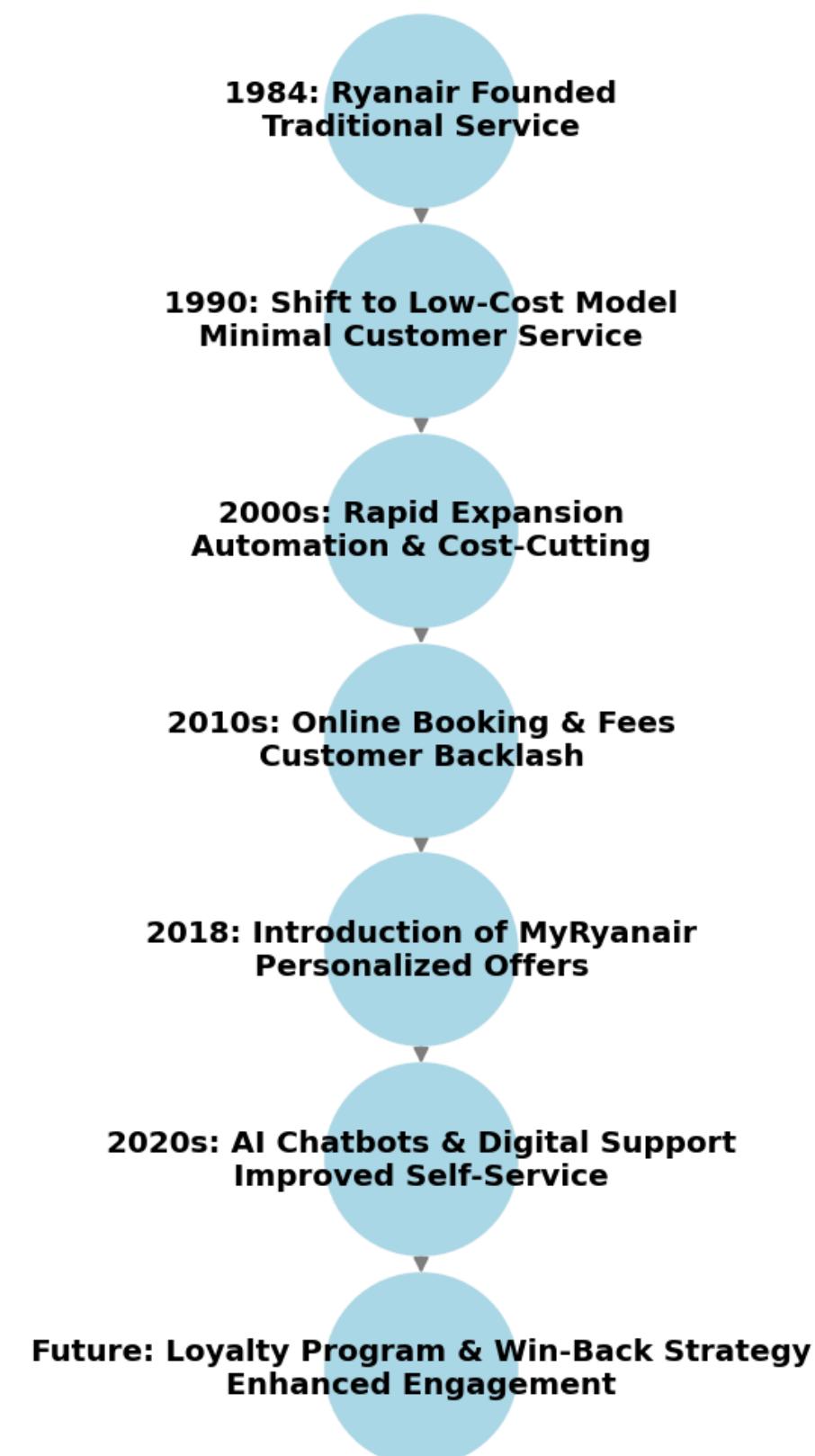
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Ryanair is voted the worst company for customer service over their 'sneaky' and 'arrogant' approach to handling passenger complaints

- Ryanair was rated the worst firm for customer service out of 100 British brands
- Passengers were left dismayed at the way the airline handled its complaints
- It comes as the first day of a strike by Ryanair pilots ended in humiliation yesterday morning as passengers were barely affected during summer holidays

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2. The Bigger Picture - EVOLUTION OF RYANAIR's CRM STRATEGY OVER TIME



3. The Bigger Picture - Ryanair's Reputation



- **Ryanair is one of the most complained-about airlines in Europe.**
- **Key Complaints from Customers:**
 - **Hidden fees - charged for carry-ons, check-ins, etc.**
 - **Poor customer service - no response to emails.**
 - **Difficult refund process - many complaints on social media.**

Sources:

- [**Trustpilot Reviews on Ryanair**](#)
- [**The Independent - Ryanair Worst Brand in Customer Service**](#)
- [**Airline Ratings**](#)

4. POOR CUSTOMER SERVICE



Ryanair cancelled flights all you need to know



The Complaining Cow

"Afrikaans Language Test Controversy (June 2022): Ryanair faced backlash for requiring South African passengers to take a general knowledge test in Afrikaans to verify their passports" .(<https://en.wikipedia.org/wiki/Ryanair>)

A screenshot of the Ryanair "Contact Form". The form has a dark blue header with the Ryanair logo and "Contact Form" text. Below the header are several input fields: "Title" (Mr), "First name", "Surname", "Email address", "Contact Reason" (a dropdown menu with "Please choose"), and "Reservation number". There is also a "What is this?" link and a CAPTCHA field containing the text "3ysa2". At the bottom is a "Submit" button.

Ryanair is rated **Bad**

Based on 57 reviews



Trustpilot

A screenshot of an email from Ryanair. The header includes the Ryanair logo and "LOW FARES. MADE SIMPLE." followed by "myRyanair". The body of the email starts with "Dear Nikita Kondratyev," and an apology for a flight being diverted to Hannover. It states that they are committed to providing on-time services and that situations outside their control affect flight operations. It mentions EU Regulation 261/2004 regarding passenger rights. The sentence "We again apologise for the delay of your flight." is circled in red. The email ends with "Sincerely, Ryanair Customer Services." At the bottom right are navigation arrows for the presentation.



5. Customer CRM TACTICS:

CRM Lifecycle Stage	How Ryanair Uses It	Effectiveness
Acquisition	Attracts price-sensitive travelers	✓ Effective
Retention/Development	No loyalty program, frequent hidden fees	✗ Poor
Churn Prevention	No proactive effort to keep customers happy	✗ Failure
Win-Back	No strategies to regain lost customers	✗ Failure

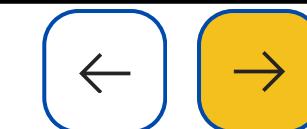
Example Complaint: TripAdvisor Reviews on Ryanair

<https://www.tripadvisor.co.uk/ShowUserReviews-g1-d8729141-r972188951-Ryanair-World.html>



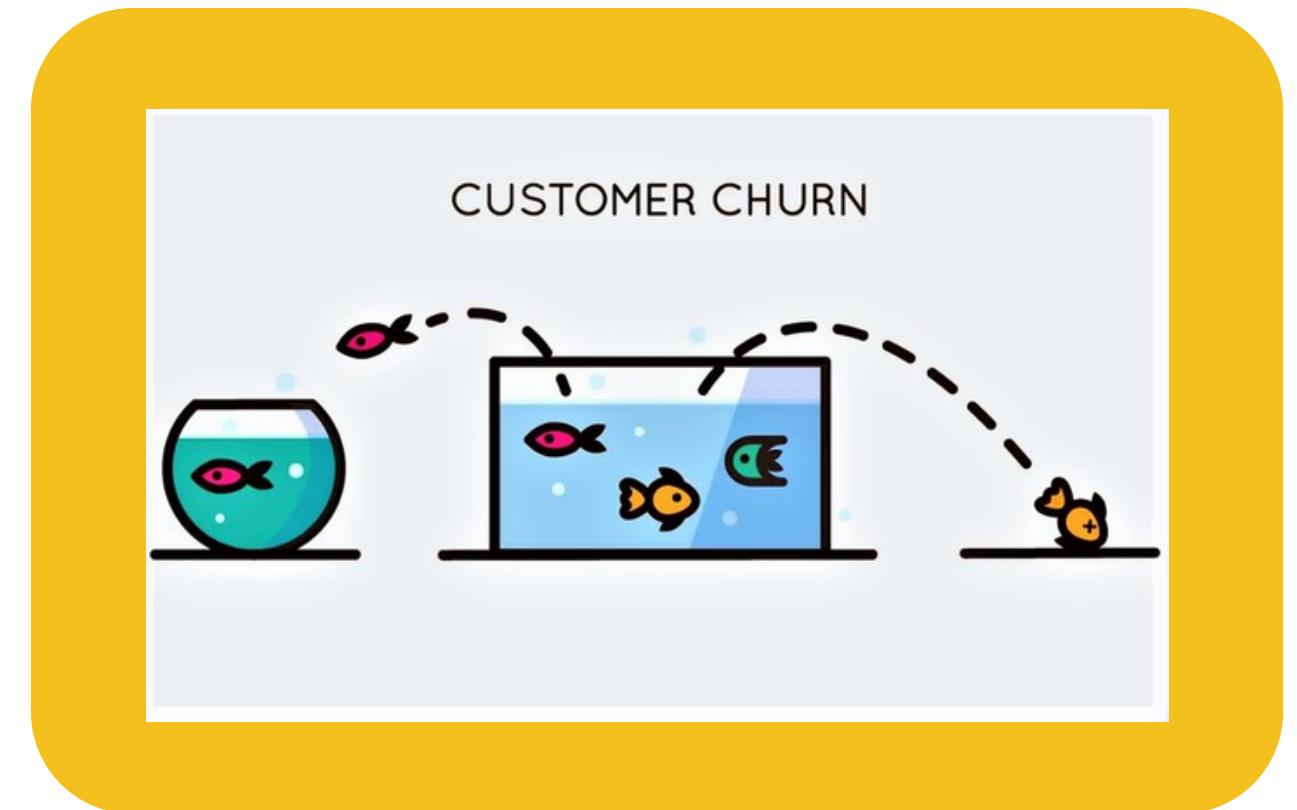
Downsides of Ryanair's CRM Tactic

Issue	Description
Hidden Fees	Customers feel misled by low fares that increase due to add-ons.
Poor Customer Service	No live chat, slow email responses.
No Refund Transparency	Difficult refund process, long wait times.
No Loyalty Program	No incentives to book again.
Negative Brand Image	Frequent PR crises due to CEO comments & strict policies.



6. How This Affects Churn & Win-Back

- **Churn Rate:** Many customers fly once and never return due to bad experiences.
- **No Win-Back Strategy:** Ryanair makes no effort to re-engage dissatisfied customers.
- **Customer Sentiment Analysis:**
 - Social media trends show high negativity.
 - Complaints focus on poor communication and lack of refunds.
 - Competitors like EasyJet & Wizz Air capitalize on Ryanair's failures.



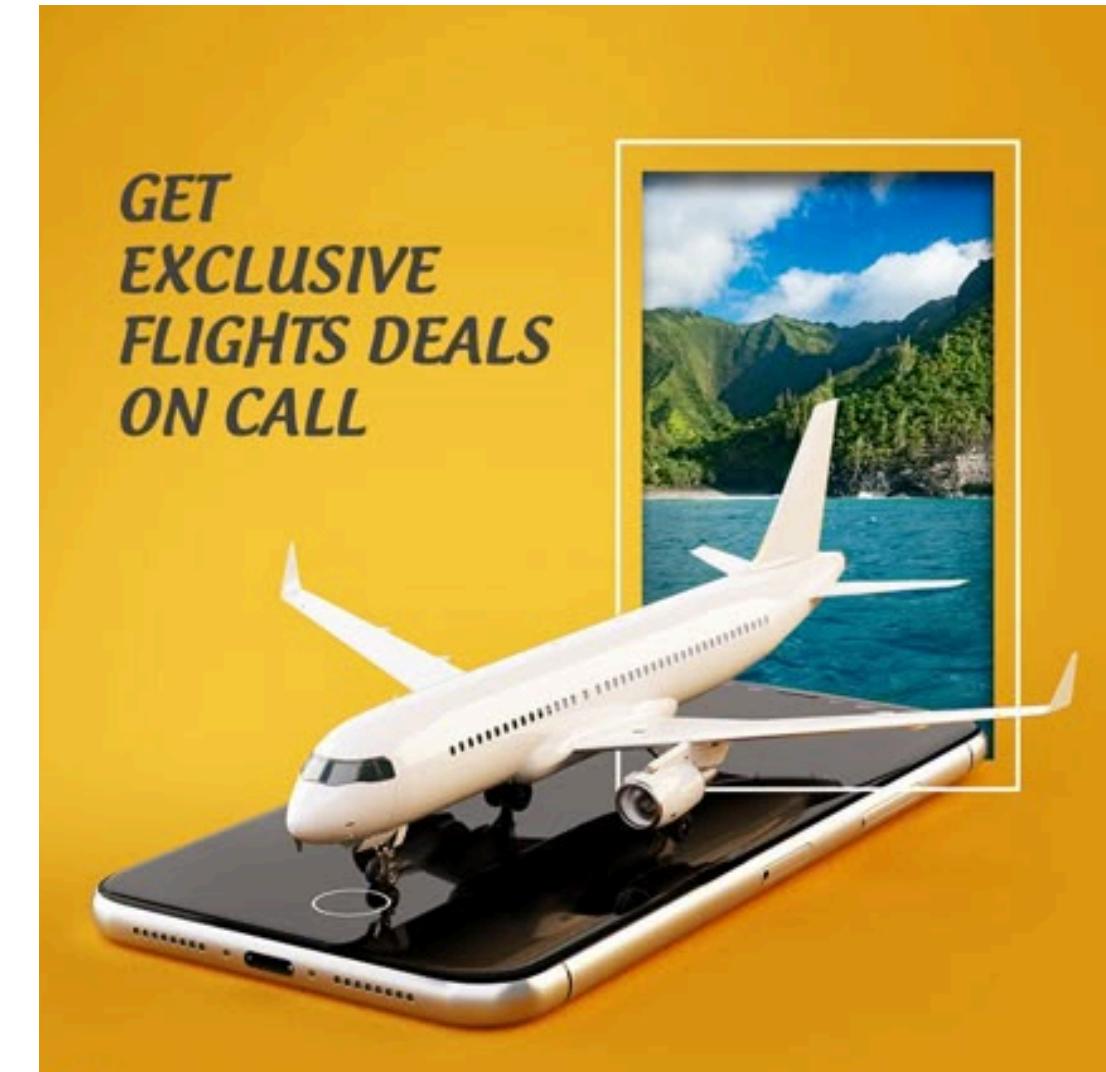
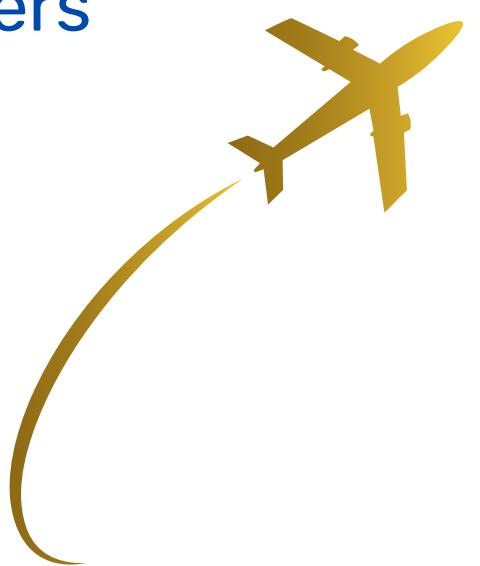
THOUGHTS?

**Would YOU book a Ryanair flight again after
a bad experience? Most wouldn't. That's
the biggest CRM failure of all.**

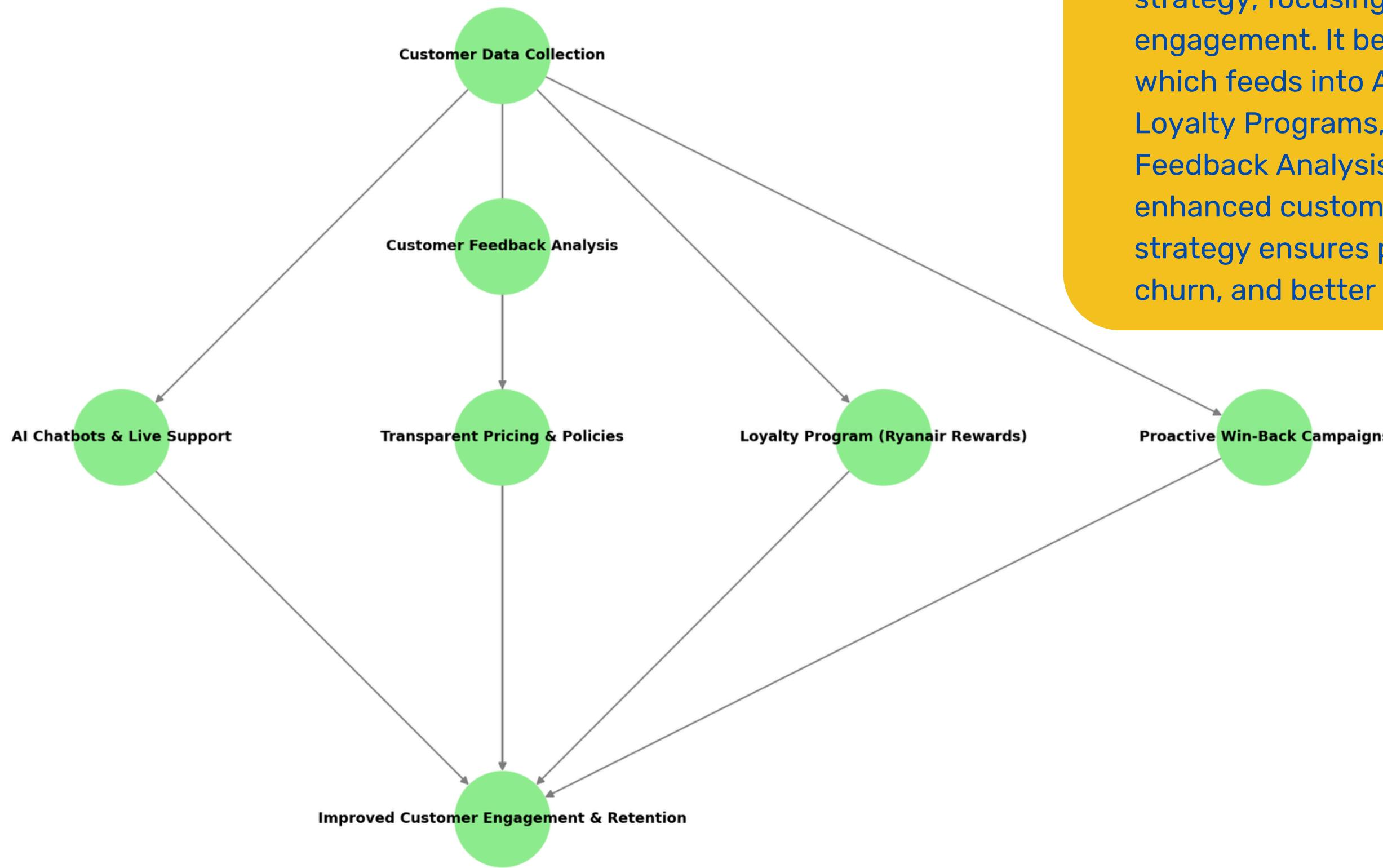


7. Data-Driven CRM Improvements for Churn Prevention & Win-Back

- ✓ Introduce a Ticket Tracking System → Customers can track refund/complaint status.
- ✓ Live Chat & Faster Support → Reduce response time from weeks to minutes.
- ✓ Refund Process Automation → AI-driven approvals in 48 hours.
- ✓ Transparent Pricing Breakdown → Show all fees upfront.
- ✓ Loyalty Program ("Ryanair Rewards") → Offer perks for repeat travelers.
- ✓ Win-Back Email Campaigns → Target unhappy customers with discounts & improvements



8. Improved CRM STRATEGY



This flowchart represents Ryanair's improved CRM strategy, focusing on data-driven customer engagement. It begins with Customer Data Collection, which feeds into AI Chatbots, Transparent Pricing, Loyalty Programs, and Win-Back Campaigns. Customer Feedback Analysis refines these efforts, leading to enhanced customer retention and engagement. The strategy ensures personalized experiences, reduced churn, and better service quality.



9. Conclusion – Ryanair's CRM Must Change

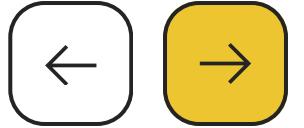
- ⚠️ Ryanair's reputation is at risk due to bad CRM practices.
- 🔧 Fixing customer service & transparency will improve retention.
- 📈 Loyalty & win-back programs can bring back lost customers.
- ✈️ Ryanair can still be a great low-cost airline without sacrificing customer experience!



10. REFERENCES:



- [Trustpilot Reviews on Ryanair](#)
- [The Independent - Ryanair Worst Brand in Customer Service](#)
- [Airline Ratings](#)
- <https://nypost.com/2024/10/23/lifestyle/plane-passenger-appalled-by-unappealing-vegan-in-flight-meal-even-worse-than-it-looked/>
- [Reddit Ryanair Complaints](#)
- <https://en.wikipedia.org/wiki/Ryanair>



THANK YOU!