

DANO AIRLINE - Customer Satisfaction Report

43% of 129,880

respondents were **satisfied** with the services provided by Dana airline.



Female
50.74%

Male
49.26%



Business
69.06%

Personal
30.94%



First-time
18.31%

Returning
81.69%



Business
47.86%

Economy
44.89%

Economy Plus



31-50 43%

18-30 24%

51-65 22%

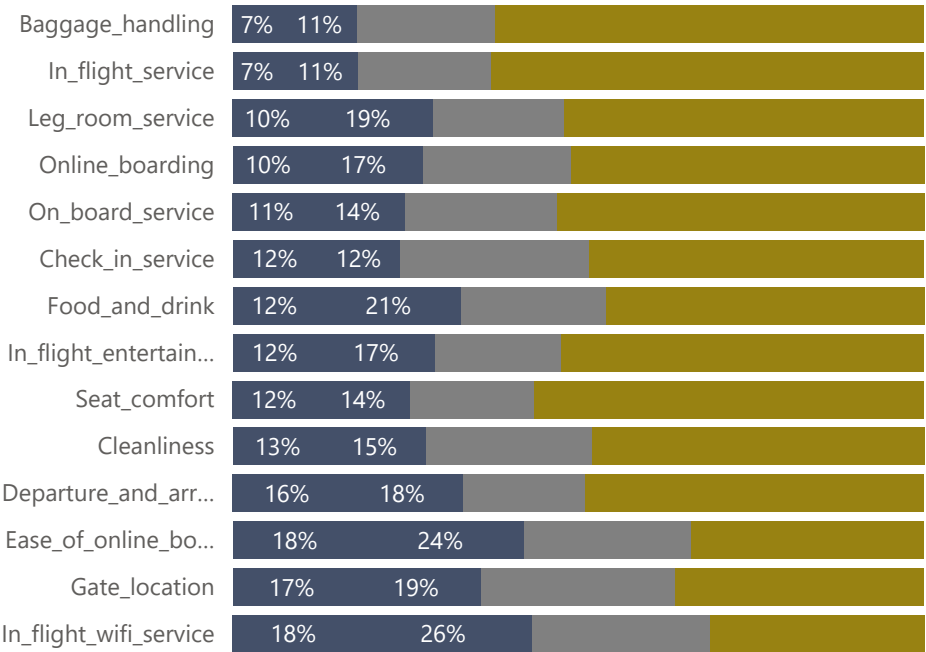
Under 18 8%

65+ 4%

How Satisfied Are Passengers With Airline Services ?

hover for more info...

Strongly_Disagree Disagree Neutral Agree Strongly_Agree



Which Customer Segments Are Most Dissatisfied ?

hover for more info...



90% of passengers travelling for **personal** purposes.



76% of **First-time** Passengers.



81% of **Economy** class and 75% of **Economy-plus**.



83% of **under 18** and 81% of passengers **above 65**.



There was **no significant** difference between dissatisfaction rate by **gender**.

Identify Major Dissatisfactory Services: Propose Solutions?

In-Flight Wi-Fi Service

Expand coverage area to ensure consistent wi-fi connectivity throughout flight duration. Offer transparent real-time status updates and flexible pricing options, and provide customer support for trouble shooting technical issues promptly.

Gate Location

To Improve passenger experience, implement digital signage and mobile apps to provide real-time updates on gate locations, offer clear and concise signage throughout the terminal. Staff can also be employed to assist passengers with directions, ensuring smooth navigation and reducing passenger stress and confusion.

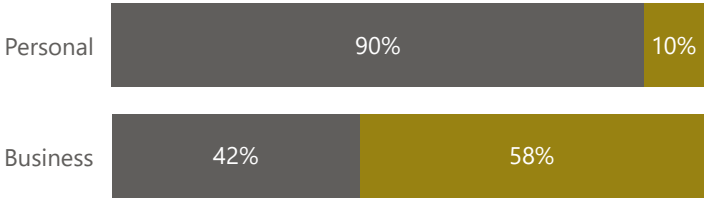
Ease Of Online Booking

Combining flexible booking options like date and time adjustments with comprehensive FAQs and customer support enhances a user friendly and efficient booking experience. Additionally, implementing guest checkout for quicker transactions, integrating

DISSATISFACTION RATE BY CUSTOMER SEGMENTS

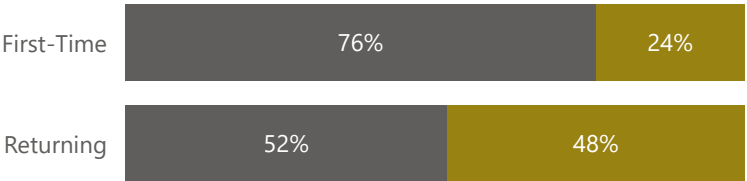
BY TRAVEL TYPE

● Dissatisfied/Neutral ● Satisfied



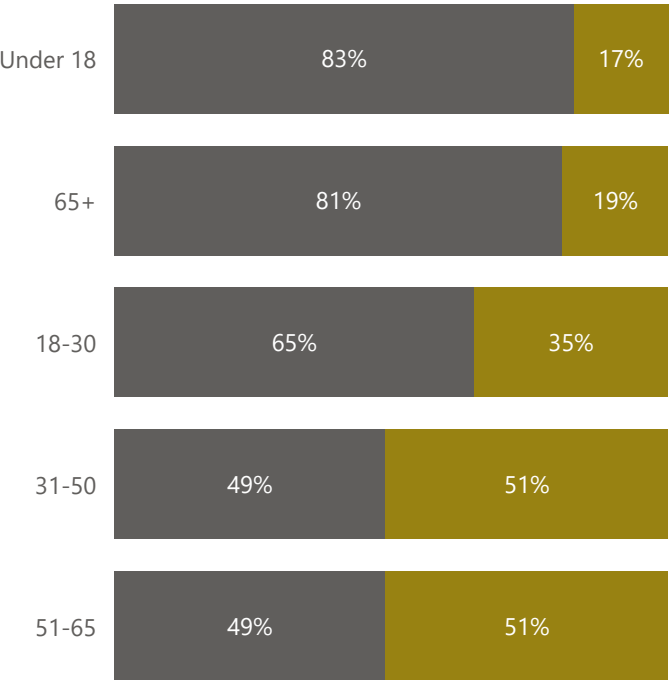
BY CUSTOMER TYPE

● Dissatisfied/Neutral ● Satisfied



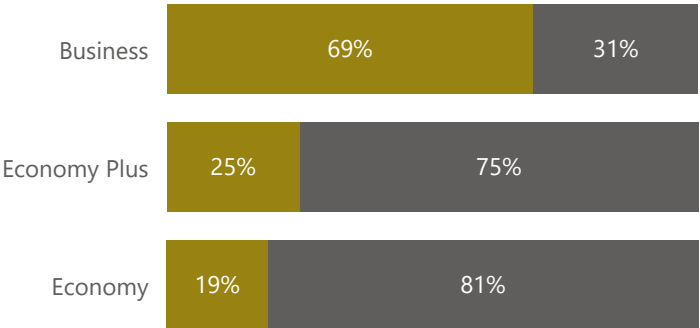
BY AGE

● Dissatisfied/Neutral ● Satisfied



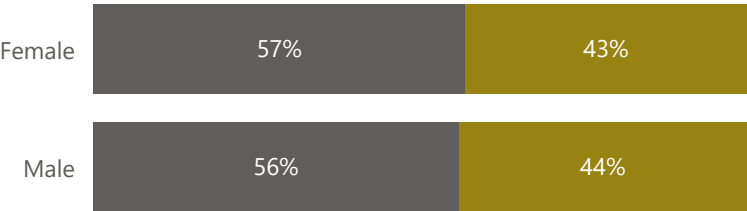
BY CLASS

● Satisfied ● Dissatisfied/Neutral



BY GENDER

● Dissatisfied/Neutral ● Satisfied



AVERAGE RATINGS FOR ALL AIRLINE SERVICES

