

Problem Statement Worksheet (Hypothesis Formation)

What factors should Airline Company take into consideration in the coming Financial Year to influence the customers decision of travelling by this Airline.

1 Context

High passenger satisfaction is the key asset for an Airline's business in today's cut-throat competitive environment. The Airline Company wants to understand the steps it can take to improve overall customer satisfaction and minimize discrepancies between Airline services and customer satisfaction. It also aims to measure customer satisfaction.

2 Criteria for success

To achieve average 80% improvement in Customer Satisfaction Score based on survey.

3 Scope of solution space

Focus will be on providing high quality service with minimum impact on cost.

4 Constraints within solution space

- There will be a cost associated with any improvement.
- Improving certain variables might not have same effect on customer satisfaction.

5 Stakeholders to provide key insight

Shashwat Khanna – CEO
Abhinav Prasad – President
Rahul Gupta – owner, SAM Investments
Abhishek Arora – Director, Risk management

6 Key data sources

- CRS – computer reservation system
- Flight plans
- Frequent Flyer Data
- FDM – Flight Data Monitoring.