Airline Experience Insights

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Customer Experience (CX) Team

DAPT SGP02 2025

Background

Stakeholders at *Starluck Airlines* has received feedback that its passenger experience **is viewed less favorably than competitor offerings**.

This analysis **identifies underperforming touchpoints** and the key drivers of satisfaction, **enabling the airline to prioritize improvements** that will deliver the greatest impact on customer experience and strengthen competitive positioning.

Objective

Identify Key Drivers and Underperforming Touchpoints
Identify underperforming factors and determine which touchpoints most strongly influence whether a customer rates their journey as 'Satisfied.'"

Targeted Improvement Strategy
Translate satisfaction results into segment-specific strategies that address weaknesses, reinforce strengths, and enhance competitive positioning.

Problem Statement

Which specific touchpoints are rated consistently lower and higher than others?

Which touchpoint satisfaction scores most strongly influence whether a customer rates their overall experience as "Satisfied"?

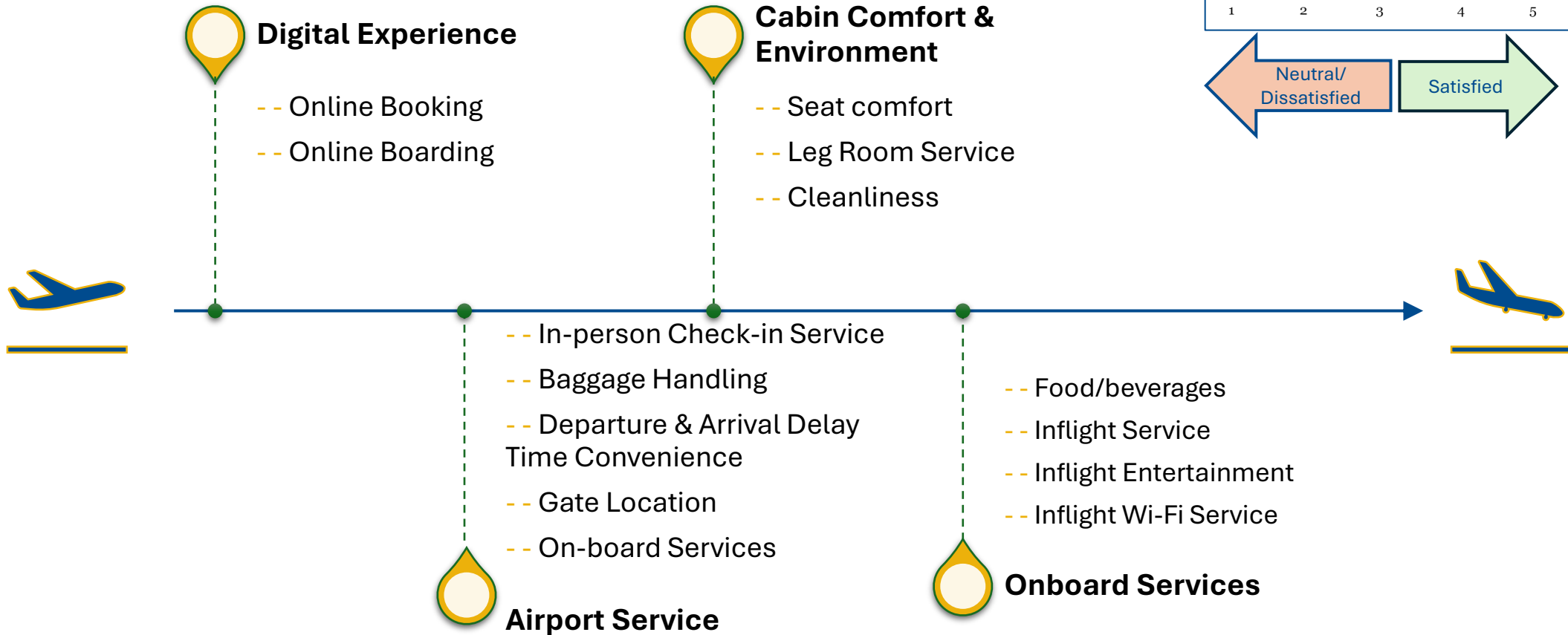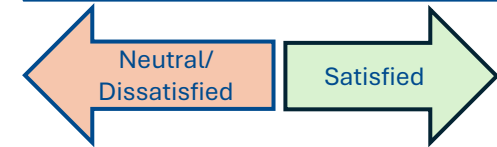How does the touchpoint performance position it within the four strategic segments?

	Performance	
Importance	Priority Improvement	Sustain Strengths
	Future Consideration	Continuous Improvement
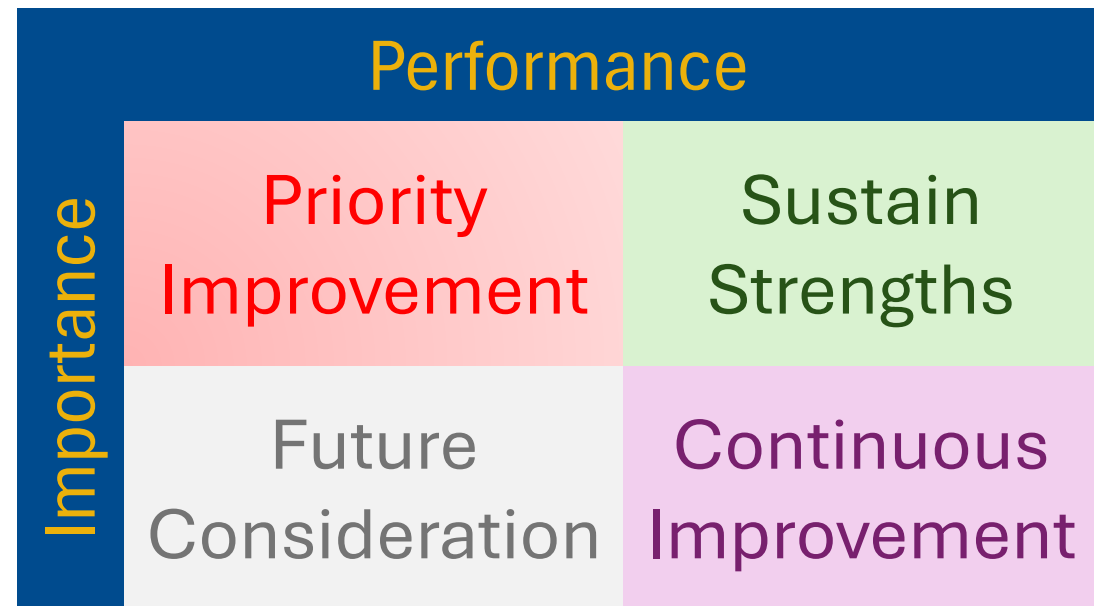
Departments & Touchpoints

Sample Question:

Q: How was your experience with *[Online Booking]*?

1 2 3 4 5 Not applicable

Neutral/Dissatisfied

Satisfied

Digital Experience

- Online Booking
- Online Boarding

Cabin Comfort & Environment

- Seat comfort
- Leg Room Service
- Cleanliness

- In-person Check-in Service
- Baggage Handling
- Departure & Arrival Delay Time Convenience
- Gate Location
- On-board Services

- Food/beverages
- Inflight Service
- Inflight Entertainment
- Inflight Wi-Fi Service

Airport Service

Onboard Services

Digital Experience

Online Check-in

😊 50%   😠 48%

Mean Score: 3.3

2% of Not Applicable (N/A)

Online Booking

😊 32%   😠 **63%**

Mean Score: 2.9

4% of (N/A)

Passenger feedback reflects a mixed digital experience, with Online Booking leaning neutral to dissatisfied while Online Check-in trends toward generally positive.

Airport Service

In-Person Check-In Service

48%   52%

Mean Score: 3.3

Gate Location

37%   63%

Mean Score: 3.0

Baggage Handling

62%   38%

Mean Score: 3.6

Baggage Handling stands out as one of the stronger aspects of the passengers' experience.

Departure or Arrival Time

46%   49%

Mean Score: 3.2

5% of (N/A)

On-Board Service

53%   47%

Mean Score: 3.4

Airport Services are viewed positively overall, with baggage handling standing out, check-in and on-board service rated as generally satisfactory, and gate location and delays showing more mixed experiences.

Cabin Comfort & Environment

Seat Comfort
56%   44%
Mean Score: 3.4

Leg Room
51%   49%
Mean Score: 3.4

Cleanliness
48%   52%
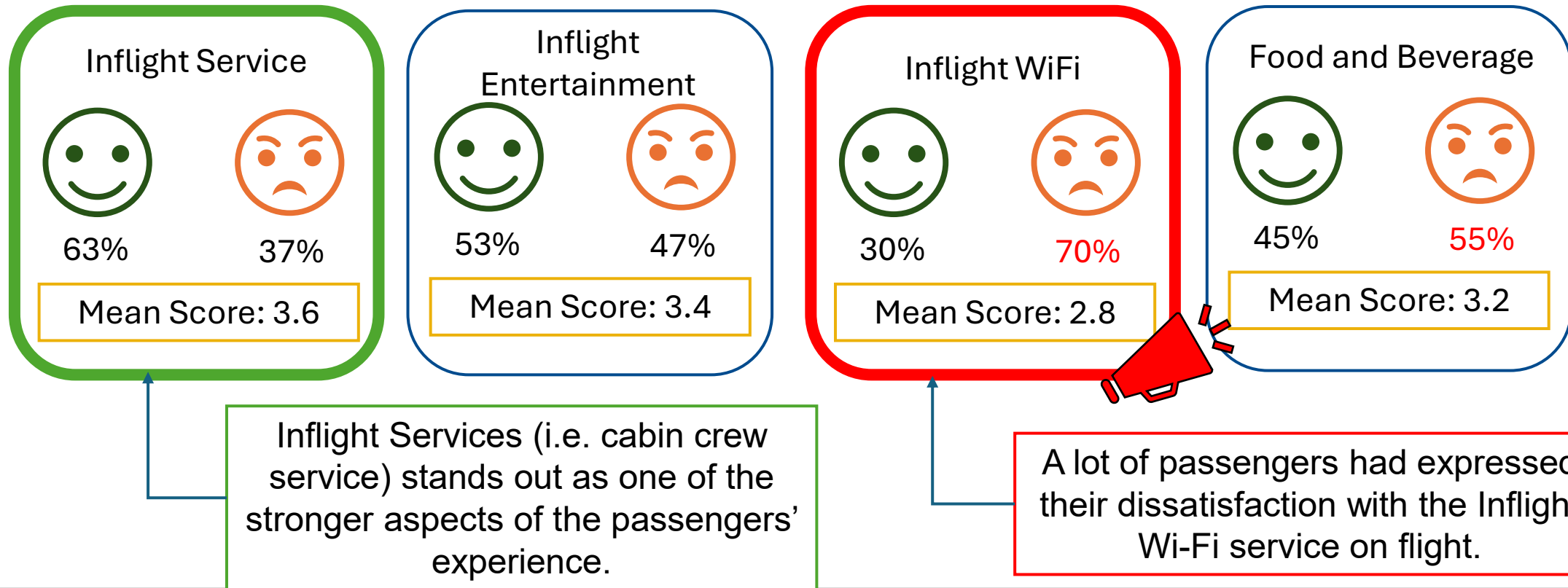Mean Score: 3.3
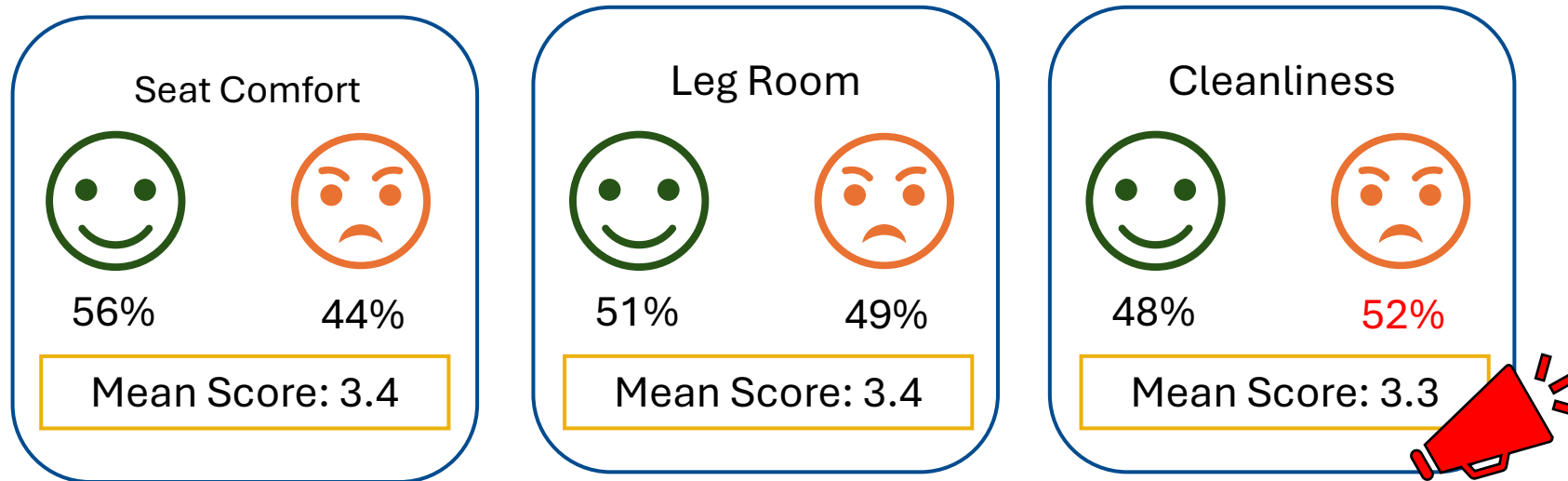
Passengers generally perceive cabin comfort and cleanliness positively, with most expressing a somewhat satisfied experience.

Inflight Service

Inflight Service	Inflight Entertainment	Inflight WiFi	Food and Beverage
😊 63% 😠 37%	😊 53% 😠 47%	😊 30% 😠 70%	😊 45% 😠 55%
Mean Score: 3.6	Mean Score: 3.4	Mean Score: 2.8	Mean Score: 3.2

Inflight Services (i.e. cabin crew service) stands out as one of the stronger aspects of the passengers' experience.

A lot of passengers had expressed their dissatisfaction with the Inflight Wi-Fi service on flight.

Top Feature Importance

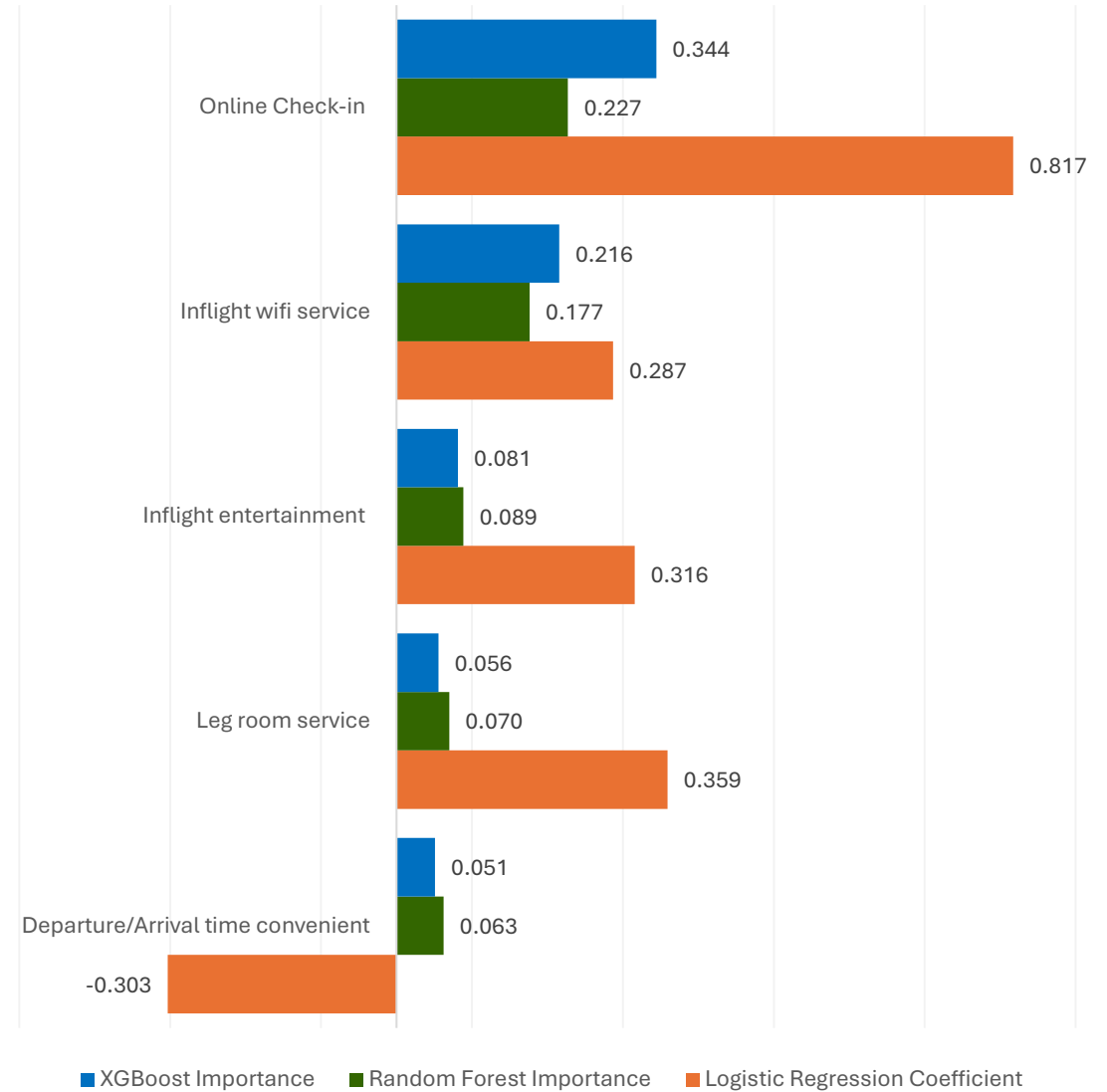*Based on the models used, it is determined that:*

Online Check-in

Inflight WiFi service

Leg Room Service

Inflight Entertainment

are holding some of the highest importance across all touchpoints to predict a "satisfied" customer journey

Online Check-in: XGBoost Importance 0.344, Random Forest Importance 0.227, Logistic Regression Coefficient 0.817

Inflight wifi service: XGBoost Importance 0.216, Random Forest Importance 0.177, Logistic Regression Coefficient 0.287

Inflight entertainment: XGBoost Importance 0.081, Random Forest Importance 0.089, Logistic Regression Coefficient 0.316

Leg room service: XGBoost Importance 0.056, Random Forest Importance 0.070, Logistic Regression Coefficient 0.359

Departure/Arrival time convenient: XGBoost Importance 0.051, Random Forest Importance 0.063, Logistic Regression Coefficient -0.303

■ XGBoost Importance   ■ Random Forest Importance   ■ Logistic Regression Coefficient

Features Importance varies by model — XGBoost chosen for reliability

Bottom Feature Importance
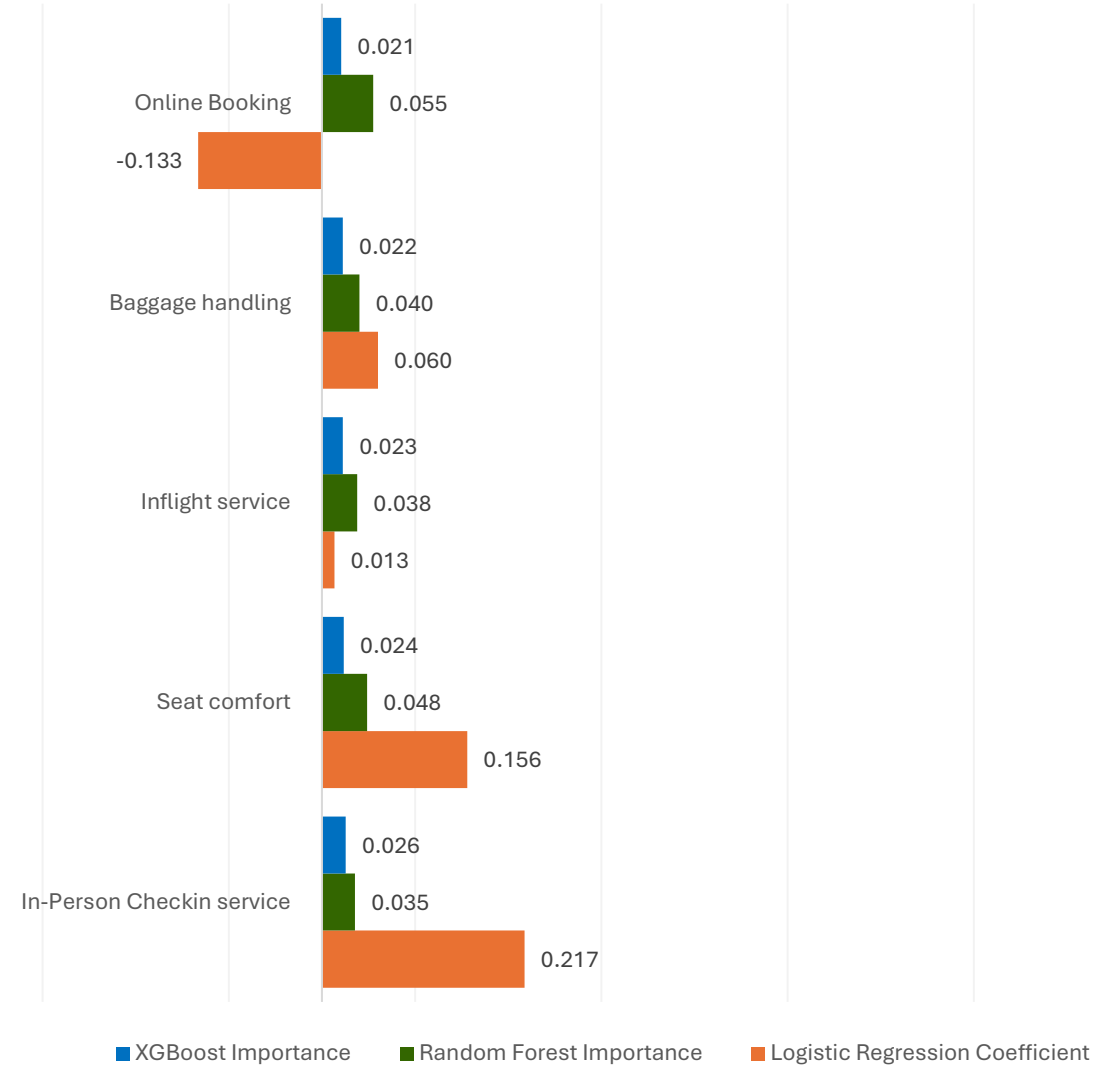
Based on the models used, it is determined that:

Online Booking

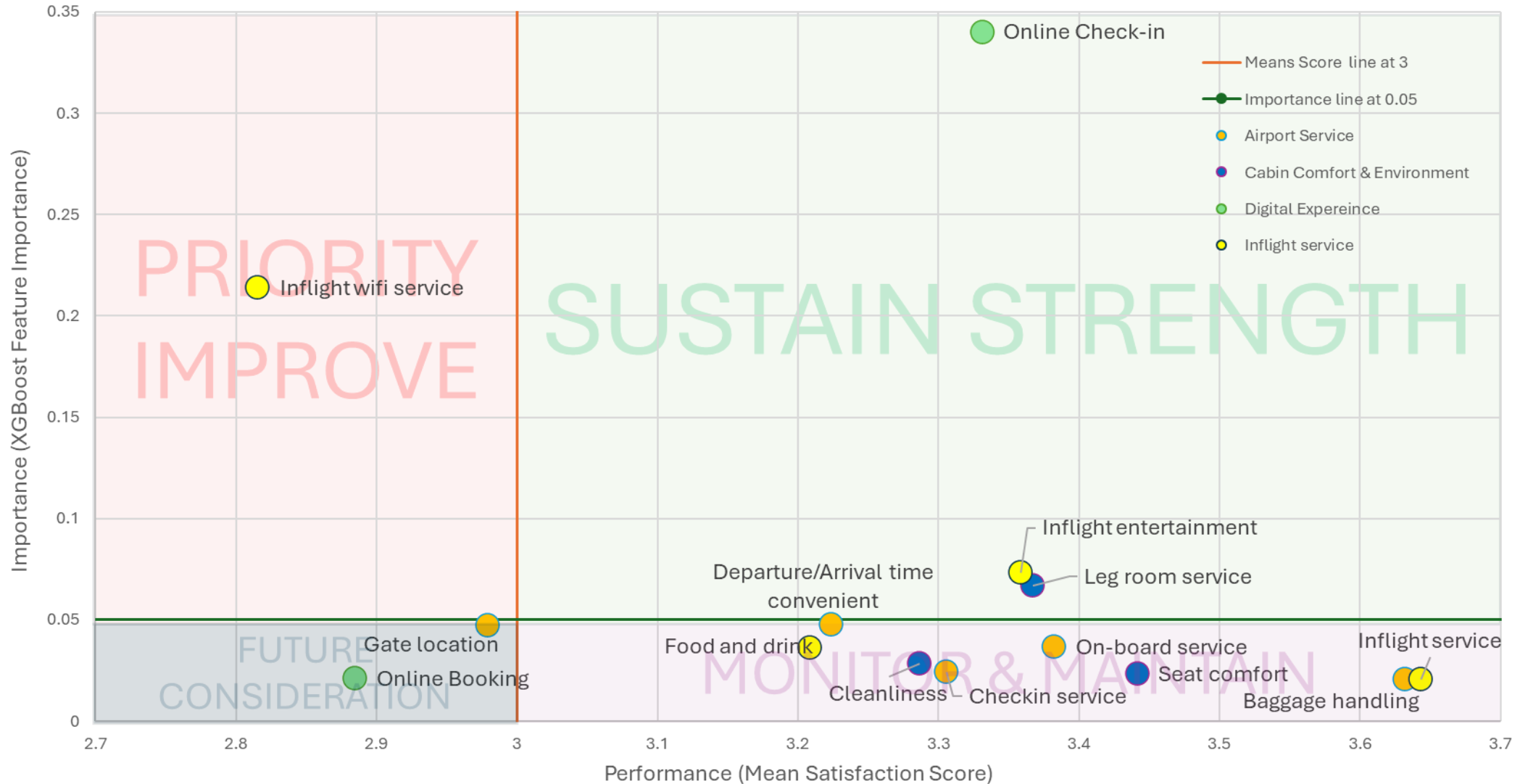***Baggage Handling***

Inflight Service (Cabin Crew)

Seat Comfort

are holding some of the lowest importance across all touchpoints to predict a "satisfied" customer journey

Bottom features vary by model — XGBoost chosen for reliability
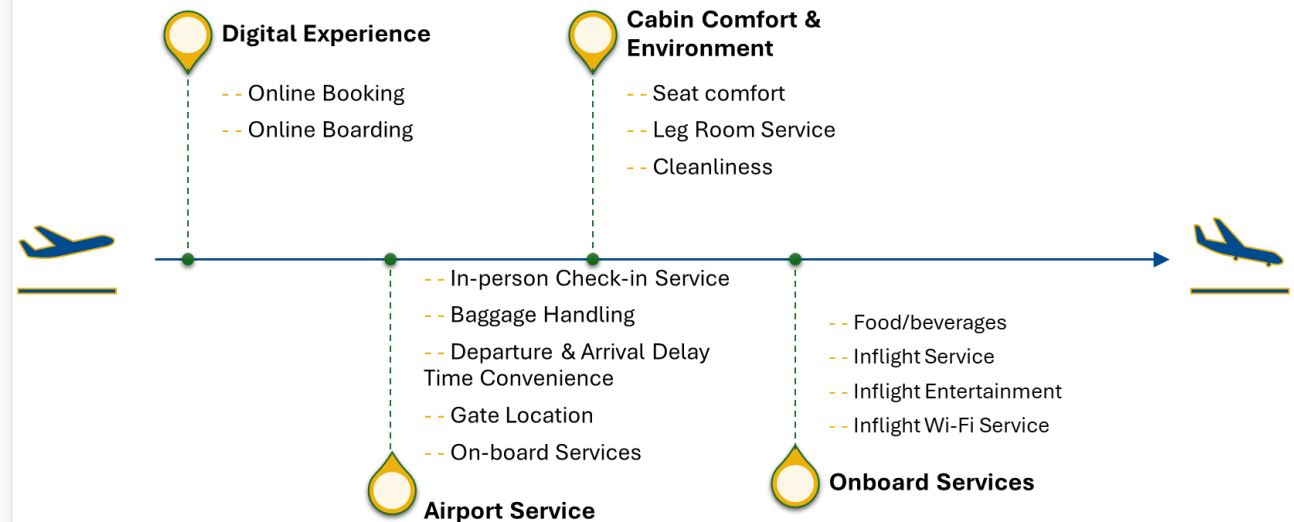
Importance vs Performance

Predictive Dashboard ✨

Tableau Dashboard 📊

XGBoost was chosen due to its higher accuracy, stronger stability across working and holdout datasets, and superior predictive performance.

The dashboard allows users to input the rating of each touch point. With the XGBoost model on importance integrated, it will predict if customer is "satisfied" or "neutral/dissatisfied" for our entire customer journey.

Digital Experience
- - Online Booking
- - Online Boarding

Cabin Comfort & Environment
- - Seat comfort
- - Leg Room Service
- - Cleanliness

- - In-person Check-in Service
- - Baggage Handling
- - Departure & Arrival Delay Time Convenience
- - Gate Location
- - On-board Services

Airport Service

- - Food/beverages
- - Inflight Service
- - Inflight Entertainment
- - Inflight Wi-Fi Service

Onboard Services

Recommendation

Digital Experience Team

- Sustain **Online Check-in** as a key strength by optimizing stability and usability.
- Enhance **Online Booking** by simplifying navigation and improving pricing transparency.

Airport Service Team

- Maintain strong reliability in **Baggage Handling** as a trusted service area.
- Address **Gate Location** in partnership with airport authorities to ease passenger flow.
- Improve **In-person Check-in** with faster processing and more self-service options.
- Manage **Departure & Arrival Delays** with clear, timely communication to sustain confidence.

Cabin Comfort & Environment Team

- Prioritize enhancements in **Seat Comfort and Leg Room** as influential satisfaction drivers.
- Sustain **Cleanliness** standards consistently to protect customer trust.

Inflight Service Team

- Urgently improve **Inflight Wi-Fi**, the weakest touchpoint despite high importance.
- Sustain **Inflight Entertainment** with fresh content and ease of use.
- Enhance and build strong **crew service** through continuous training and empowerment.

Thanks for coming onboard

Wishing you smooth journeys ahead

STARLUCK
AIRLINES