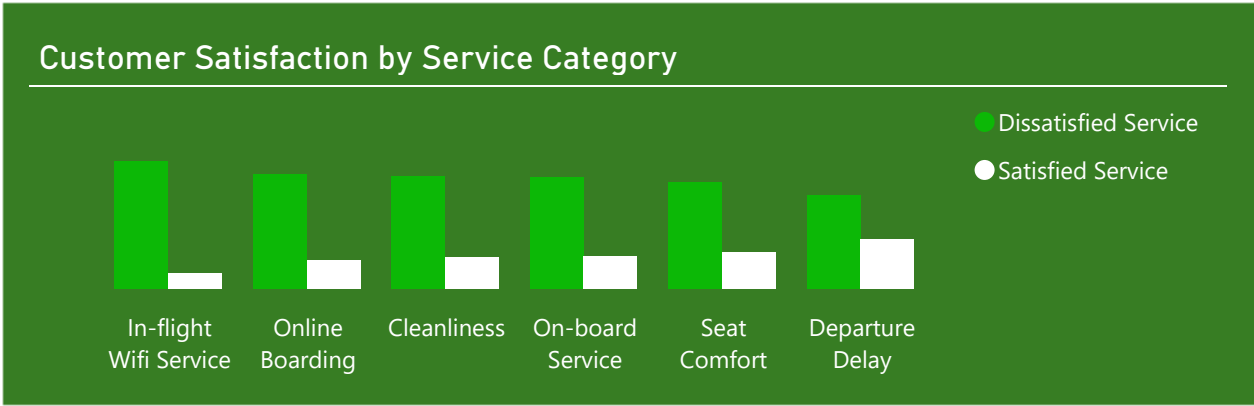
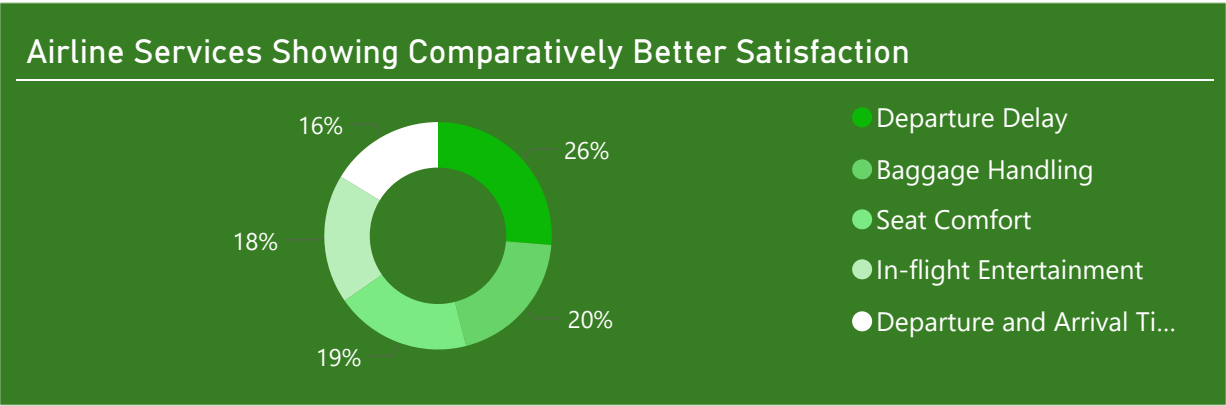
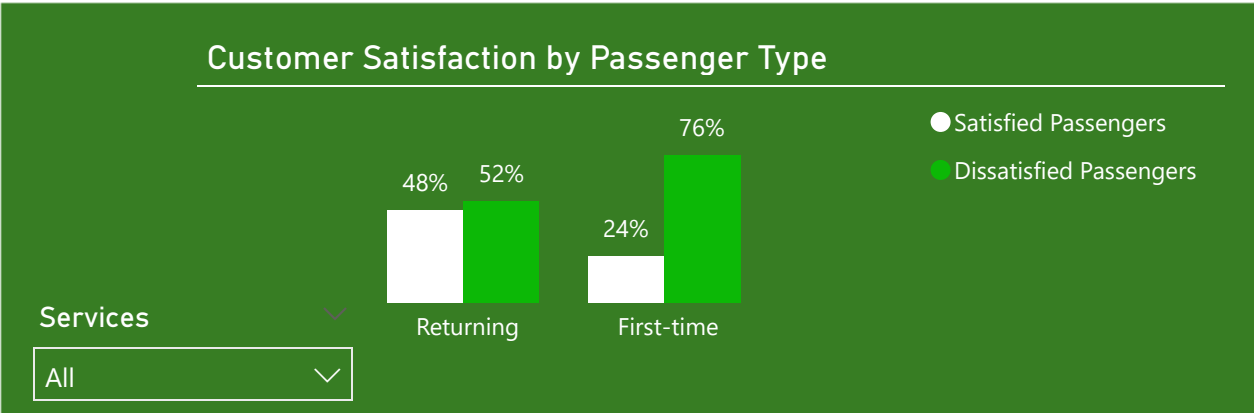
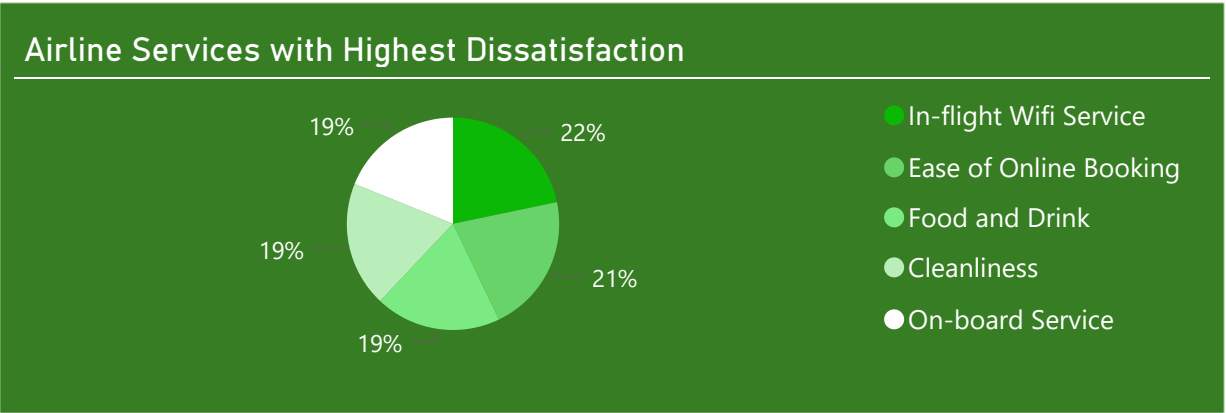


DANO AIRLINES CUSTOMER SATISFACTION RECOVERY STRATEGY

Key Insights and Priority Actions from 130K Passenger Surveys

Total Passengers	First Time Passengers	Returning Passengers	Percentage of Satisfied Passengers	Percentage of Dissatisfied Passengers	Airline Services
130K	24K	106K	43%	57%	17



IMMEDIATE ACTION PLAN

1. Deploy dedicated check-in staff, create welcome email series, and offer introductory perks to reduce 77% dissatisfaction rate among new passengers.
2. Partner with leading wifi provider for aircraft connectivity upgrade and conduct UX audit of booking platform with 90-day implementation
3. Audit and upgrade catering partnerships, retrain cabin crew on service standards, and publicize on-time performance achievements in marketing.