

DANO AIRLINES CUSTOMER SATISFACTION RECOVERY STRATEGY

Key Insights and Priority Actions from 130K Passenger Surveys



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.