Airline Passenger Satisfaction

PITCH

Viviane:

**Flying High: Convincing Corporate travelers to upgrade to business class**

Boost passenger satisfaction and increase profits for your airline by prioritizing your business class passengers, particularly corporate travelers, who generate up to 70% of total profits.

However, not all corporate travelers choose to fly business class; some opt for economy. Evidence reveals that the needs of corporate travelers are not fully met in economy class. By encouraging them to upgrade, you can capture more profit and enhance their overall satisfaction.

With climate change impacting the number of flights and thereby increasing competition, passenger satisfaction becomes even more crucial.

To understand the needs of these valuable customers, we analysed the 'US Airline passenger satisfaction' dataset ~~(which includes ratings of 14 air travel services and additional information about each passenger.)~~

Cosima:

Our aim is to identify which services should be marketed to corporate travelers flying economy class to convince them to upgrade to business class. ~~By doing so, we can enhance passenger satisfaction and drive profits for your airline.~~

To determine which airline services to market, we compared passenger satisfaction of the airline services between economy and business class. We evaluated 14 different services, which can be categorized into 3 different categories: Airport Service, On-board Service, Airline Backoffice Service. *(show y-Axis with categories)*

*(show x Axis)* To find out which services show the greatest satisfaction differences between economy and business class we calculated proportions of the passenger ratings.

Hereby we computed the percentage of passengers who were satisfied or very satisfied (rated 4 or 5 on a scale) with a service and compared these proportions between economy and business class for each service. So, 1.00 means that all passengers from one class rated the specific service with a 4 or 5 on a five point-likert-scale. Hence, 0.25 means that only 25% of passengers from one class rated that service as good or very good.

Folie 2:

Nina:

We presented our findings in a plot, where services are ranked by the size of the difference in satisfaction levels between economy and business class, which is indicated by the colour gradient (from green to red).

Let's take a closer look at the first service: Online boarding.

About 30% of corporate passengers in economy are satisfied or very satisfied with online boarding. Shown with a dot in the graph. In business class, on the other hand, almost 75% of corporate travelers are satisfied or very satisfied with online boarding. That means, There is a big difference between economy and business class. Hence, corporate travelers in economy class could be convinced with marketing activities to upgrade to business class, as their needs in terms of online boarding are much better addressed here.

We recommend spending the marketing budget on the airline backoffice services, as they show the greatest difference in satisfaction rating.

~~This plot also shows that advertisers should not spend marketing ressources on airport services, as it would not convince corporate travelers in economy class to upgrade to business class.~~

~~Imagine a corporate travelers, that usually flies economy class, seeing an ad highlighting a streamlined online boarding process exclusive for business class passengers. The appeal of a more efficient service could prompt them to upgrade, gaining extra time for work.~~

This translates to increased profitability for the airline, while at the same time ensuring higher satisfaction among corporate passengers. It's a win-win scenario.