

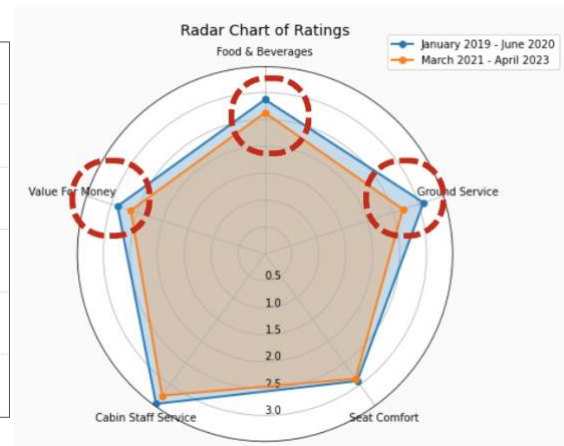
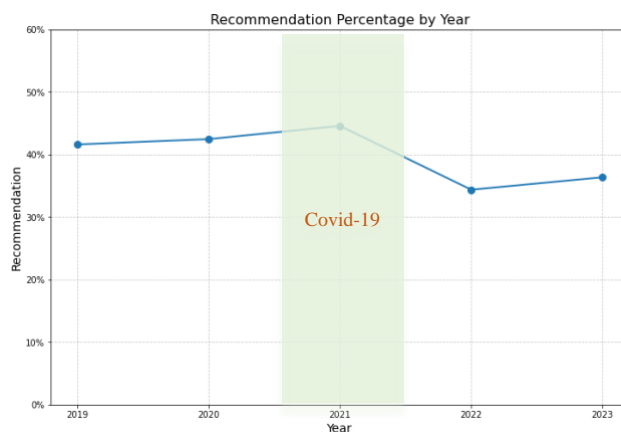
# British Airways Customer Reviews and Ticketing Analysis

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In the highly competitive airline industry, customer satisfaction plays a crucial role in maintaining a competitive edge. This article focuses on British Airways, analyzing customer reviews and booking data to identify satisfaction trends, key concerns, factors influencing bookings, and areas for improvement. The aim is to provide data-driven insights that can boost customer experience and booking rates.

Our comprehensive analysis of 2,900 customer reviews from Skytrax and booking data from over 50,000 customers reveals several trends and areas for potential enhancements in British Airways' service offerings. We found that the recommendation rate has experienced a significant decline following the pandemic. This drop of approximately 9 % can be linked to customer dissatisfaction in key areas Value for Money, Food & Drink, and Ground Service. Cost-cutting measures, changes in catering services, and staffing reductions may have contributed to the perceived decline in these aspects of customer experience. To regain customer trust and restore recommendation rates, companies must address these concerns and ensure they meet or exceed pre-pandemic standards.



The word cloud graph highlights the most frequently mentioned topics in customer reviews, including Flight, Food, Service, Time, Staff, and Business class. Statistically, customers prioritize Value for Money, Food & Drink, Ground Service, Seat Comfort, and Cabin Staff Service, in that order. Grasping this prioritization is crucial for devising effective data-driven marketing campaigns that focus on addressing these concerns in the same order.

A word cloud of travel-related terms. The most prominent words are 'flight', 'seat', 'food', 'service', 'time', 'good', 'one', 'plane', 'lounge', 'passenger', 'cabin', 'class', 'business', 'bag', 'hour', 'staff', 'meal', 'back', 'board', 'Heathrow', 'experience', 'offer', 'really', 'even', 'now', 'airport', 'crew', 'cabin', 'day', 'made', 'LHR', 'aircraft', 'airline', 'will', 'check', 'flying', 'London', 'fly', 'served', 'still', 'Review', 'take', 'boarding', 'drink', 'told', 'new', 'economy'.

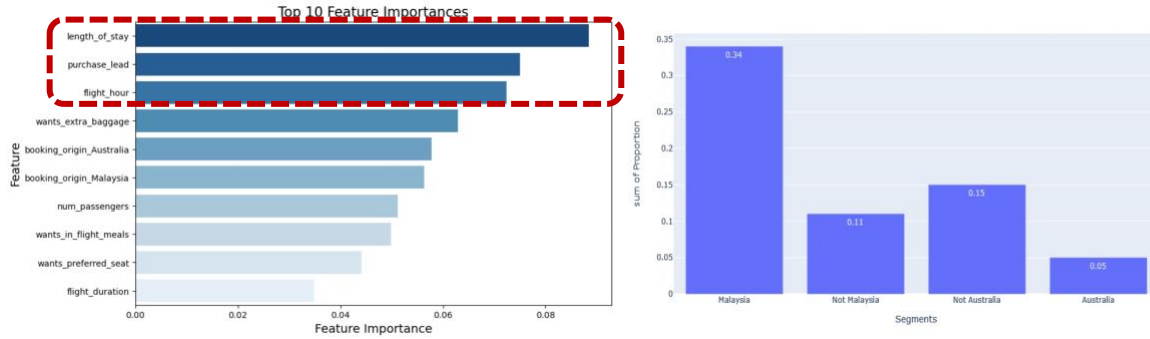
**Proportion of Recommended by Type of Traveller**

Type of Traveller	Basic Seats (%)	Premium Seats (%)
Business	23.33%	76.67%
Couple Leisure	37.66%	62.34%
Family Leisure	36.32%	63.68%
Solo Leisure	46.36%	53.64%

**Seat Type by Type of Traveller**

Type of Traveller	Basic Seats (%)	Premium Seats (%)
Business	36.0%	64.0%
Leisure	59.3%	40.7%

In addition to customer reviews, booking findings provide valuable insights into factors that influence booking rates. As illustrated in the bar chart below, the length of stay, purchase lead (days before booking a flight), and flight hour are the top 3 factors that impact booking rates. Geographic factors also play a role, with customers traveling from Malaysia being more likely to book a ticket than the rest, while those traveling from Australia are least likely to do so. Our analysis also reveals that customers who stay at their destination for up to 16 days experience a decrease in booking probability by 0.33% for each additional day spent at the destination. After 16 days, the effect is negligible. Regarding flight hours, flights departing after 6 am have up to a 2% higher probability of being booked compared to before 6 am and after midnight.



As the global airline industry rebounds from the pandemic, British Airways has an opportunity to capitalize on these findings and improve its service offerings using data-driven marketing techniques. By addressing the areas of concern and implementing the following recommendations, British Airways can work towards enhancing the overall customer experience, increasing customer satisfaction, and strengthening its competitive position in the global airline industry:

1. Enhancing the food and beverage offerings is a crucial area to focus on, as it currently has the lowest customer rating and is a high priority for them. British Airways can collaborate with renowned local food suppliers to enhance the quality, variety, and taste of their in-flight food offerings. The airline should promote these improvements through marketing campaigns that showcase the new menus and partnerships, which can help attract customers and improve their overall satisfaction.
2. Another area for improvement is the ground service experience. Investigating the reasons for the decrease in Ground Service ratings may involve training staff, streamlining check-in and boarding processes, or improving airport lounges. British Airways should consider conducting surveys and gathering customer feedback to identify specific pain points and areas requiring attention. Communicating these improvements to customers through marketing channels can help rebuild their trust and satisfaction in British Airways' ground services.
3. The airline should also prioritize areas that customers care about the most, such as value for money, food and drink, ground service, seat comfort, and cabin staff service. By creating marketing messages that show how the company is taking steps to improve these aspects of the customer experience, British Airways can emphasize the improvements and positive experiences in these areas, leading to increased customer satisfaction.
4. British Airways has an opportunity to leverage its strong performance in Cabin Staff Service compared to competitors. The airline should emphasize the exceptional service customers can expect when flying with British Airways, focusing on the professionalism and friendliness of the staff. By promoting this aspect, the airline can differentiate itself from competitors and attract more customers.

5. British Airways should encourage satisfied Solo Leisure travelers to share their positive experiences on social media or review platforms. By promoting British Airways through word-of-mouth endorsements, the airline can benefit from increased customer trust and, consequently, higher booking rates.
6. Cater to the needs of business travelers by offering specialized services that can help alleviate stress during their trips. These services may include streamlined expense reimbursement, expedited check-ins for urgent trips, and in-cabin Wi-Fi coupons for seamless work connectivity. By providing these services, the airline can improve the satisfaction of business travelers, leading to increased loyalty and potential company-wide travel agreements.
7. Target specific customer segments: Develop tailored marketing campaigns that resonate with the preferences and travel motivations of customers traveling from Malaysia, who are more likely to book a ticket. Conversely, address the factors that deter customers from Australia and create campaigns that emphasize improvements and attractive offers for this customer segment.
8. Optimize flight schedules: Adjust flight schedules to offer more flights departing after 6 am, as customers show a higher probability of booking during this time frame. Communicate these schedule changes through marketing channels to attract customers seeking convenient departure times.
9. Encourage mid-length stays: Since customers staying at their destination for up to 16 days have a 33% decrease in booking probability, create targeted promotions and travel packages that appeal to those considering trips of 7-16 days in duration. Collaborate with local tourism boards, hotels, and attractions to curate appealing itineraries and offers that inspire travelers to extend their stays within this range, thereby increasing the likelihood of bookings.

By addressing these findings and implementing the recommendations, British Airways can work towards enhancing the overall customer experience, increasing customer satisfaction, and fortifying its competitive position in the global airline industry. As the world continues to recover from the pandemic, it is essential for airlines like British Airways to adapt and innovate to meet the changing needs and expectations of their customers.