

BRITISH AIRWAYS

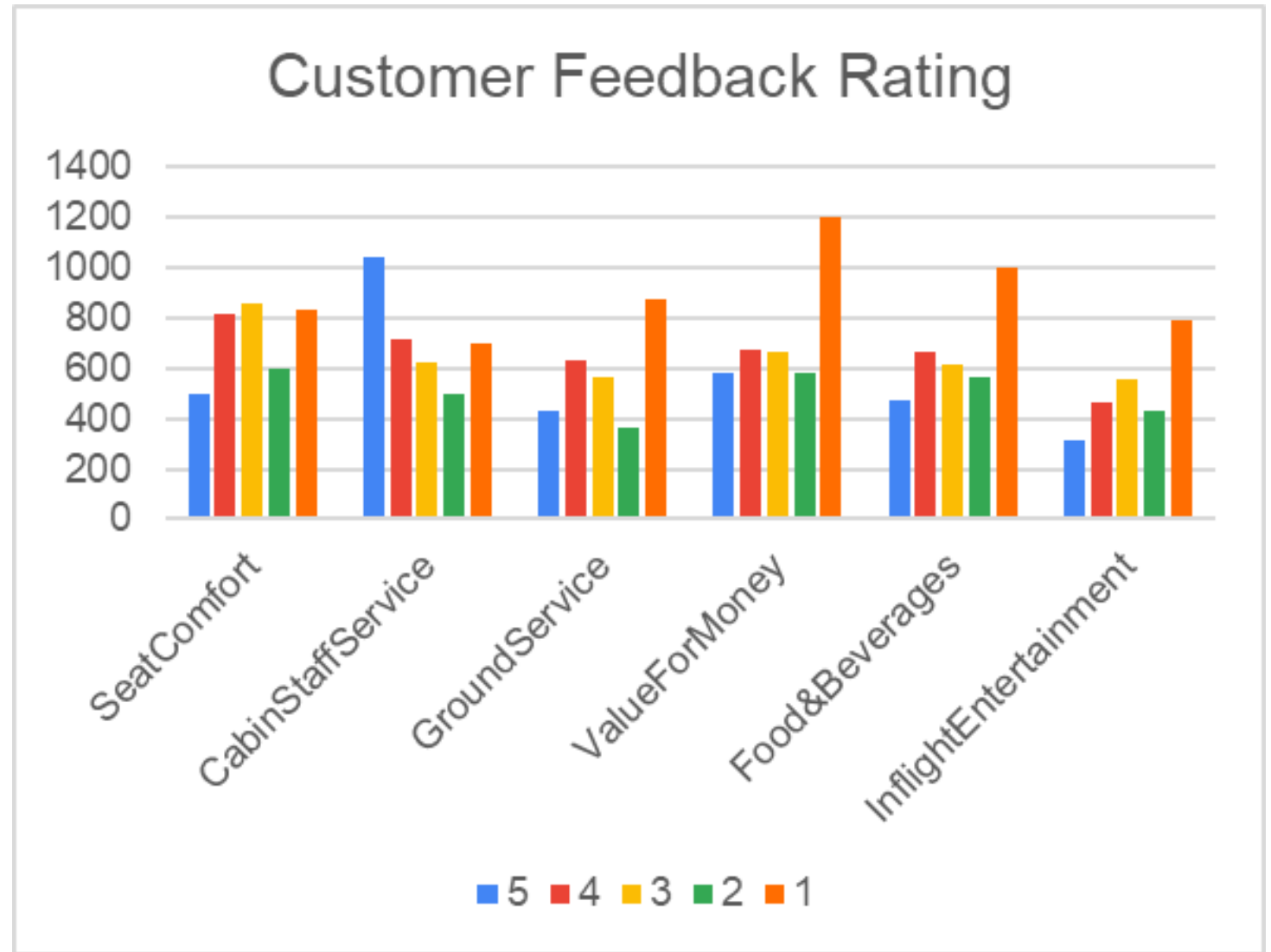


BA Passenger Service Quality Review

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BA Customer Feedback Rating

- Based on the data set customer feedback was on 8 subjects as following:
 - Seat comort
 - Staff (Ground & Cabin)
 - Value of Money
 - F&B
 - Inflight Enterainment
 - WIFI



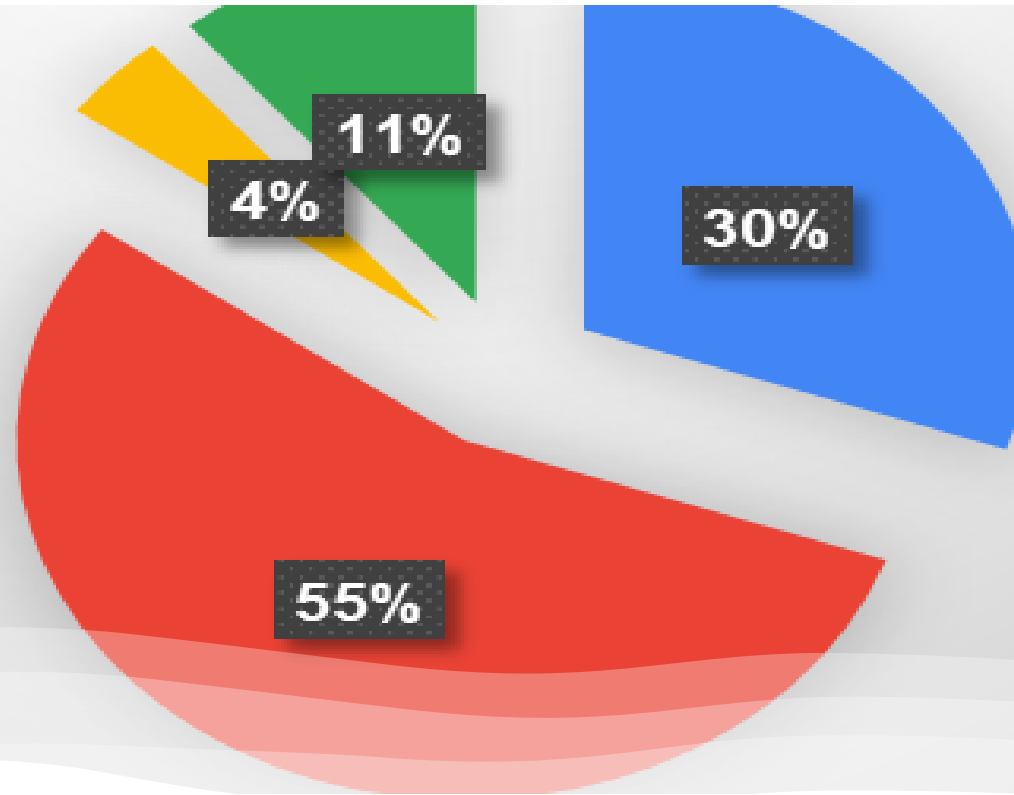
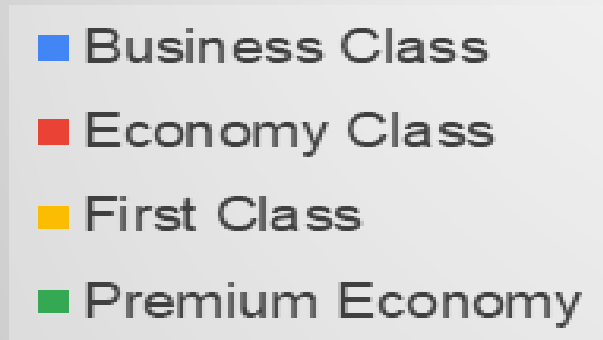
Low Rank Service that need to be Reviewed



VALUE OF MONEY AND F&B IS THE
HIGHS LOW SCORE



579 CUSTOMER FEEDBACK WAS
FOUND WITH THE SAME LOW
SCORE 1



- As per the study we found is to address the management with more details about the finding in order to enhance the quality of Service provided.
- To measure the success, we will be monitoring the percentages showing the pie chart

- F&B
- Cost of the Trip



Thank You



Feel Free to Ask any
Question