

## **Title: Air Canada's Commitment to Enhancing Customer Experience**

**Introduction** Air Canada is dedicated to providing an exceptional travel experience for its customers. This document outlines the various initiatives and improvements Air Canada has implemented to enhance customer satisfaction, comfort, and convenience.

**1. Enhanced In-Flight Experience** Air Canada has made significant investments to improve the in-flight experience for passengers. Key enhancements include:

- **Comfortable Seating:** Upgrading seating across all classes, including lie-flat seats in Business Class and ergonomically designed seats in Economy Class.
- **In-Flight Entertainment:** Offering a wide range of entertainment options, including movies, TV shows, music, and games, accessible through personal screens or the Air Canada app.
- **Wi-Fi Connectivity:** Providing high-speed in-flight Wi-Fi on most aircraft, allowing passengers to stay connected during their flights.

**2. Improved Ground Services** Air Canada focuses on providing seamless and efficient ground services to enhance the overall travel experience. Key initiatives include:

- **Streamlined Check-In:** Offering multiple check-in options, including online check-in, self-service kiosks, and mobile check-in through the Air Canada app.
- **Priority Services:** Providing priority check-in, security, and boarding for premium passengers, frequent flyers, and those with special needs.
- **Airport Lounges:** Enhancing Maple Leaf Lounges with comfortable seating, complimentary refreshments, Wi-Fi, and business services.

**3. Digital Transformation** Air Canada leverages digital technology to simplify and enhance the customer journey. Key digital initiatives include:

- **Air Canada App:** A user-friendly app that offers flight booking, check-in, real-time flight status updates, and customer support.
- **Mobile Boarding Pass:** Allowing passengers to receive and store boarding passes on their mobile devices for a paperless travel experience.
- **Personalized Notifications:** Sending personalized notifications and updates about flight status, gate changes, and other important information.

**4. Customer Loyalty Programs** Air Canada has designed its loyalty programs to reward frequent flyers and enhance customer retention. Key features include:

- **Aeroplan:** A comprehensive loyalty program that allows members to earn and redeem points on flights, hotel stays, car rentals, and more.
- **Elite Status:** Offering various tiers of elite status with benefits such as priority services, lounge access, and additional baggage allowance.
- **Partnerships:** Collaborating with other airlines, hotels, and service providers to offer more earning and redemption opportunities for Aeroplan members.

**5. Health and Safety Measures** In response to the COVID-19 pandemic, Air Canada has implemented rigorous health and safety measures to protect passengers and staff. Key measures include:

- **Enhanced Cleaning:** Conducting thorough cleaning and disinfection of aircraft and facilities using hospital-grade disinfectants.
- **Health Screening:** Implementing health screening procedures such as temperature checks and health questionnaires.
- **Personal Protective Equipment (PPE):** Providing masks, gloves, and hand sanitizer to passengers and requiring their use during flights.

**6. Customer Feedback and Support** Air Canada actively seeks customer feedback to continuously improve its services. Key initiatives include:

- **Customer Surveys:** Conducting regular surveys to gather feedback on various aspects of the travel experience.
- **Customer Support:** Offering 24/7 customer support through various channels, including phone, email, chat, and social media.
- **Resolution of Issues:** Implementing a proactive approach to resolving customer complaints and ensuring a satisfactory resolution.

**7. Special Assistance Services** Air Canada is committed to making air travel accessible and comfortable for all passengers. Key services include:

- **Assistance for Passengers with Disabilities:** Providing support such as wheelchair assistance, priority boarding, and in-flight accommodations.
- **Family Travel:** Offering family-friendly services such as priority boarding for families with young children and in-flight entertainment for kids.
- **Pet Travel:** Ensuring safe and comfortable travel options for pets, including in-cabin and cargo hold transportation.

**8. Sustainable Travel Options** Air Canada promotes sustainable travel options to reduce its environmental impact and offer eco-friendly choices to passengers. Key initiatives include:

- **Carbon Offset Program:** Allowing passengers to offset the carbon emissions from their flights by supporting environmental projects.
- **Sustainable Aviation Fuel (SAF):** Investing in the development and use of SAF to lower carbon emissions.
- **Eco-Friendly Products:** Reducing single-use plastics on board and offering eco-friendly products and packaging.

**Conclusion** Air Canada's commitment to enhancing customer experience is evident in its continuous efforts to improve in-flight services, ground operations, digital solutions, and customer support. By prioritizing customer satisfaction and comfort, Air Canada aims to provide a superior travel experience for all its passengers.