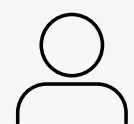# SINGAPORE AIRLINES CUSTOMER REVIEWS INSIGHTS & RECOMMENDATIONS
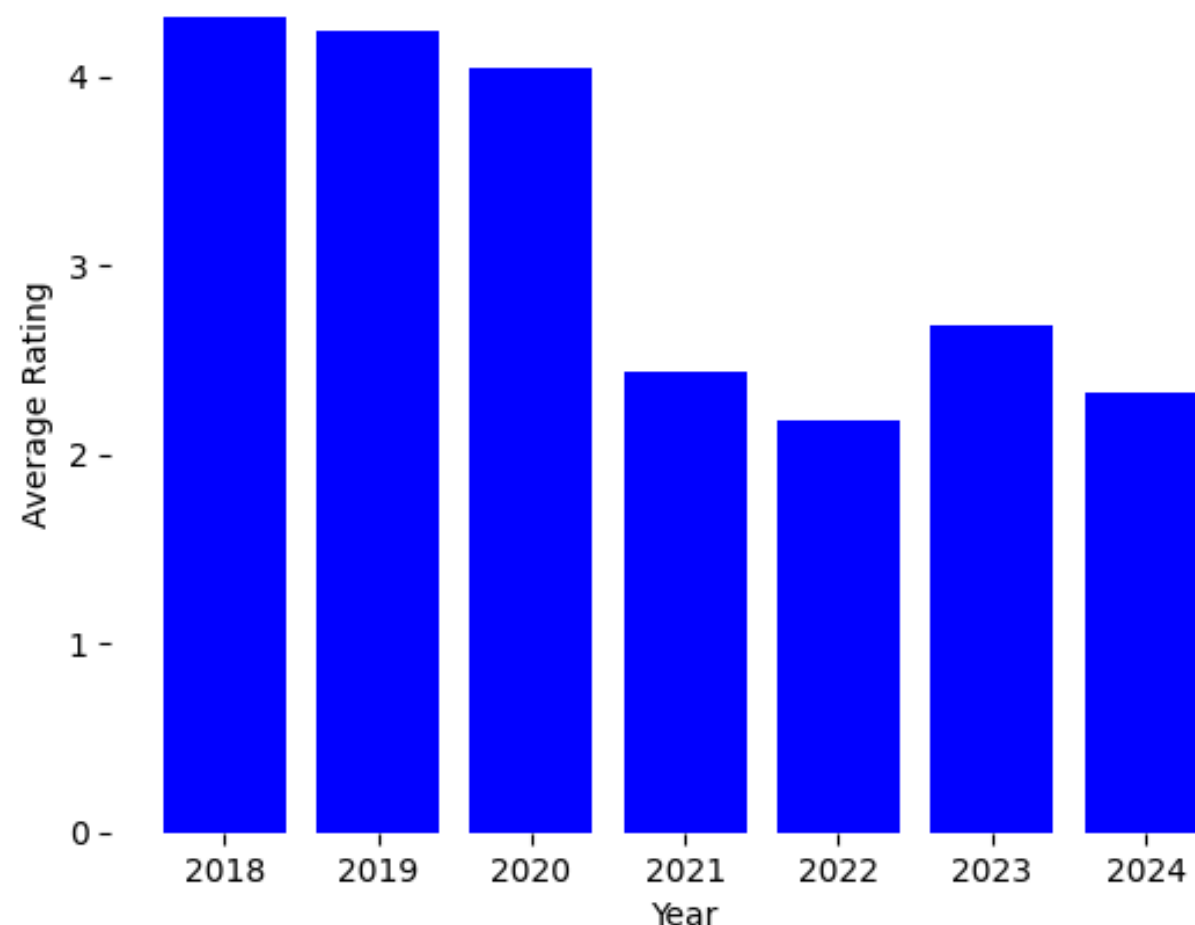
April 2025

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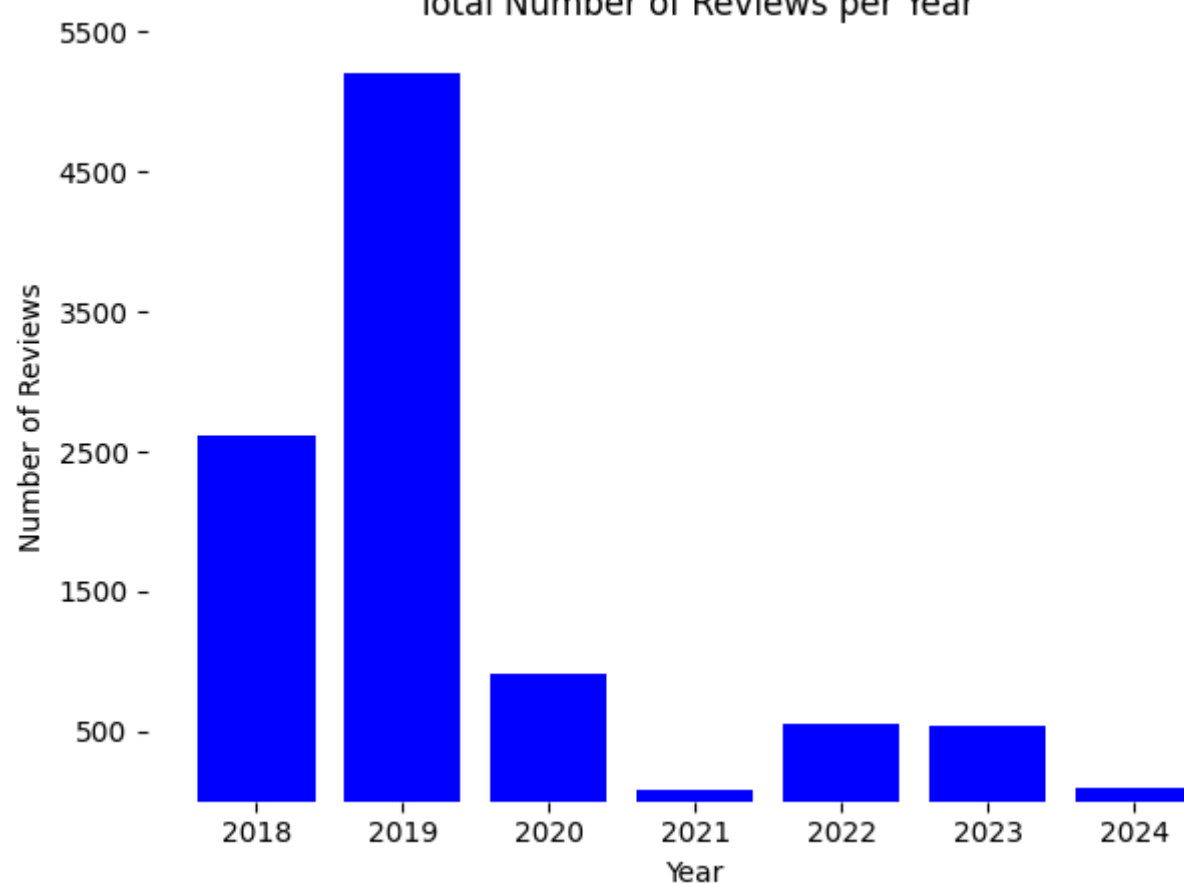**Average Rating per year**

Total Number of Reviews per Year

Drop of Average Ratings per year

- 2018–2020: Ratings were high and stable (above 4), showing strong performance.

- 2021–2024: Ratings dropped significantly, especially in 2021 and 2022 (below 2.5), and stayed lower than the earlier years. This indicates a decline in satisfaction or quality.

- The sharp drop in average ratings starting in 2021 likely reflects the impact of the COVID-19 pandemic.

Drop of total Number of Reviews by

85%

- Total number of reviews dropped by ~85%, from 8,723 (2018–2020) to 1,268 (2021–2024), suggesting reduced customer engagement or feedback post-2020.

- The data for 2024 is based on only 96 reviews, compared to 535 in 2023. Since the 2024 reviews only go up to March, trends may shift as more reviews come in. Any apparent changes in topic proportions for 2024 should be interpreted with caution

Summary of Key Analytical Steps

Step 1: Analyzed Reviews Year by Year with BERTopic

- Applied BERTopic separately to each year's data (2018–2024) to capture how customer feedback evolved.

Step 2: Compared High vs. Low Rating Periods

- Grouped reviews into "High-Rating" (2018–2020) and "Low-Rating" (2021–2024) periods and applied BETopic to compare concerns pre- and post-COVID.

Step 3: Focused on Low-Rated Reviews (≤ 3 Stars)

- Zoomed in on dissatisfied customers to identify top pain points from 2021 onward.

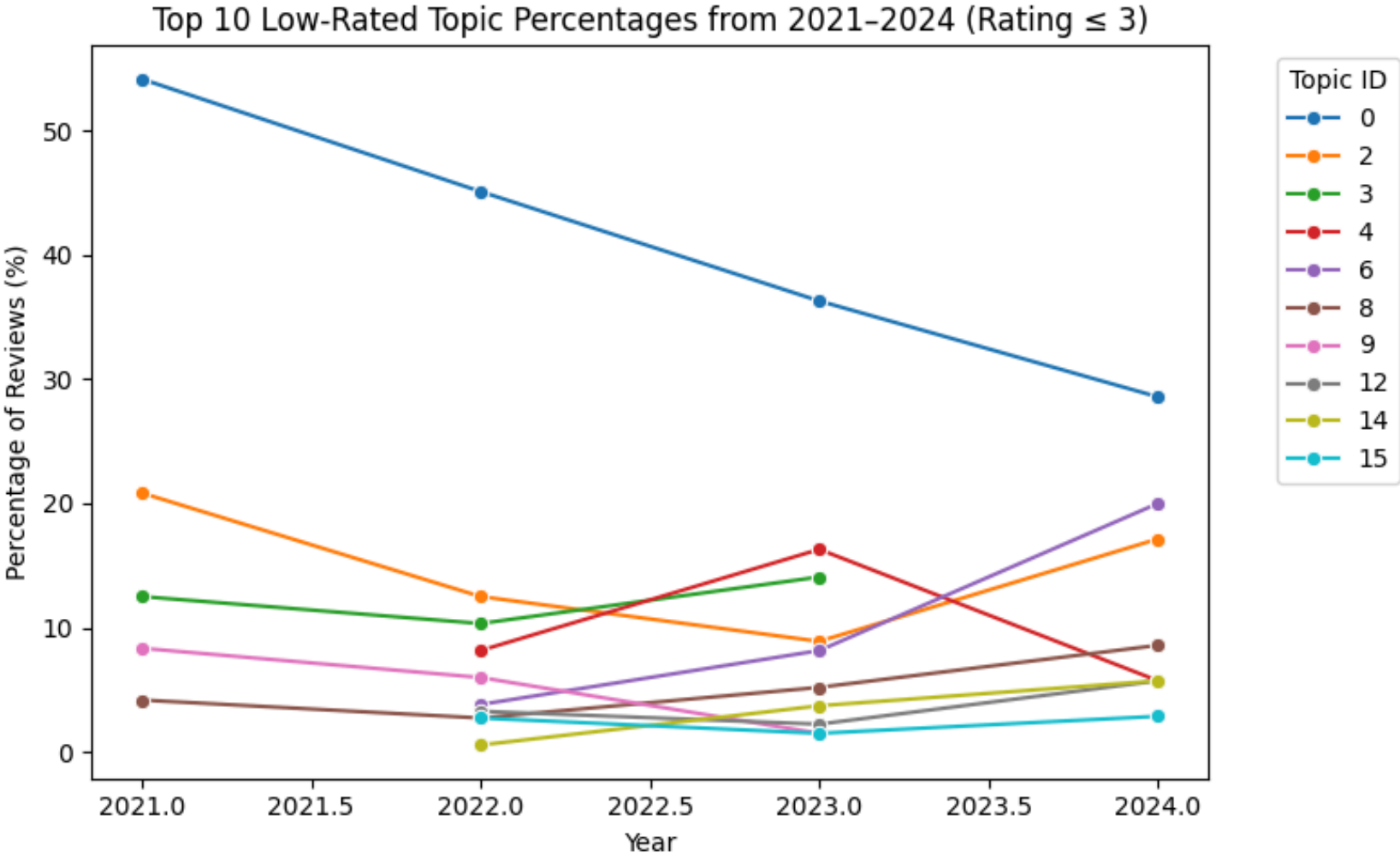**Step 4: Deep Dive into Top Complaints**

- Read examples, analyzed keyword frequencies and ratings across dominant topics.

Step 5: Compared Topics Across Time

- Investigated how topics changed in prominence and sentiment across both periods.

INSIGHTS

Top 10 Low-Rated Topic Percentages from 2021–2024 (Rating ≤ 3)

Customer Service Topics (This is by far the most dominant and critical theme. It includes frustration with poor service experiences, difficulty reaching support, unhelpful agents, and long response times.)
- Topic 0: Ticketing Issues & Customer Service
- Topic 2: Refunds & Booking Problems
- Topic 3: Luggage Issues & Complaints
- Topic 9: Poor Customer Service & Communication

Food & In-Flight Meal Quality Topics (Topic 4)

Seat & Cabin Comfort Topics (6, 8, 12, 14, 15) Covers seat space, premium economy, design flaws, legroom, etc.

- Topic 0 clearly dominates from 2021 to 2024, starting at over 50% of low-rated reviews and steadily declining to below 30%, but still remaining the most frequent issue by a large margin.

- Other customer service-related topics 2, 3, and 9, also consistently appear in the top 10, reinforcing that complaints around refunds, missed connections, baggage handling, and lack of support were ongoing problems.

- Topic 3 disappears after early 2023, suggesting that particular concern may have been addressed or replaced by other emerging issues. However, Topic 2 shows a notable upward trend again in 2024, indicating a possible resurgence in certain customer service frustrations.

In-Flight Meal Quality

- Topic 4 increases from 2022 and peaks in 2023, showing rising concern or attention to meal quality, possibly due to returning post-COVID services.However, after the first period of 2023, the concern begins to decline, indicating a shift or change in customer sentiment as services stabilize.

### Seat & Cabin Comfort Gaining Attention

- Topic 6, shows a strong upward trend, especially in 2024.

- Along with Topics 8, 12, 14, and 15, the steady rise in multiple comfort-related topics suggests that passenger expectations are increasing, or that airlines may have deprioritized comfort post-pandemic.

Change in Average Ratings and Review Share by Keyword (Pre and Post 2020)

Key Words	Avg Rating (2018-2020)	% of Reviews	Avg Ratig (2021-2024)	% of Reviews	Avg Rating % Change
Service	4,31	50,55%	2,46	53,05%	-42,92
Refund	2,38	1,32%	1,34	9,70%	-43,70
Cancel	3,11	2,64%	1,51	12,14%	-51,45
Delay	3,82	4,16%	1,88	7,18%	-50,79
Luggage	3,93	3,76%	1,9	9,15%	-51,65
Food	4,31	47,58%	3	34,30%	-30,39
Meal	4,19	19,91%	2,83	20,34%	-32,46
seat	4,1	39,28%	2,75	36%	-32,93
Premium Economy	3,9	7,82%	2,19	8,50%	-43,85

Normalized Occurrences of Keywords in <= 3 Reviews (2021-2024)

- **Service** average rating dropped sharply from 4.31 to 2.46 (-43%). Still appears in 47%–58% of low-rated reviews (2021- 2024), peaking in 2023 before dipping in 2024

- Example of Service complaints; " I used to be a regular flier with Singapore Airlines back in the day - I am appalled at how their customer service has deteriorated"

- **Seat Complaints** are Rising Fast. Ratings dropped sharply from 4.10 to 2.75 (−33%). Mentions stayed fairly steady (39% to 36%), but complaints in negative reviews rose the most, climbing from 0.12 in 2021 to 0.47 in 2024. If this trend continues, seat issues could rival service as the top concern.

- Example of Seat complaints; "Premium Economy Seating on Singapore Airlines has narrow seats and poor leg room compared to Air NZ or Virgin."

- **Food & Meal** both saw worsening ratings and more complaints. Food rating dropped from 4.31 to 3.00; mentions in low-rated reviews rose from 11% (2021) to 35% (2023). Meal rating fell from 4.19 to 2.83, with increasing visibility in low ratings.Both point to growing dissatisfaction with inflight dining.

- Example of meal Complaints; "the food for not enjoyable at all - most I did not eat."
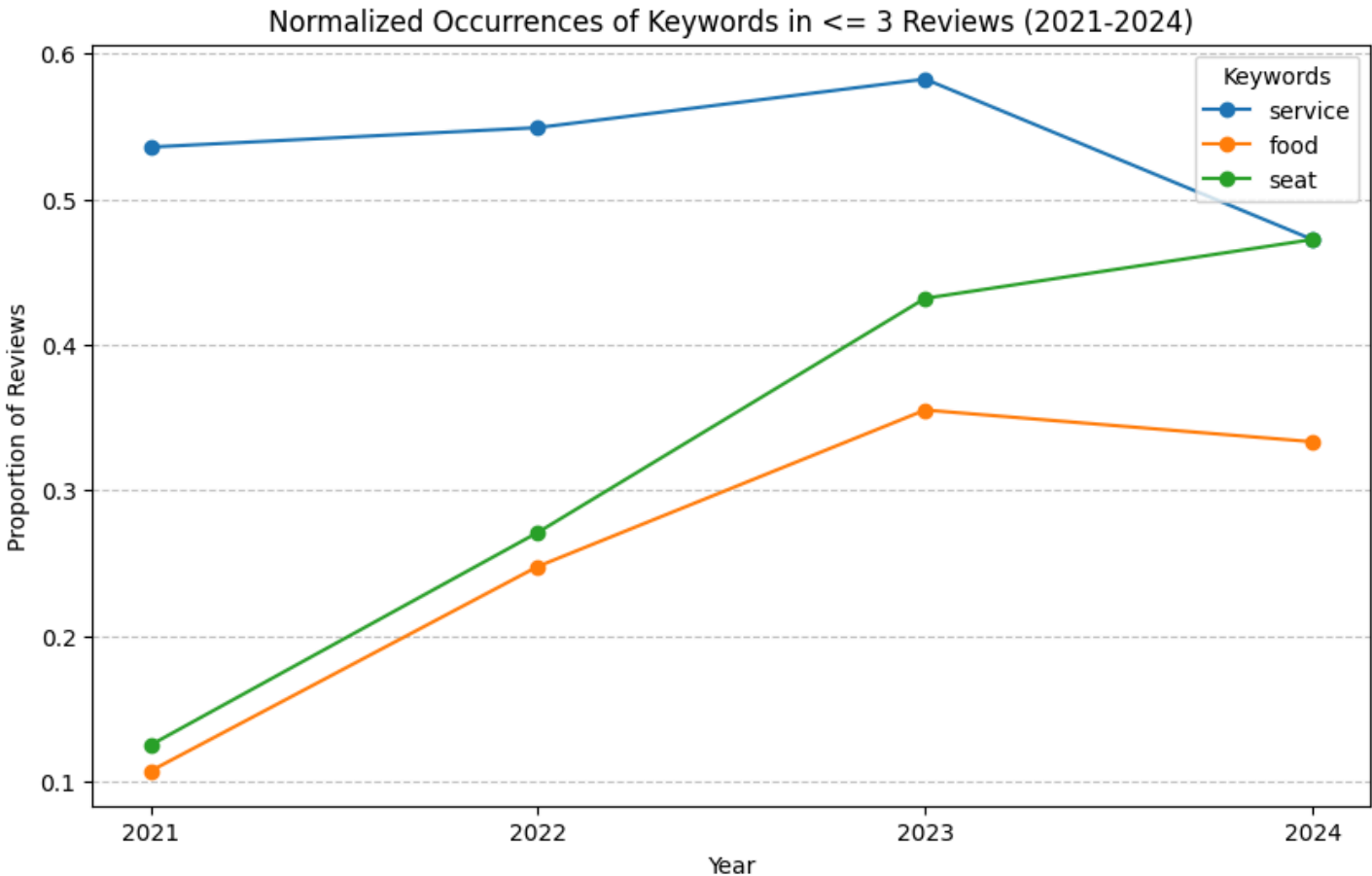
KEY RECOMMENDATIONS

Prioritize Customer Service Improvements

- Enhance response times and agent effectiveness to address customer frustrations.

- Invest in self-service options (e.g., improved ticketing portals, chatbots) to reduce dependency on live agents.

- Address specific customer service issues, such as refund delays and poor communication, by refining internal processes and trainin

Focus on Seat & Cabin Comfort Improvements

- Address the rising concerns regarding Seat & Cabin Comfort, which has shown a sharp increase in 2024.

- Revise the premium economy offering to improve seat comfort, legroom, and overall quality.

- Conduct a thorough review of seating arrangements, especially in premium economy, and make necessary adjustments to meet growing passenger expectations.

Invest in In-Flight Meal Quality

- Reinstate or innovate in-flight meal offerings, possibly including healthier or more diverse options.

- Regularly survey passengers about meal quality to identify pain points and address them directly.

Rebuild Customer Engagement

- Develop a targeted strategy to encourage more customer feedback, such as personalized post-flight surveys or incentives for reviews.

- Leverage customer insights to shape the future of service offerings, identifying and addressing ongoing issues promptly.

- Invest in marketing campaigns that rebuild customer trust, focusing on service improvements and customer satisfaction.

Monitor Trends and Adjust Accordingly

- Given the incomplete nature of 2024 data, continue to monitor emerging trends and adjust strategies as more reviews come in.

- Focus on identifying shifts in customer sentiment related to service, comfort, and food to fine-tune the approach.
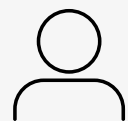
SINGAPORE AIRLINES

THANK YOU

FOR YOUR ATTENTION

April 2025

BLANCA FARINA