

# **American Airlines: Opportunities to Bolster Business**

Top Three Insights from Web-Scraped  
TripAdvisor Customer Reviews

# Audience: American Airline Management

## American Airlines Executives

Doug Parker



Chairman and Chief Executive Officer

[Read Doug's bio »](#)

Robert Isom



President

[Read Robert's bio »](#)

Elise Eberwein



Executive Vice President

**People and Communications**  
[Read Elise's bio »](#)

Stephen Johnson



Executive Vice President

**Corporate Affairs**  
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Derek Kerr



Executive Vice President and Chief  
Financial Officer

[Read Derek's bio »](#)

Maya Leibman



Executive Vice President and Chief  
Information Officer

[Read Maya's bio »](#)

# Web scraping customer reviews on TripAdvisor yielded data to improve American's service

## Airline-Level Data

a

Airline,  
rating, and  
nbr. reviews

### American Airlines

40,867 reviews

Headquarters: 4333 Amon Carter Boulevard, Fort Worth, TX 76155-2605 | [+1 800-433-7300](tel:+18004337300) | [Website](#)

Search for flights


New York City, NY - All Airpo

Raleigh, NC - Raleigh/Durha

08/18/2018 08/25/2018

1 Person [v](#)

Search



All Traveler Photos

View from Window

Food and Drink

Overview | **Reviews (40,867)** | Tips (11,151) | Photos (3,264)

Write a review

Rating summary

Legroom

Customer Service

Cleanliness

Food and Beverage

Seat Comfort

Value for Money

Check-in and Boarding

In-flight entertainment (WiFi, TV, movies)

American Airlines Baggage Fees

**Domestic United States**

1st Bag: \$25

2nd Bag: \$35

3rd Bag: \$150

Each bag maximum 50 lb/23 kg

[More](#)

b

Sub-category  
ratings

Source: TripAdvisor Flight Reviews | Aug 3, 2018


3

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## Review-Level Data

**c** Reviewer information

**d** Review information



Krsigmund  
Nashville, Tennessee  
1 review  
0 helpful

**"I hate American Airlines"** **NEW**



Reviewed today Not via mobile

This airline is terrible. Our flight was delayed and we were going to miss our connection. No one could tell me a reason. They rebooked us but we have to fly from Nashville to Los Angeles and back to Santa Fe, arriving at 12:20 AM. I have three children with me. Not one single person who worked for American apologized...

More ▾

Domestic Economy

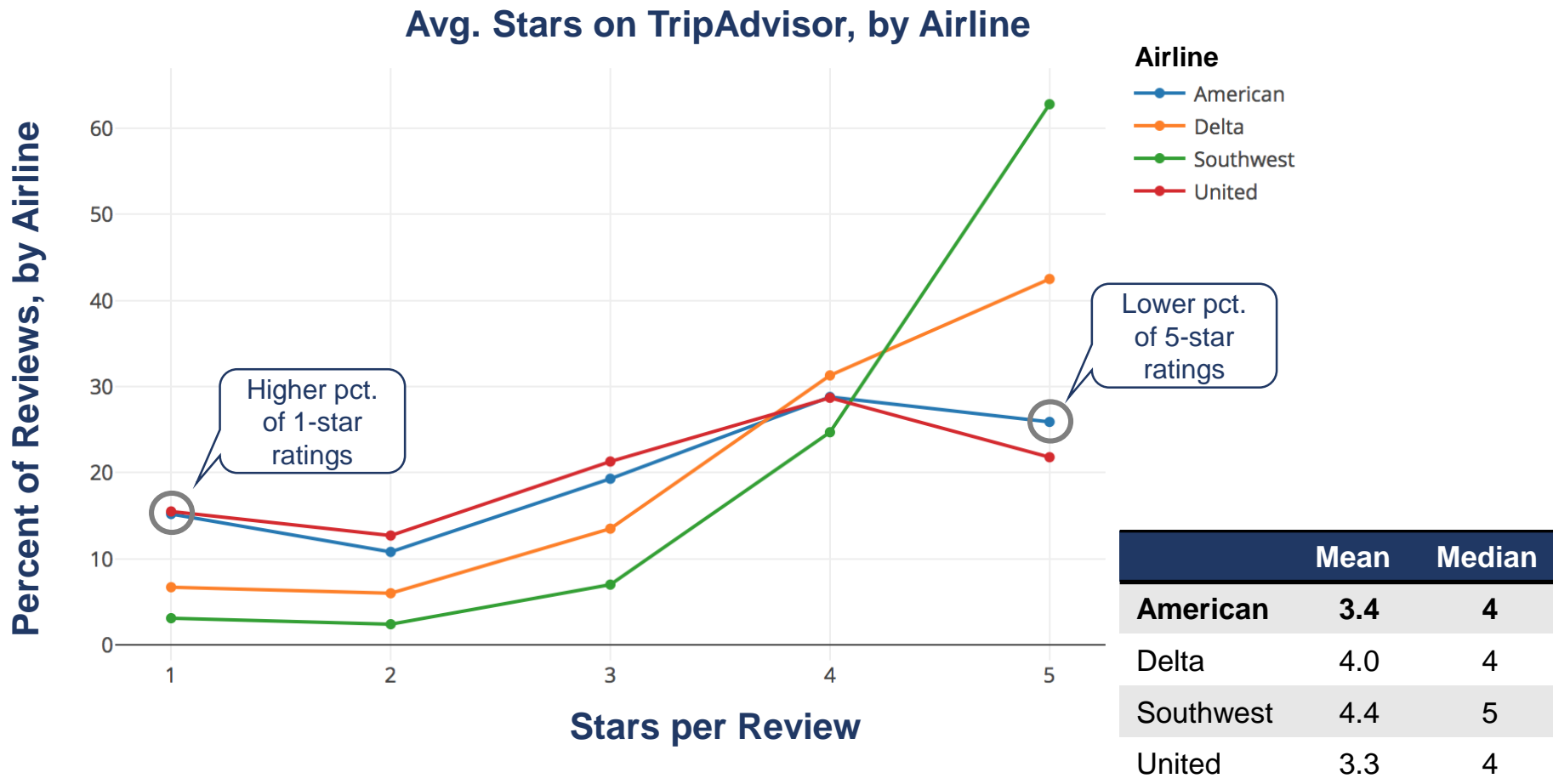
Nashville - Albuquerque

Helpful?  Thank Krsigmund  Report

Data pulled: 1) aggregate data for ~30 of the most reviewed airlines &  
2) all 2018 YTD reviews for American, Delta, SouthWest, and United (4 largest U.S. carriers) (~10k reviews each)

**Where does American Airlines stand  
according to TripAdvisor reviews?**

# American Airlines has a higher proportion of 1-stars and lower proportion of 5-stars than do Delta and SouthWest, on par with United



# Web-scraping customer reviews yielded three key insights

## Recommendation 1

Prioritize  
Customer  
Experience  
Drivers for  
Greatest ROI

## Recommendation 2

Win the  
Mobile-First  
Movement

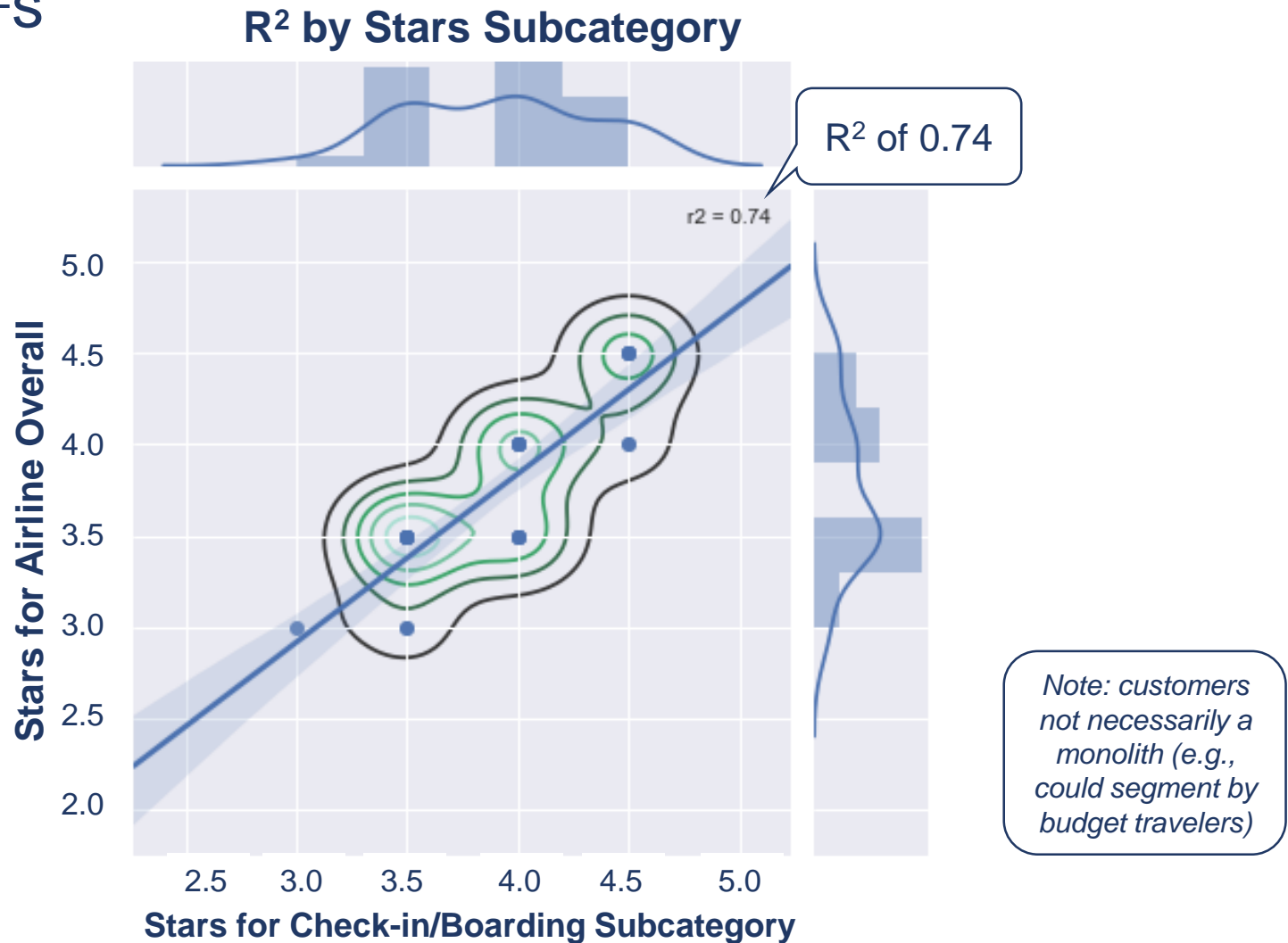
## Recommendation 3

Optimize  
Partnerships  
(with Airlines &  
Airports)

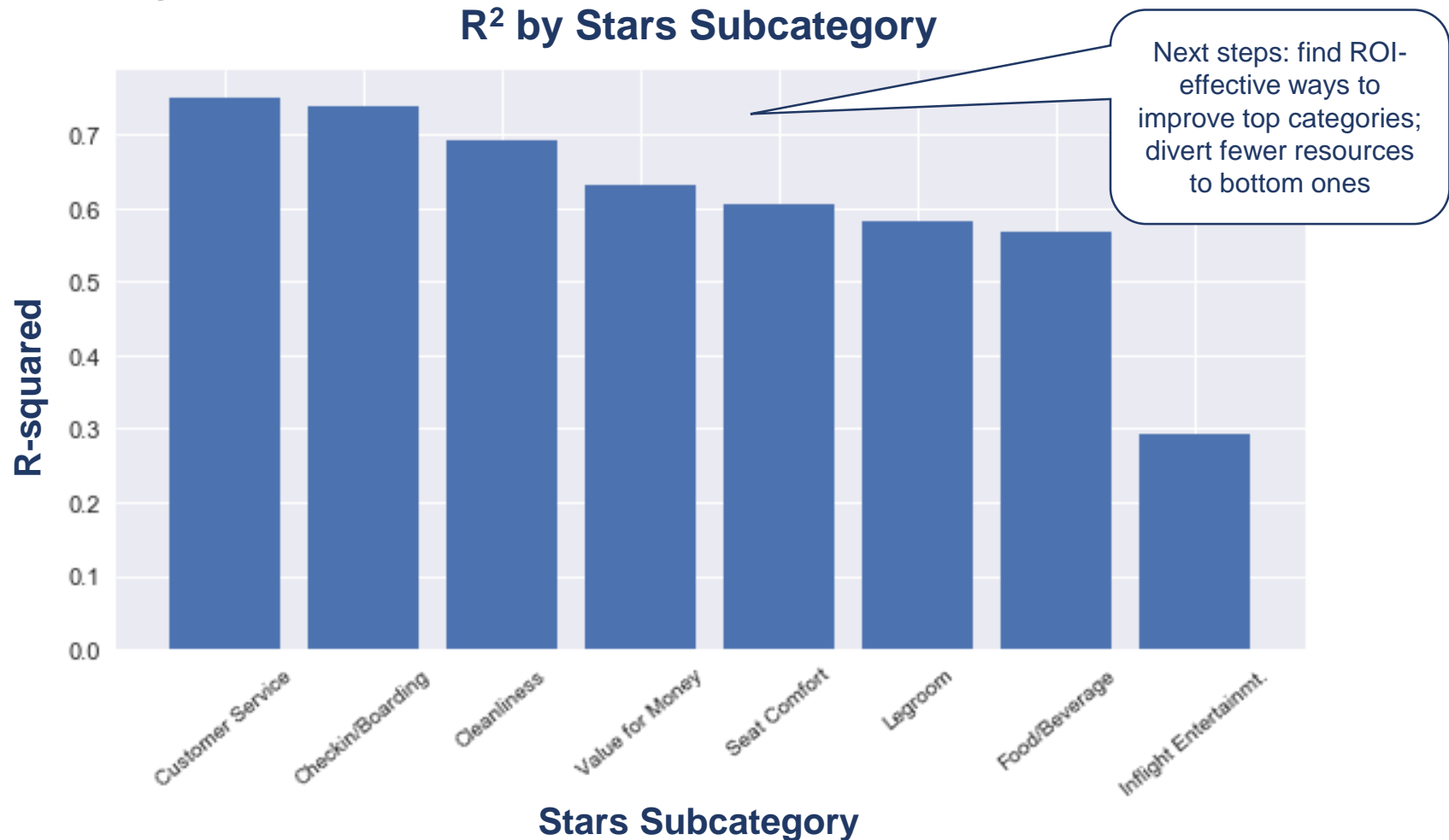
**Recommendation 1:  
Prioritize Customer Experience  
Drivers for Greatest ROI**



Correlation calculated and depicted for each of the eight star-subcategories vs. total stars, to determine highest  $R^2$ s



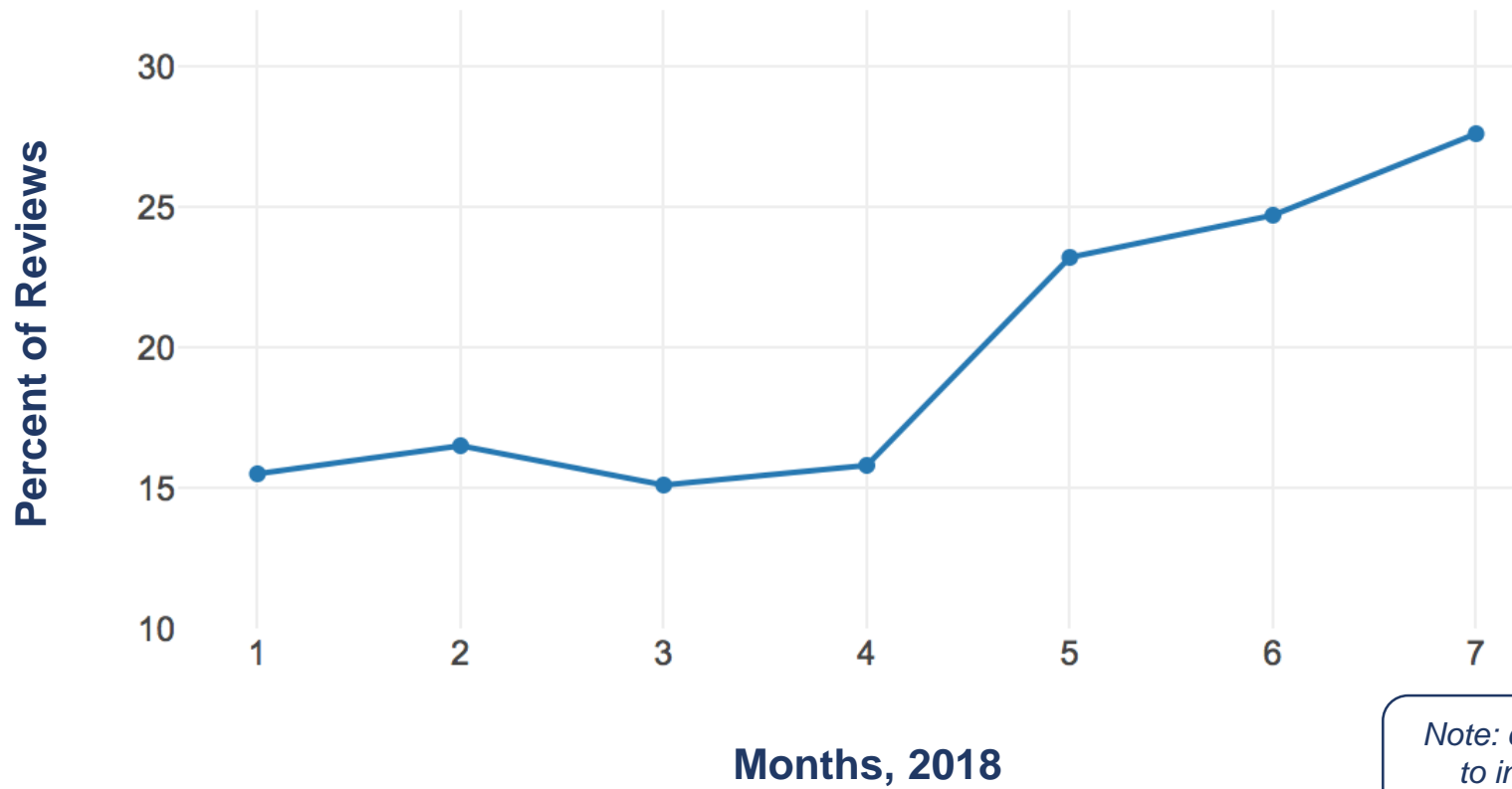
# Customer service and check-in/boarding have the highest R-squared values of the eight subcategories



# **Recommendation 2: Win the Mobile-First Movement**

# We're moving further into a mobile-first world

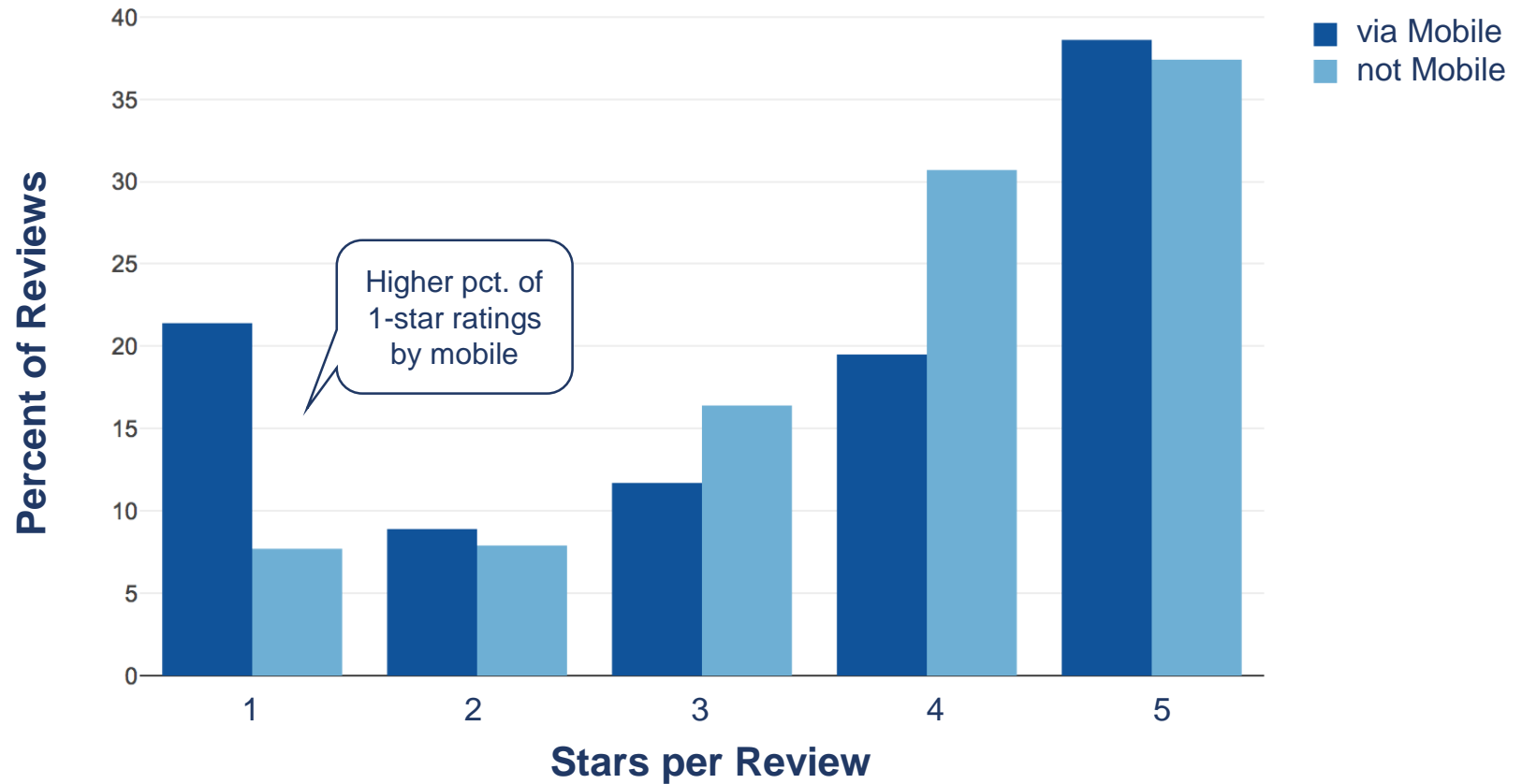
Percent of Reviews Over Time, by Mobile



*Note: can re-scrape  
to include data  
before 2018*

# Mobile users generate higher proportion of 1-star reviews

Stars Distribution by Mobile Status

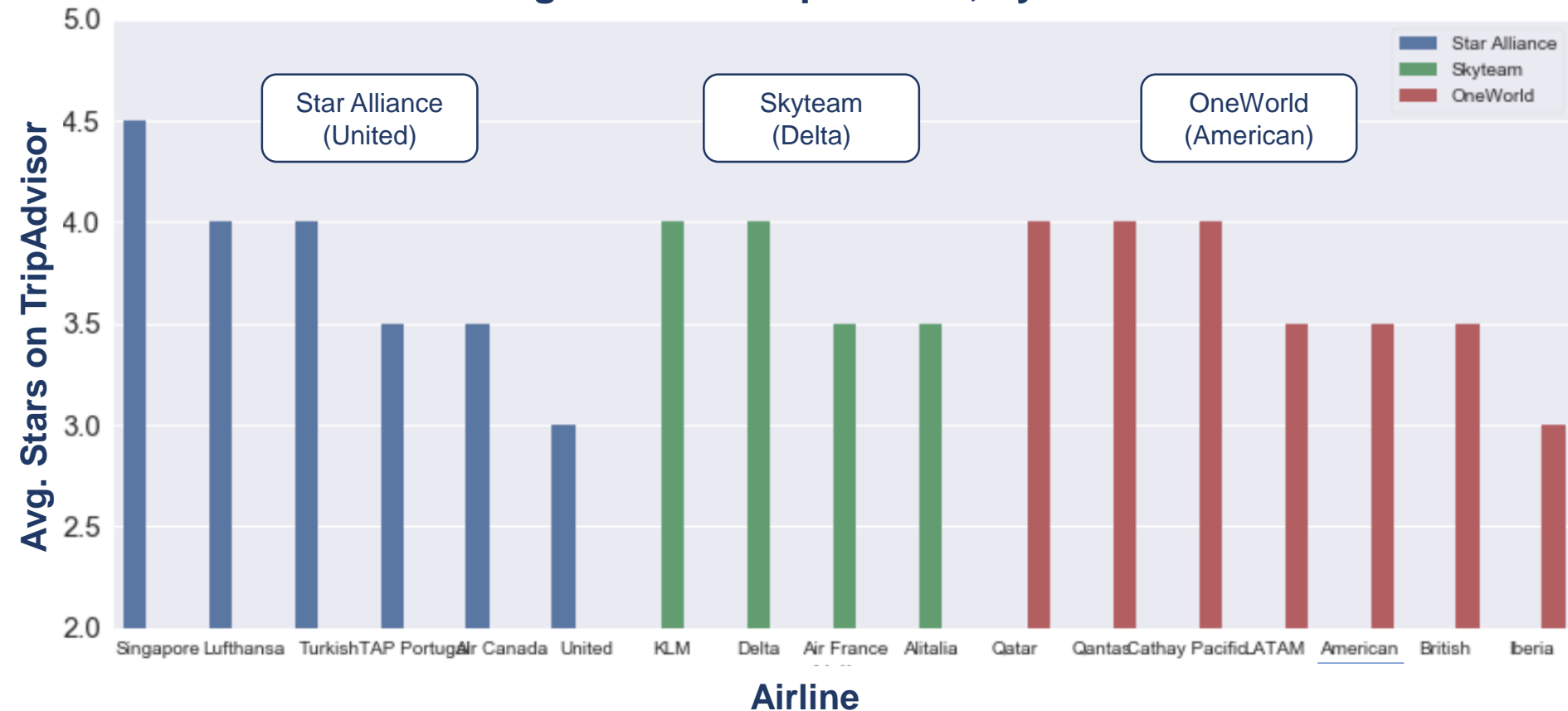


*Further analysis: comparison of 1-star mobile and non-mobile reviews, incentives for mobile brand ambassadors*

# **Recommendation 3: Optimize Partnerships**

# Use reviews to optimize your partnerships: current alliance members

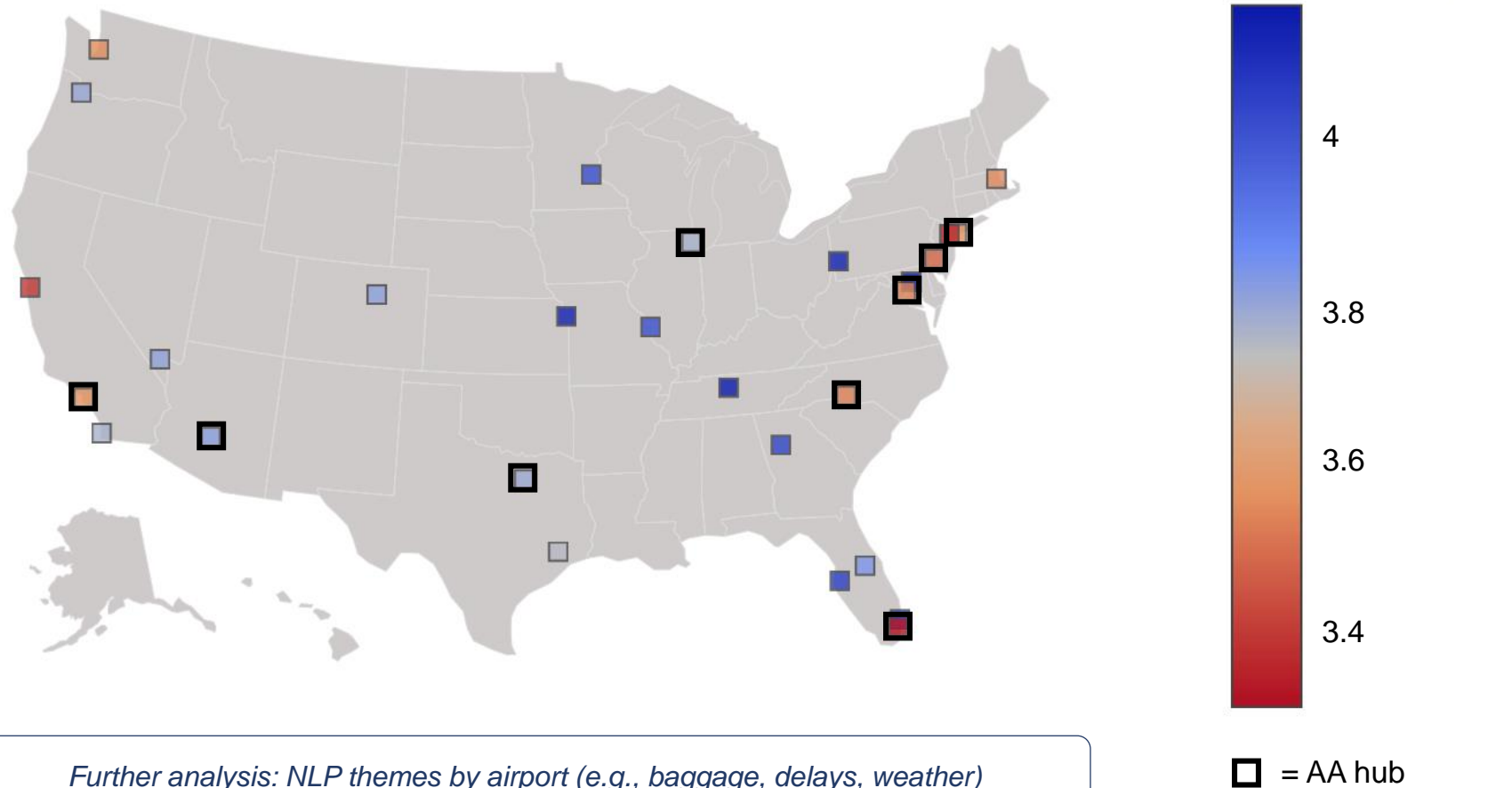
Avg. Stars on TripAdvisor, by Airline



*Action: establish standards and shared metrics across Alliance*

# American can utilize reviews categorized by originating airport (proxy) as negotiating chip with airports

## Flight Reviews, by Originating Airport





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*Further analysis: multivariate regression on star subcomponents, mobile-first and airport NLP*

*Next steps: working session to brainstorm and actualize improvements*

# APPENDIX

# Customer experience research reveals revenue and customer acquisition opportunities in airline industry

## Revenue Opportunity

**\$1.4b**

“According to Forrester Research, on average each US airline is leaving as much as \$1.4 billion in annual revenue on the table by not making improvements to their customer experience (CX).”

## Customer Acquisition

**61%**

61% of global flight purchasers visit TripAdvisor before booking travel; the figure is 66% for U.S. travel purchasers. (Note: this is based on a TripAdvisor study.)

# Customer service theory suggests accentuating the positive and preventing the negative

*Don't just satisfy your customers, delight them.*



*If you make customers unhappy in the physical world, they might each tell six friends. If you make customers unhappy on the Internet, they can each tell 6,000.*



*Good customer service costs less than bad customer service.*



**PREVENT NEGATIVE**

**ACCENTUATE POSITIVE**

