

# Airline Passenger Satisfaction

**103.9K**  
Passenger Reviews

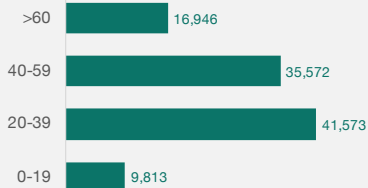
**3.2**  
Overall Rating

**43%**  
Passenger Satisfaction

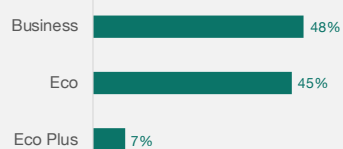
**82%**  
of reviews are from Loyal  
Customers. 52% of which are  
dissatisfied/neutral

44,390  40,533 

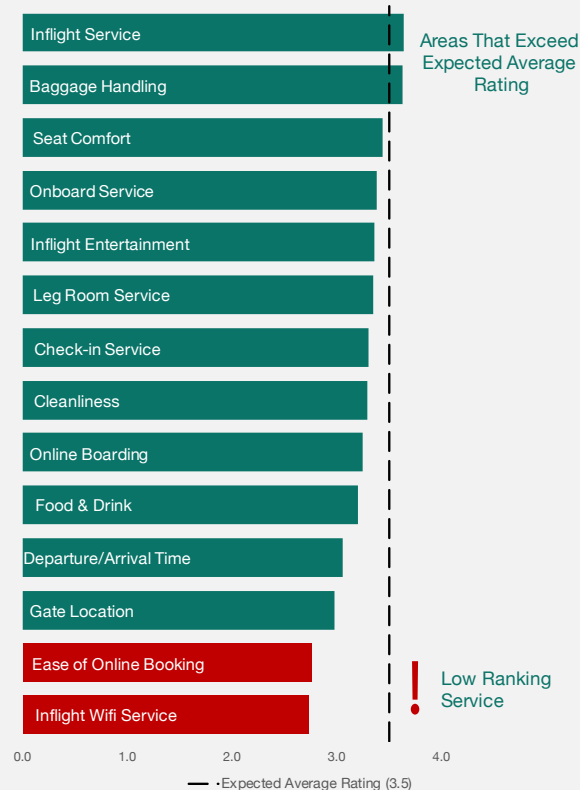
## Age Of Passengers



## Passenger Class Performance



## Airline Services Rating



## Top Areas For Improvement Of Dissatisfied Passengers



## Recommendations:

### 1. Improve inflight WiFi Services:

Inflight WiFi service has the lowest satisfaction rating. Improving inflight WiFi connectivity would likely boost overall rating.

### 2. Make online booking easier

In this fast paced, technological advanced day and age, it is important to many to have quick and easy booking. Suggestions for easy booking:

- Mobile app
- Customer-friendly interface
- Virtual booking assistant/live chat

### 3. Cater towards passengers under the age of 60

83% of dissatisfied customers are under the age of 60. Catering to this age group will likely boost overall rating. Improving inflight services, including services listed above, should be a focus area.