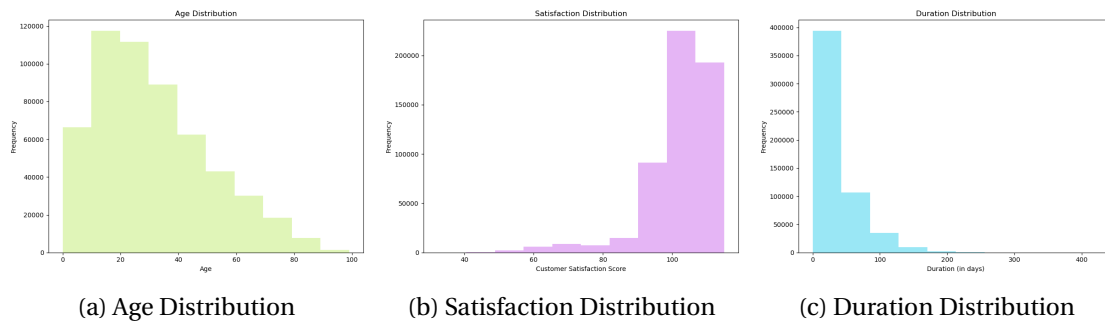


# A REPORT ON THE CUSTOMER SATISFACTION OF OUR INTERGALACTIC TRAVEL

The goal of this report is to give a comprehensive summary on the analysis on our customer satisfaction scores. Celestial Destinations Inc. had a good year with an average customer satisfaction score at 101 out of 115. However, with a satisfaction minimum at 32.25, there is still work to be done. We struggle the most with travelers in Economy Class, travelers over the age of 50, and a mixture of all of our passengers during the slow periods.



It is my recommendation that Celestial Destinations Inc. offers Economy Travellers on extended stays additional amenities and guidance through their travels. Efforts need to be made to raise satisfaction among the backbone group of Celestial Destinations. Satisfaction is also down with older travelers. Senior discounts should be offered to our guests and we should prioritize upgrading our elderly passengers first. Making travel comfortable for this group will help raise our satisfaction levels.



It is also my recommendation that we offer price incentives during months where travel and satisfaction are decreased. Raising our satisfaction levels have been seen to raise profits and will help the reputation of our brand. In the future, Celestial Enterprises Inc. should focus on collecting data about if the passenger is traveling with children or other family members. We could also focus on species of traveler in order to cater on the needs of our diverse passenger base.