



AERO-DAVID EXPRESS CUSTOMER SATISFACTION SURVEY RESULTS '22

Welcome to the results of this years customer's satisfaction survey! Scroll down the page to see a breakdown of key findings from our passengers who flew with us in the past year, and recommendations that are sure to help make **AERO-DAVID EXPRESS** the preferred carrier of flyers around the world!

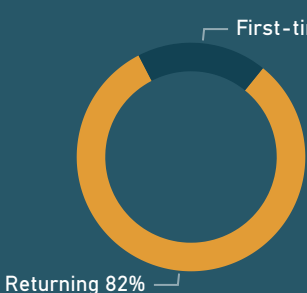
The view from 30,000 Feet

Things are looking up. Last year was a tough one for AERO-DAVID EXPRESS; After years of cost-saving effort and reductions in force, customers voiced their frustrations with our decline in service. Going into 2022, we knew that we had to save our brand and restore our reputation with a complete overhaul of our digital presence, our customer service, and our inflight experience. We are thrilled to say that our brand-renewal investments have paid off and 2022 Customer Satisfaction Survey has returned the **highest single-year increase in our net promoter score** in company history: **+ 46 points!**

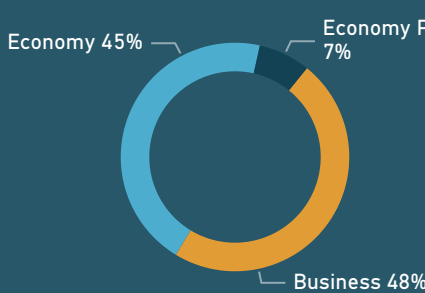
Passenger Demographics

We also saw strong turn out for our 2022 Survey with **65,326 responses** (* 77 from 2021), of whom **82% were returning customers**

Response by Customer Type



Response by Class



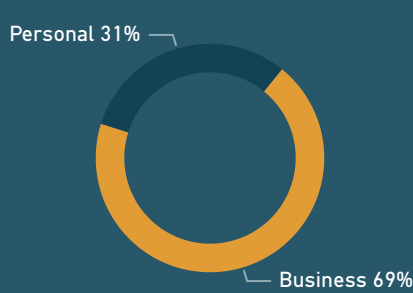
2022 Responses

65,326

Response by Gender



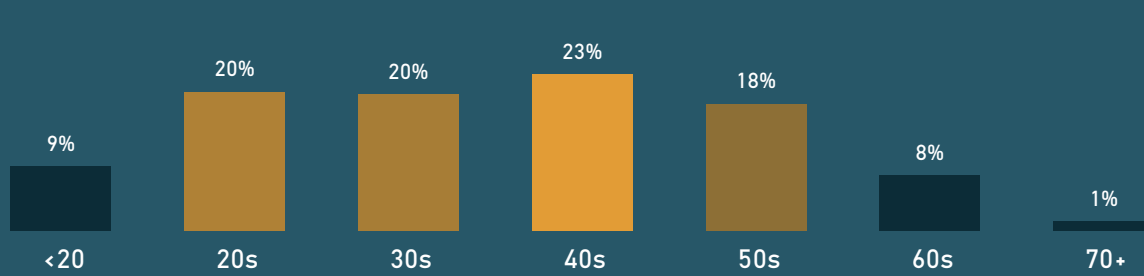
Response by Type of Travel



2021 Responses

64,554

% of Response by Age group



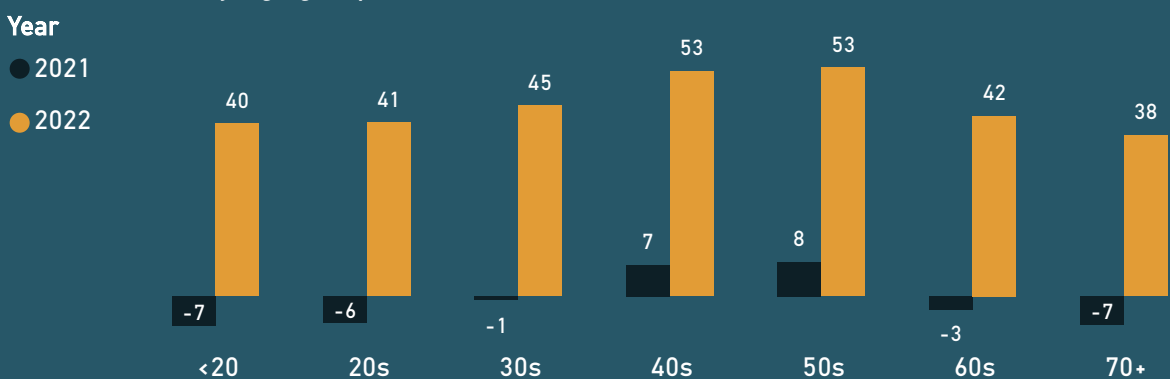
Passenger Net Promoter Score (NPS)

Easily our budget headline was the **46-point jump** in our Net Promoter Score mentioned above. A **47 NPS score in 2022**, this year is a gigantic turnaround and you can use the **slicer** below to explore this change in greater detail.

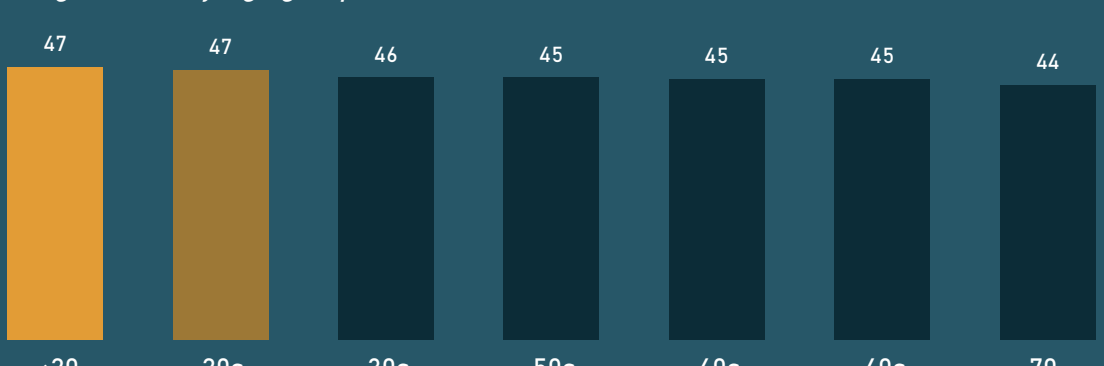
Pick a field from the data for which you would like to compare Net Promoter score

Age groups

Net Promoters by Age groups and Year



YoY change in NPS by Age groups



YoY Change

+ 46

2022 NPS

47

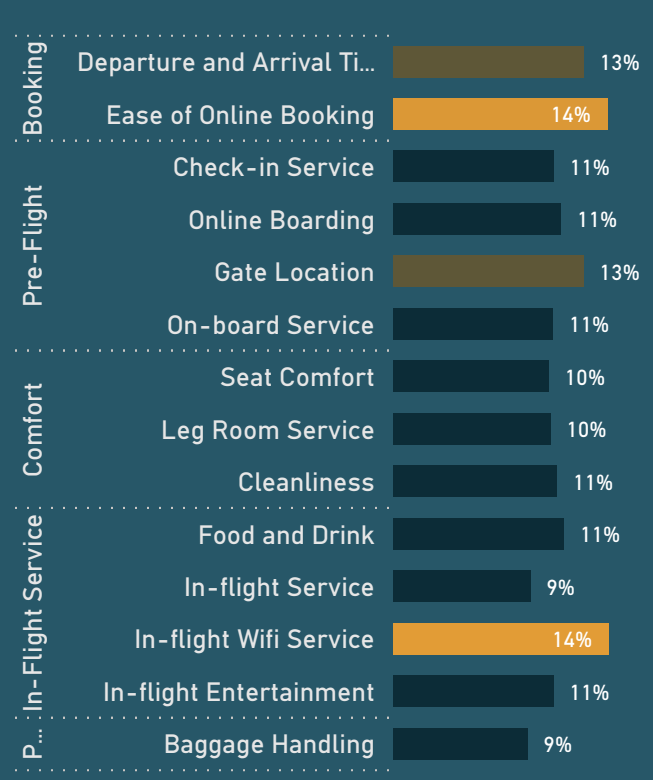
2021 NPS

1

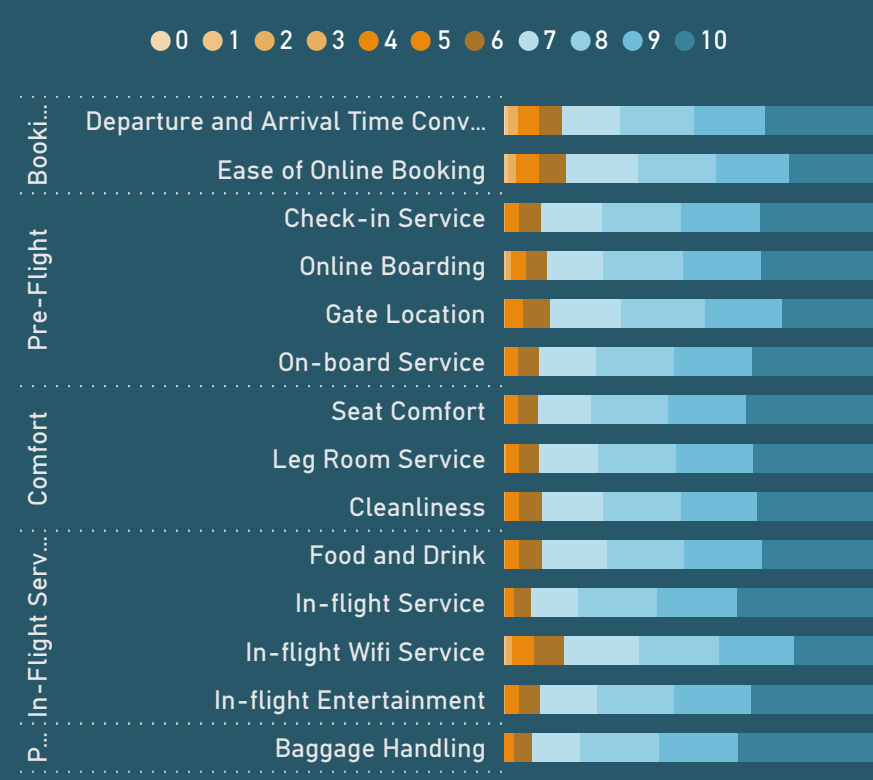
Passenger Experience

More impressive than our raw NPS score, however, is the fact that we saw **consistent and sustained satisfaction improvement** across our many passengers experience touchpoints

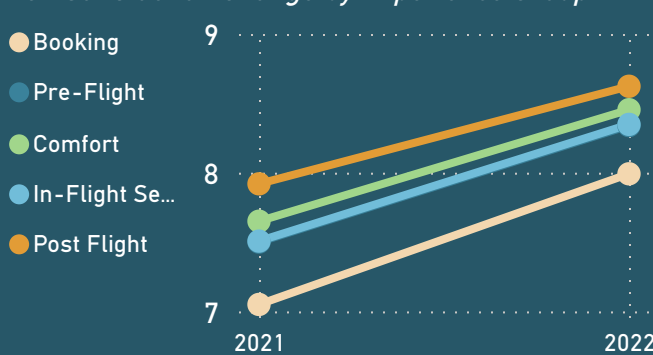
YOY satisfaction change by category



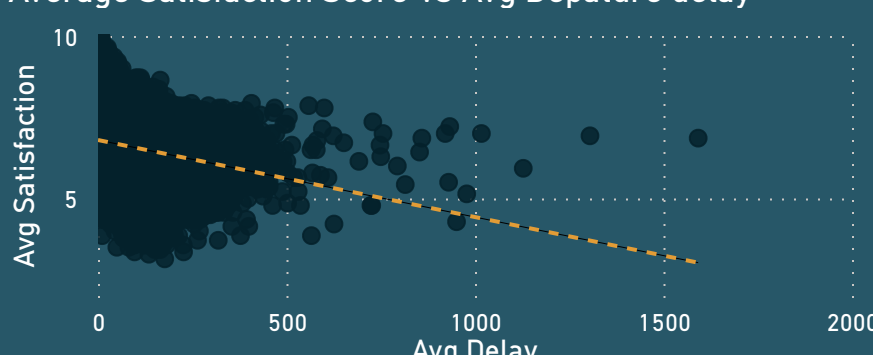
Distribution of Satisfaction Scores for 2022 Passengers



YOY Satisfaction Change by Experience Group



Average Satisfaction Score Vs Avg Departure delay



Recommendations

While we are so excited to see our year-over-year improvement across so many areas, there are always areas to continue to grow. First, many of our customers continue to express frustrations with our **ease of online booking**, something which we must continue to improve. The booking part of our passengers' Journey continues to lag behind all other experience categories as demonstrated in the slope chart above. And while improvements have been made, our **in-flight wi-fi service** also continues to be a pain point for many of our long-haul customers. Finally, we must also make sure to work with our transit and government partners to ensure our flights are safely in the air on schedule; 2022 continued to show that **late passengers have consistently lower overall satisfaction scores**, regardless of who shoulders the blame.