

AIRLINE CUSTOMER SATISFACTION REPORT 2021 - 2022

Welcome to the results of this year's customer 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 our company the most favourite flyers around the world.

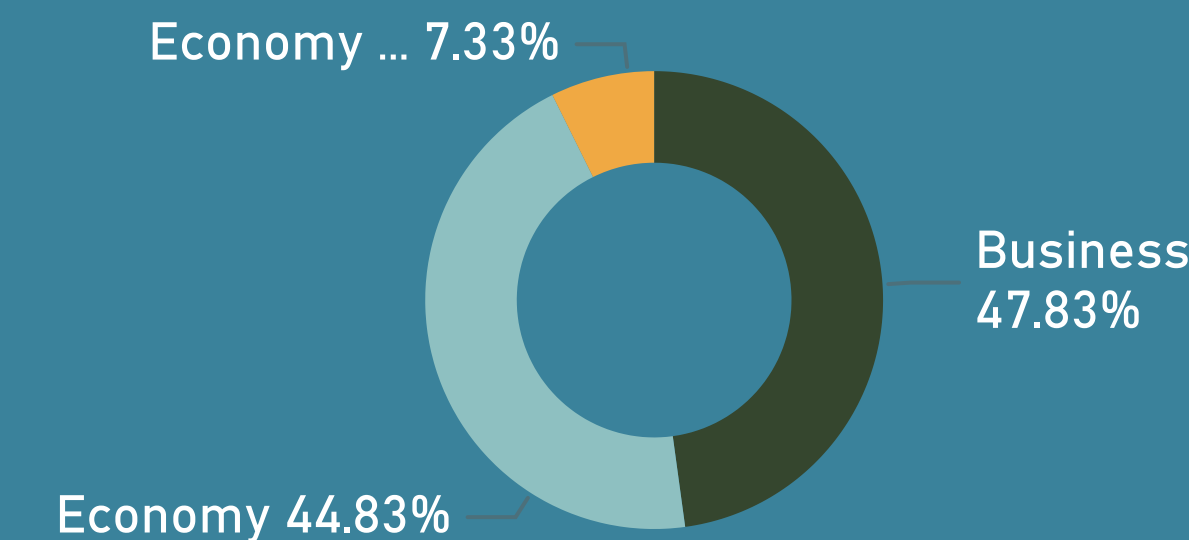
The View from 30,000 Feet

Things are looking up! Last year was a tough year for our company. After years of cost-saving efforts & reductions in force, customers voiced their frustrations with our decline in service. Going to 2022, we knew that we had to save our brand and restore our reputation with a complete overhaul of our digital presence, our customer services, and our in-flight experience. Our 2022 customer satisfaction rate has returned highest single-year increase in our net promoter score in company history.

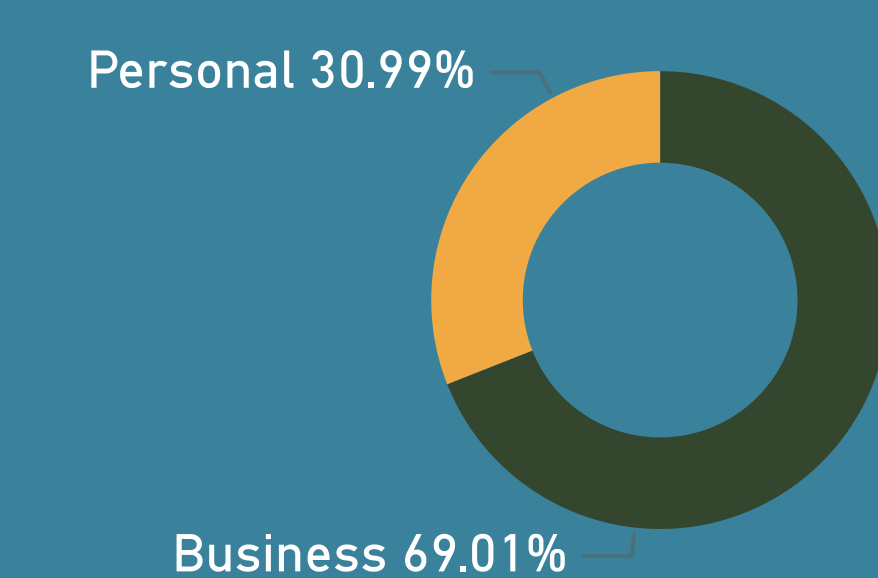
Passenger Demographics

We also saw strong turnout for our 2022 survey, with **65,236 responses (+772 from 2021)**, of whom **82% were returning passengers**.

Response Count by Class



Response Count by Type of Travel



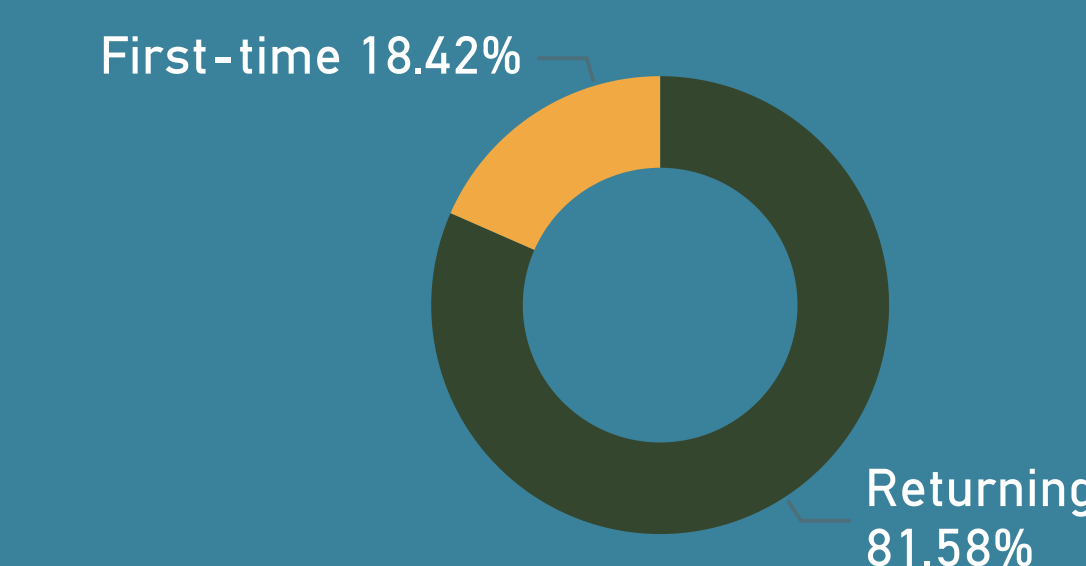
2022 Responses

65,326

Response Count by Gender



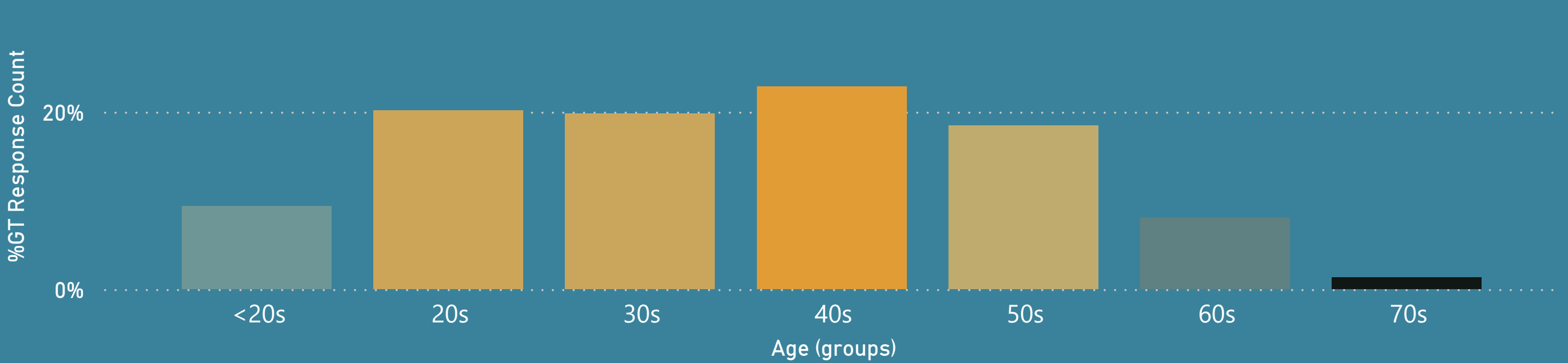
Response Count by Customer Type



2021 Responses

64,554

%GT Response Count by Age (groups)



Passenger Net Promoter Score (NPS)

A 47 NPS score in 2022 this year is a gigantic turn around and you can use the options below to explore this change in greater detail.

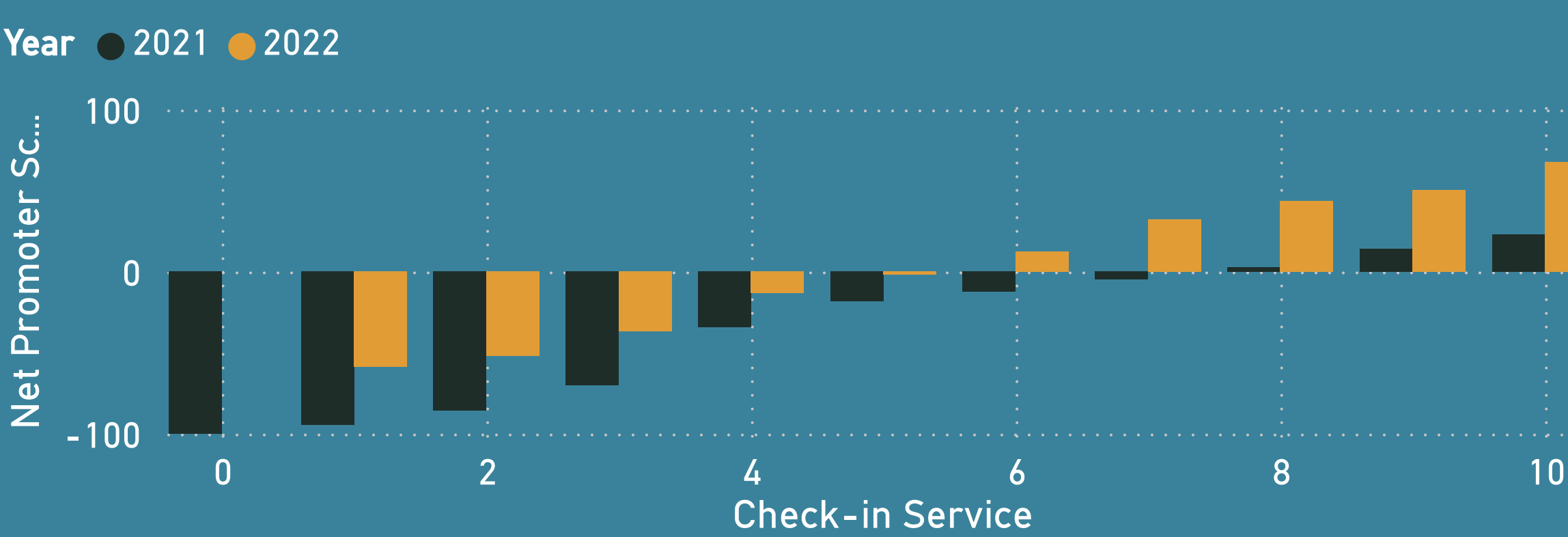
NPS Parameter

Check-in Service

YOY NPS Change

+ 46

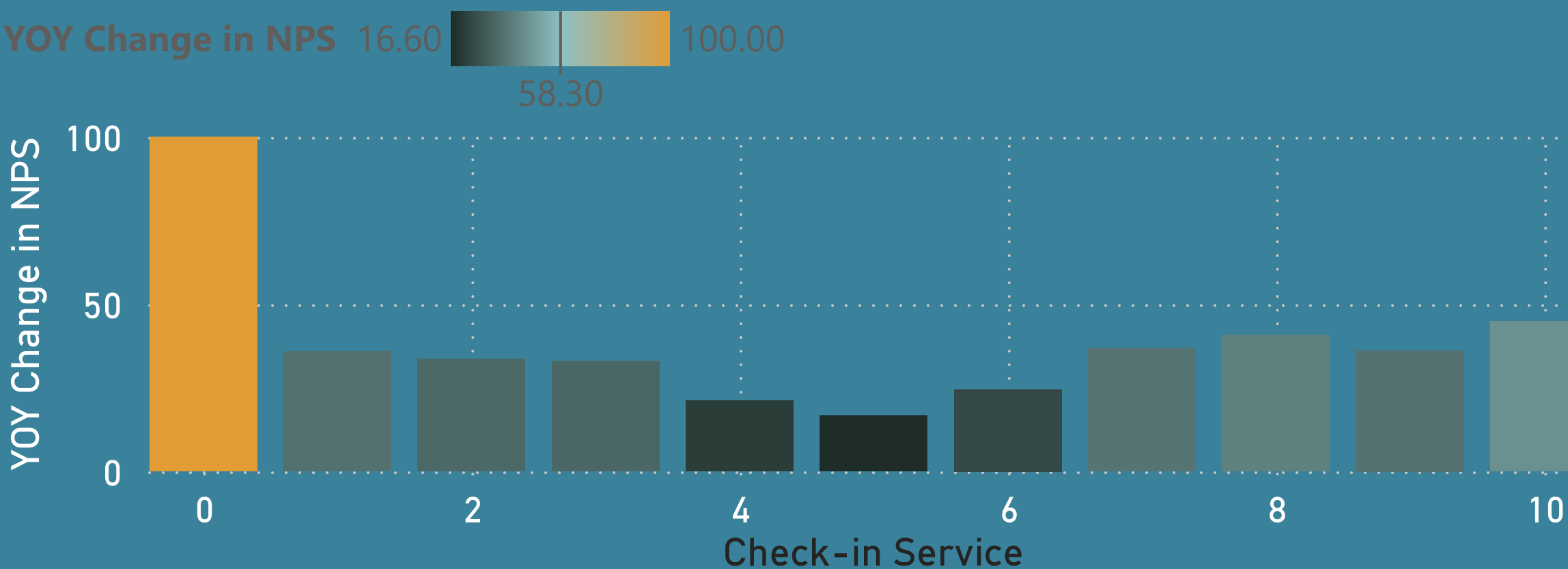
Net Promoter Score by Check-in Service and Year



2022 NPS

47

YOY Change in NPS by Check-in Service

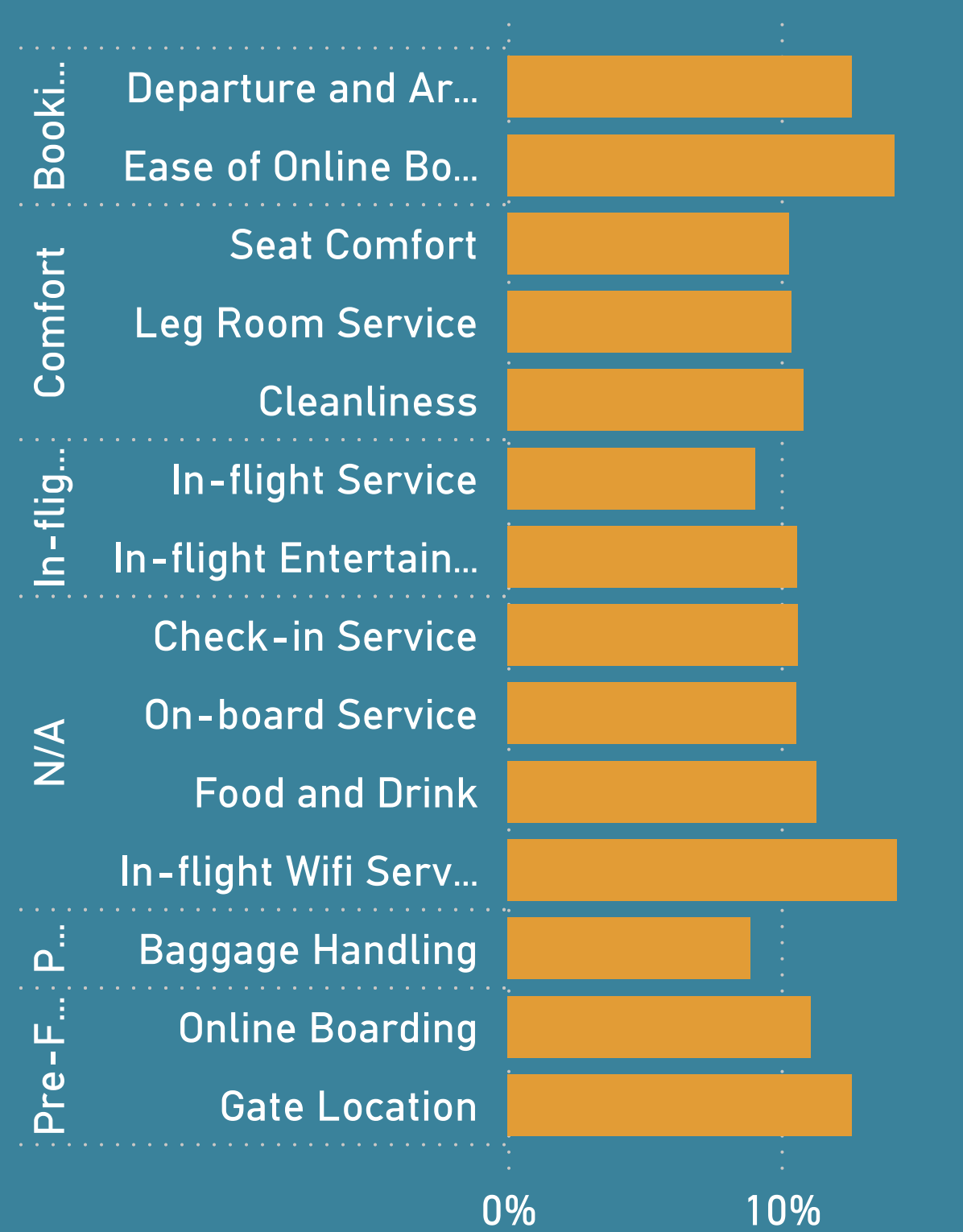


2021 NPS

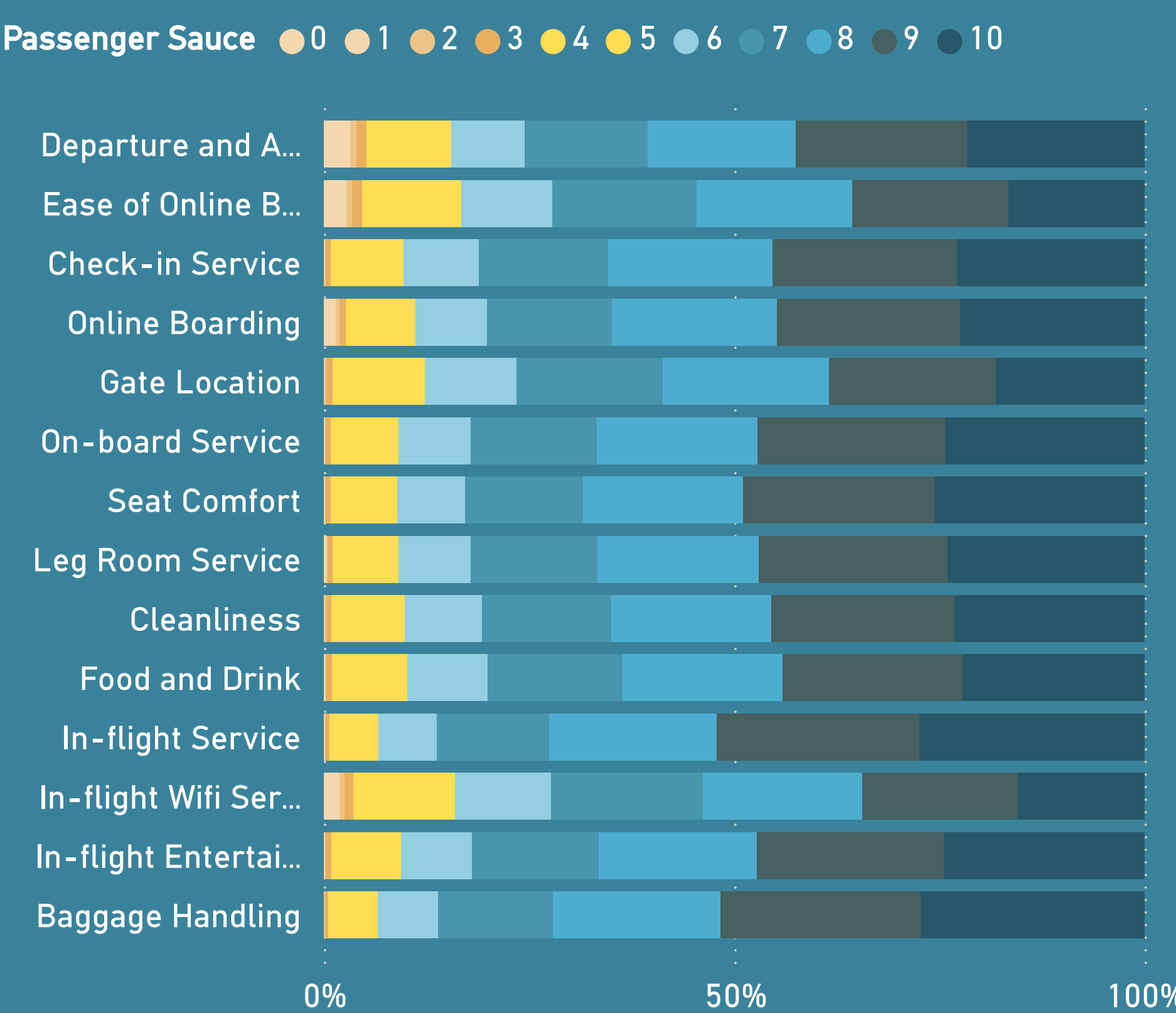
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Passenger Experiences

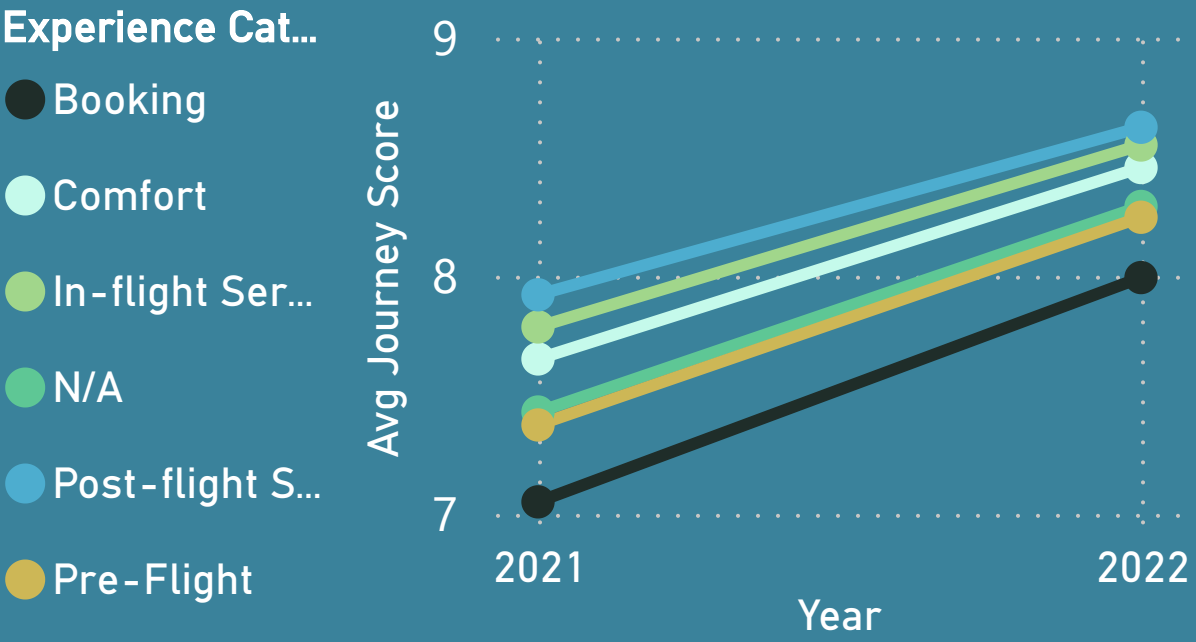
YOY Score Change by Experience Category and Experience Attribute



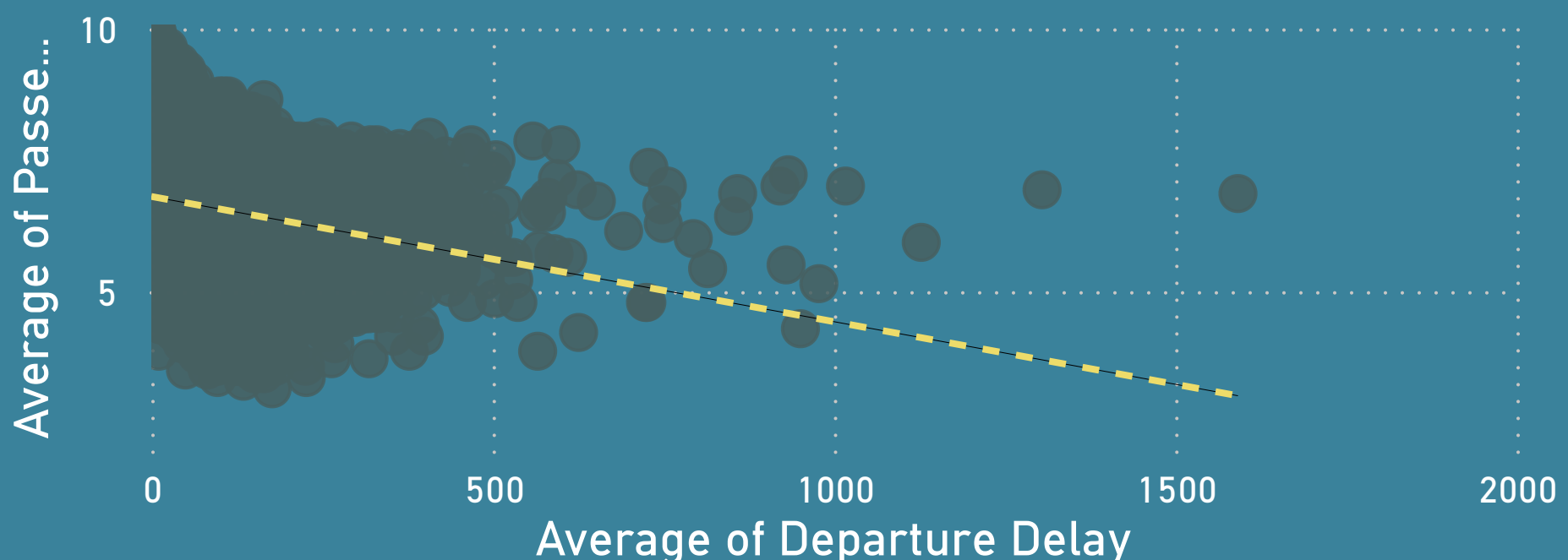
Count of ID by Experience Attribute and Passenger Sauce



Avg Journey Score by Year and Experience Category



Avg Satisfaction Score vs. Avg Departure Delay



Recommendations

- First, many of our customers continue to express the frustration with our **ease of online booking**, some 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.
- Second, our **in-flight wi-fi service** also continues to be a pain point for many of our long-haul customers.
- Thirdly, we must also make sure to work with our transit and government partners to ensure our flights are safely in the air on schedule.