SCREENING

**Q1.** Did you fly with Turkish Airlines from < ORGIN\_City > to <DESTINATION\_CITY\_City> on <DATE>?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **GO TO GM1** |
| No | 2 | **OUT OF QUOTA** |
| I do not remember | 3 | **OUT OF QUOTA** |

GENERAL EVALUATIONS

**Please answer all questions with specific regard to the flight you have taken with Turkish Airlines on <DATE> from < ORGIN\_CITY> to <DESTINATION\_CITY>.**

**GM1.** Considering your whole experience about your flight, how satisfied were you **overall** with service provided by Turkish Airlines on air and on the ground?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**SCRİPT: IF GM1 <7, ASK. NOT COMPULSORY AREA**

**GM1a.** Can you state your reason(s) of unsatisfaction?

|  |
| --- |
| (Please describe in as much detail as possible.) 🖎  Not mandatory |

**SCRİPT: IF GM1 =7, 8, ASK. NOT COMPULSORY AREA**

**GM1b.** What would you suggest Turkish Airlines to earn a full score?

|  |
| --- |
| (Please describe in as much detail as possible.) 🖎  Not mandatory |

**SCRİPT: IF GM1 =9, 10, ASK. NOT COMPULSORY AREA**

**GM1c.** Can you state your reason(s) of satisfaction?

|  |
| --- |
| (Please describe in as much detail as possible.) 🖎  Not mandatory |

**T.** Considering your flight experience, how likely are you to recommend traveling with Turkish Airlines?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| Very likely |  |  |  |  |  |  |  |  |  | Very unlikely |

**Ta.** You have given (Script: recall answer given in question T) points for recommending Turkish Airlines. Could you please specify why you feel this way.

|  |
| --- |
| (Please describe in as much detail as possible.) 🖎 |

**TS**. Why did you choose to fly with Turkish Airlines for your flight between <ORGIN\_City> and <DESTINATION\_City>? Please choose or state your primary reasons for flying with Turkish Airlines.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **First primary reason** | **Second primary reason** | **Third primary reason** |
| Flight safety | **1** | **1** | **1** |
| Prices | **2** | **2** | **2** |
| Direct flight | **3** | **3** | **3** |
| Flight time | **4** | **4** | **4** |
| In-flight catering | **5** | **5** | **5** |
| Modernity of aircraft | **6** | **6** | **6** |
| Membership of Star Alliance | **7** | **7** | **7** |
| Miles&Smiles Programme | **8** | **8** | **8** |
| Other (please state) | **9** |  |  |
| Other(please state) |  | **9** |  |
| Other (please state) |  |  | **9** |
| No other reason |  |  |  |

**YK.** How likely are you to **travel** with Turkish Airlines **again**?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very likely |  |  |  |  |  |  |  |  | Very unlikely |

**VFM.** Considering services provided by **Turkish Airlines** during your flight, to what extent do you agree with the statement **“the service that I received was worth the money I paid”**?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Definitely agree |  |  |  |  |  |  |  |  | Not agree at all |

**BP.** Considering services provided by **Turkish Airlines** during your flight, to what extent do you agree with the statement **“Turkish Airlines fully met my expectations”**?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Definitely agree |  |  |  |  |  |  |  |  | Not agree at all |

RESERVATION / TICKET PURCHASE

**BR1.** Where did you buy your ticket for the flight you have taken on <DATE> for < ORGIN\_CITY>-<DESTINATION\_CITY>?

|  |  |  |
| --- | --- | --- |
| Internet ([www.turkishairlines.com](http://www.turkishairlines.com)) | 1 | **SCRİPT: GO TO I1** |
| Turkish Airlines sales offices | 2 | **SCRİPT: GO TO SO1** |
| Call center 444 0 849 | 3 | **SCRİPT: GO TO C1** |
| Mobile application | 4 | **SCRİPT: GO TO I1** |
| Agency | 5 | **SCRİPT: GO TO SO1** |
| I didn’t purchase the ticket myself / others, my company bought it for me | 6 | **SCRİPT: GO TO UO1** |

NOTE: Turkish Airlines sales offices are offices where only Turkish Airlines tickets are sold, while agencies also sell tickets of other airlines.

Internet – Mobile Application

**I1.** Overall how satisfied were you with reservation and ticket purchasing processes provided on *(Script: If BR1=1, “internet” if BR1=4, “mobile application”)*?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**I2.** How would you score your satisfaction level on the following factors related to ticket purchasing and reservation made through *(Script: If BR1=1 “internet”, if BR1=4 “mobile application”)*?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **I2** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **I2a.** | Ease of use of (*Script: If BR1=1 “internet site” If BR1=4 “mobile application”)* | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **I2b.** | Redirecting the activities | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

**SCRİPT: AFTER INTERNET SECTION, PROCEED TO UO1’E**

Sales Offices - Agencies

**SO1.** How satisfied were you with reservation and ticket purchasing processes provided by *(Script: If BR1=2 “Turkish Airlines sales offices” if BR1=5 “agencies”)*?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**SO2.** How would you score your satisfaction level on the following factors related to *(Script: If BR1= “Turkish Airlines sales offices” if BR1=5 “agencies”)*?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **SO2a** | Waiting time | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **SO2b** | Employee behaviors and attitudes | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **SO2c** | Clarity and sufficiency of information provided by employees | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **SO2d** | Physical appearance of *(Script: if BR1=2 “Turkish Airlines sales office” if BR1=5 “agencies agency”)* | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

**SCRIPT! AFTER SALES OFFICES/AGENCY SECTION, PROCEED UO1’E**

Call Center 444 0 849

**C1**. Overall, how satisfied were you with the ticket reservation/purchasing processes of the Turkish Airlines Call Center?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**C2.** How would you score your satisfaction level on the following factors related to services provided by Turkish Airlines Call Center?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **C2** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **C2a** | Time to reach Customer Representative | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **C2b** | Customer Representative behaviors and attitudes | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **C2c** | Capability of customer representative to provide information | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

**SCRİPT! AFTER CALL SECTION, PROCEED TO UO1’E**

PRE-FLIGHT EXPERIENCES

**UO1.** Considering processes from the moment you entered the airport to the moment you boarded the airplane, overall how satisfied were you with Turkish Airlines?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

Connecting Flights

**A1.** Considering your <ORGIN\_CITY> - <DESTINATION\_CITY> flight on <DATE>, did you have a connecting flight?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **SCRİPT: GO TO A2** |
| No | 2 | **SCRİPT: GO TO UO2. DO NOT ASK TRANSFER QUESTIONS.** |

**A2.** Was your flight from < ORGIN\_CITY> to <DESTINATION\_CITY> the first leg or second leg?

NOTE: If your flight is the first leg, this means you have another flight that will take off from <DESTINATION\_City>, if it is the second leg, this means you have arrived at the <ORGIN\_City > with another flight.

|  |  |
| --- | --- |
| First leg | 1 |
| Second leg | 2 |

**A3.** Was your *(Script: if A2=1 “second leg” if A2=2 ”first leg”)* flight with Turkish Airlines?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **Script: If A2=1 & DESTINATION\_CITY=İstanbul Atatürk OR A2=2 & ORGIN\_CITY=İstanbul Atatürk, ask Transfer check-in questions** |
| No | 2 | **Script: Don’t ask transfer questions** |

Check-in

**SCRİPT: If A1=2, ask UO2**

**SCRİPT: If A2=2 & A3=1 OR A2=1, ask UO2**

**UO2.** Please state where you checked in?

(Single answer)

|  |  |
| --- | --- |
| Internet | 1 |
| Mobile | 2 |
| Kiosk | 3 |
| Counter | 4 |
| CIP Lounge | 5 |

**UO2x.** Did you hand in any baggage at the airport?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **Script: go to UO2y** |
| No | 2 | **Script: go to UO2z** |

**Script: if UO2=1, 2, 3 & UO2x=1, ask**

**UO2y.** Was there a separate baggage handling counter for customers who did online check-in?

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |

**Priority check-in**

***SCRIPT: Ask Elite, Elite Plus and Business customers who check in at the counter***

***If If STATU=Elite OR STATU= Elite Plus OR CLASS=C AND UO2=4, ask***

**UO2z.** Did you use priority check-in?

**Script: Write a description of the services under the question.**

**Priority Check-in :** Elite, Elite Plus Miles&Smiles members can make in check-in process at the Business Class desks.

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |
| I was not aware | 3 |

**UO3.** Overall how satisfied were you with check-in process?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UO4.** How would you score your satisfaction level on the following issues related to check-in?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UO4** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **UO4a** | **Script: If UO2=4/5 OR (UO2=1, 2, 3 & UO2x=1), ask**  Queue Time | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4b** | **Script: If UO2=4/5, ask**  Staff welcome | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4c** | **Script: If UO2=4/5, ask**  Interaction of check-in staff | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4d** | **Script: If UO2=4/5, ask**  Enthusiasm of the check-in staff | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4e** | **Script: If UO2=4/5, ask**  Attitude of check-in staff | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4f** | **Script: If UO2=4/5, ask**  Appearance of personnel | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4g** | **Script: If UO2=4/5, ask**  Appearance of the counter | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4h** | **Script: If UO2=4/5 OR (UO2=1, 2, 3 & UO2x=1), ask**  Check-in service time | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4i** | **SCRIPT: if language is English in data AND UO2=4/5 OR UO2=1, 2, 3 & UO2x=1), ask**  Language Skills of Check-In Staff | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4j** | **SCRIPT: if UO2=3, ask**  Ease of use of Kiosk | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4k** | **SCRIPT: if UO2=1, ask**  Ease of use of Online Check-in | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4l** | **SCRİPT: if Miles&Smiles statü=Elite OR Elite Plus, ask**  Satisfaction with excess baggage advantage | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4m** | **SCRİPT: if Miles&Smiles statü=Elite OR Elite Plus, ask**  Satisfaction with excess cabin baggage advantage | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

**Transfer**

***Script: If A2=1 & DESTINATION=Ist OR A3=2 & ORGIN=Ist, ask Transfer check-in questions below.***

**If A1=2, do not ask transfer questions**

How would you score your satisfaction on the following aspects related to your transit experiences?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UO4n1** | Transfer/Transit services | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4n2** | Attitude and behaviors of transfer/transit staff | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4n3** | Inflight announcement for transfer/transit passengers | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO4n4** | Adequacy of transfer/transit directions in Istanbul Ataturk Airport | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

CIP Lounge

**SCRIPT: IF UO2=6, SKIP UO5, GO TO UO6**

**SCRIPT: Ask Elite, Elite Plus and Business customers**

**UO5.** Did you use the CIP Lounge at the <ORGIN\_City> airport?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **SCRIPT: go to UO6** |
| No | 2 | **SCRIPT: go to UO8** |

**UO6.** Overall how satisfied were you with CIP Lounge?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UO7.** How would you score your satisfaction on the following aspects related to your CIPLounge experience?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UO7** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **UO7a** | Comfort of CIP Lounge | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7b** | Staff welcome | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7c** | Interaction of lounge staff | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7d** | Enthusiasm of CIP lounge personnel | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7e** | Attitude of lounge staff | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7f** | Seat availability | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7g** | Food variety | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7h** | Food quality | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7i** | Beverage variety | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7j** | Beverage quality | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7k** | Newspaper/magazine variety | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7l** | General cleanliness and hygiene of the Lounge | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7m** | Cleanliness, hygiene of restrooms | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO7o** | İnternet Connection | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

Boarding

**UO8.** Overall how satisfied were you with boarding processes?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UO9.** How would you score your satisfaction with the following aspects of the boarding processes?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UO9** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **UO9a** | Behavior and attitude of boarding staff (being friendly, courteous, etc.) | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO9b** | Boarding process | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO9c** | Take-off punctuality | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UO9d** | Adequacy of the information provided at the gate | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

**Priority Boarding**

**Script: Ask Elite, Elite Plus, Business customers**

**UO9e.** Were you offered priority boarding service?

**Script: Write a description of the services under the question.**

**Priority Boarding Service:** Elite, Elite Plus Miles&Smiles members can go into the plane with Business Class Passengers.

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **Script: go to UO9f** |
| No | 2 | **Script: go to UD1** |
| Offered but I did not use it | 3 | **Script: go to UD1** |

**UO9f.** Overall how satisfied were you with the priority boarding service?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

ONBOARD EXPERIENCES

**UD1.** Overall how satisfied were you with your flight experiences?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UD1a.** Did cabin crew address you with your name at least one time during the flight?

***SCRIPT: If CLASS=C, ask.***

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |
| I don’t remember | 3 |

Cabin

**UD2.** Considering the plane in which you flew, overall how satisfied were you with the physical conditions of the plane?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UD3.** How would you score your satisfaction with the following aspects of the physical conditions of the plane?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UD3** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **UD3a** | Sufficient room in the overhead cabinets | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD3b.** | Cabin lighting | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD3c** | Cabin design | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD3d** | Cabin temperature | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD3e** | Cleanliness of the cabin | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD3f** | Cleanliness of the restrooms | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

Seats

**UD4.** Considering the plane in which you flew, overall how satisfied were you with the seats?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UD5.** How would you score your satisfaction with the following aspects of the seats?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UD5** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **UD5a** | Seat comfort | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD5b** | **Script: If Aircraft = Large-body & business customers, ask**  Sleep comfort | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD5c** | Cleanliness of the seats and tray tables | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD5d** | Seat width | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD5e** | Seat pitch | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD5f** | **Script: Ask only to business customers**  Seat functionality | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

Cabin crew

**UD6.** Overall how satisfied were you with the cabin crew in your **<**ORGIN\_CITY> - <DESTINATION\_CITY> flight?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UD7.** How would you score your satisfaction with the following aspects of the cabin crew?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UD7** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **UD7a** | Appearance of the cabin crew | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD7b** | Cabin crew welcome | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD7c** | Attitude of cabin crew |  |  |  |  |  |  |  |  |  |  |  |
| **UD7d** | Enthusiasm of the cabin crew |  |  |  |  |  |  |  |  |  |  |  |
| **UD7e** | Handling special requests | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD7f** | Helpful attitude of cabin crew |  |  |  |  |  |  |  |  |  |  |  |
| **UD7g** | **SCRIPT: if language is English in data, ask**  Language Skills of cabin crew | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD7h** | Inflight announcements provided by the cabin crew | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

In-Flight Entertainment

**Script: Do not ask to domestic flights. If there is no ife in the place, do not ask**

**UD8.** Overall how satisfied were you with in-flight entertainment services?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UD9.** How would you score your satisfaction with the following aspects of the in-flight entertainment system?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UD9** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **UD9a** | Newspaper and magazine variety | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9b** | **Script: if IFE= Personal screen , ask**  Movie variety | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9c** | **Script: if IFE= Personal screen , ask**  Music variety | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9d** | **Script: if IFE= Personal screen , ask**  Entertainment system’s ease of use | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9e** | **Script: if IFE= Personal screen , ask**  Smooth working of entertainment system | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9f** | **Script: Ask to flights with internet connection**  İnternet connection | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9g** | Comfort amenities (blanket, pillow, etc.) | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9h** | **Script: ask only to business customers**  Earphone quality | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9i** | **Script: if IFE=Common screen , ask**  Overhead screens clarity | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9j** | **Script: if IFE=Common screen, ask**  Sound quality of the broadcasts | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD9k** | **Script: if IFE= Personal screen , ask**  Personel screens clarity | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

Inflight Catering

**UD10.** Overall how satisfied were you with the food & beverage offered in the flight?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**UD11.** How would you score your satisfaction with the following aspects of the catering (food & beverage)?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **UD11** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **UD11a** | Flavour of food & beverage | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD11b** | Quantity of food & beverage | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD11c** | Heat of the food | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD11d** | Timing of inflight food & beverage service after take off | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD11e** | Beverage variety | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD11f** | Presentation quality | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **UD11g** | **Script: ALL OF CLASS:C,U AND HAUL:ER,LONG,MEDIUM,INTERNATIONAL OF CLASS:Y,ask**  Bread variety | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

POST FLIGHT EXPERIENCES

**US1.** Considering all your experiences following the landing of your plane in <DESTINATION\_City> airport, overall how satisfied were you with post flight processes?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**US2**. How would you score your satisfaction with the following aspects of the post flight processes?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **US2** | | Very satisfied | |  |  |  |  |  |  | Not satisfied at all | | Don’t know |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **US2a** | Arrival punctuality | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **US2b** | How did you reach airport from plane?  1- By Jet bridge 2-By bus 3-Other |  | | | | | | | | | | |
| **US2c** | Transfer\Transit processes from plane to airport | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **US2d** | **SCRIPT: if UO2x=1, ask**  Smooth delivery of the baggage | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **US2e** | **SCRIPT: if UO2x=1, ask**  Baggage delivery time | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **US2f** | **Script: ask if (STATU=Elite OR STATU= Elite Plus OR CLASS=C) & UO2X=1**  Priority baggage delivery | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| **US2g** | **Ask if <DESTINATION\_CITY> =**  **ISTANBUL ATATURK AND STATU=EC, EP OR CLASS=C. Do not ask to domestic flights.**  Did you use Arrival CIP Lounge?  1-Yes 2-No |  | | | | | | | | | | |
| **US2h** | **SCRIPT: if US2g=1, ask**  Your overall satisfaction with Arrival CIP Lounge | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

ADDITIONAL SERVICES

**EH1.** Did you experience any irregularity before, during or after your flight from < ORGIN\_CITY> to <DESTINATION\_CITY> on <DATE>?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **Script: go to EH1x** |
| No | 2 | **Script: go to EH7** |

**Script: if EH1=1, ASK**

**EH1x.** Please mark the type of the irregularity that you experienced?

|  |  |
| --- | --- |
| Delay | 1 |
| Flight cancellation | 2 |
| Lost baggage | 3 |
| Damaged baggage | 4 |
| Missing baggage | 6 |
| Mislaid belongings | 7 |
| Other (please state) | 5 |

**Script: if EH1x=1, ask**

**EH2.** Approximately how long was the delay?

|  |  |
| --- | --- |
| 0-15 mins | 1 |
| 16-30 mins | 2 |
| 31-60 mins | 3 |
| 61-120 mins | 4 |
| More than 2 hours | 5 |

**Script: if EH1x=1, ask**

**EH3.** How would you score your satisfaction about the adequacy of the announcement, and information provided about the delay?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**Script: if EH1x=2, 3, 4, 5, 6, 7 ask**

**EH5.** Was your irregularity solved?

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |

**Script: if EH1x=2, 3, 4, 5, 6,7 ask**

**EH6.** How would you score Turkish Airlines officials’ approach to solving the problem (*Script: bring the answer given in EH1x - “about EH1x”. If more than one answers given, ask the question for each answer separately*?)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**EH7.** How would you score your satisfaction with Miles & Smiles ***(Script: if Miles&Smiles statü=Elite “Elite Card”, if Miles&Smiles statü=Elite Plus “Elite Plus”, if Miles&Smiles statü=Classic “Classic Card”, if Miles&Smiles statü=Classic Plus “Classic Plus”)*** advantages?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Very satisfied |  |  |  |  |  |  |  |  | Not satisfied at all |

**Z1.** Do you have any other comments/complaints/recommendations that you would like to share about Turkish Airlines?

|  |
| --- |
| (Please describe in as much detail as possible.) 🖎 |

DEMOGRAPHY

**Dem.1.** Please state your educational status.

|  |  |
| --- | --- |
| University (graduate-PhD-medical licensing exam) | 1 |
| University (4 years) | 2 |
| University (2 years) | 3 |
| High school | 4 |
| Middle school | 5 |
| Primary school | 6 |

TERMINATION

We would like to thank you very much on behalf of Turkish Airlines for participating in our survey and sharing your views.

OUT OF QUOTA

Thank you for participating in our survey.