



CONVERTING ECONOMY CLASS DISSATISFACTION INTO LOYALTY OPPORTUNITIES

Targeting:
Marketing and Loyalty Team

Data Storytelling
Presented by: Mayra Suarez C.

SOME AIRLINES STATS:

Increasing satisfaction impacts loyalty...

“...airlines with a 5% increase in satisfaction saw repeat booking rise by 6 to 7%”

JD POWER (2021)

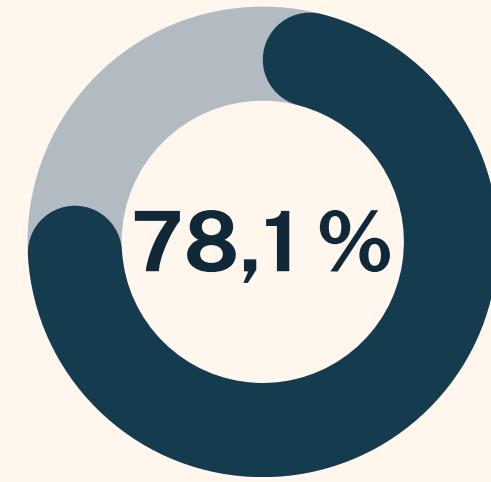


"a 1% increase in satisfaction leads to a 2.37% increase in retention"
HBR's (2022)

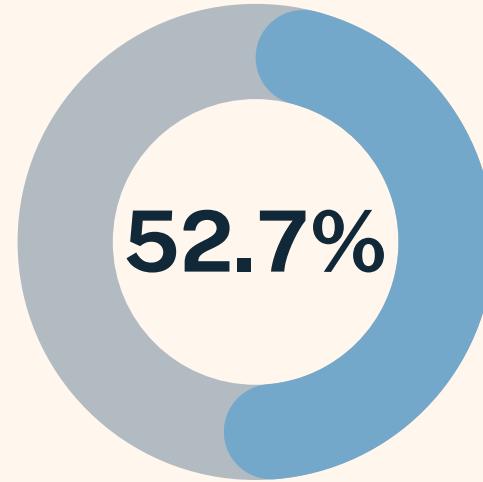
Satisfaction makes a difference!

DRIVING LOYALTY: TACKLING SATISFACTION CHALLENGES...

In 2024, Loyal customers accounted for **81.1%** of the total customer base.



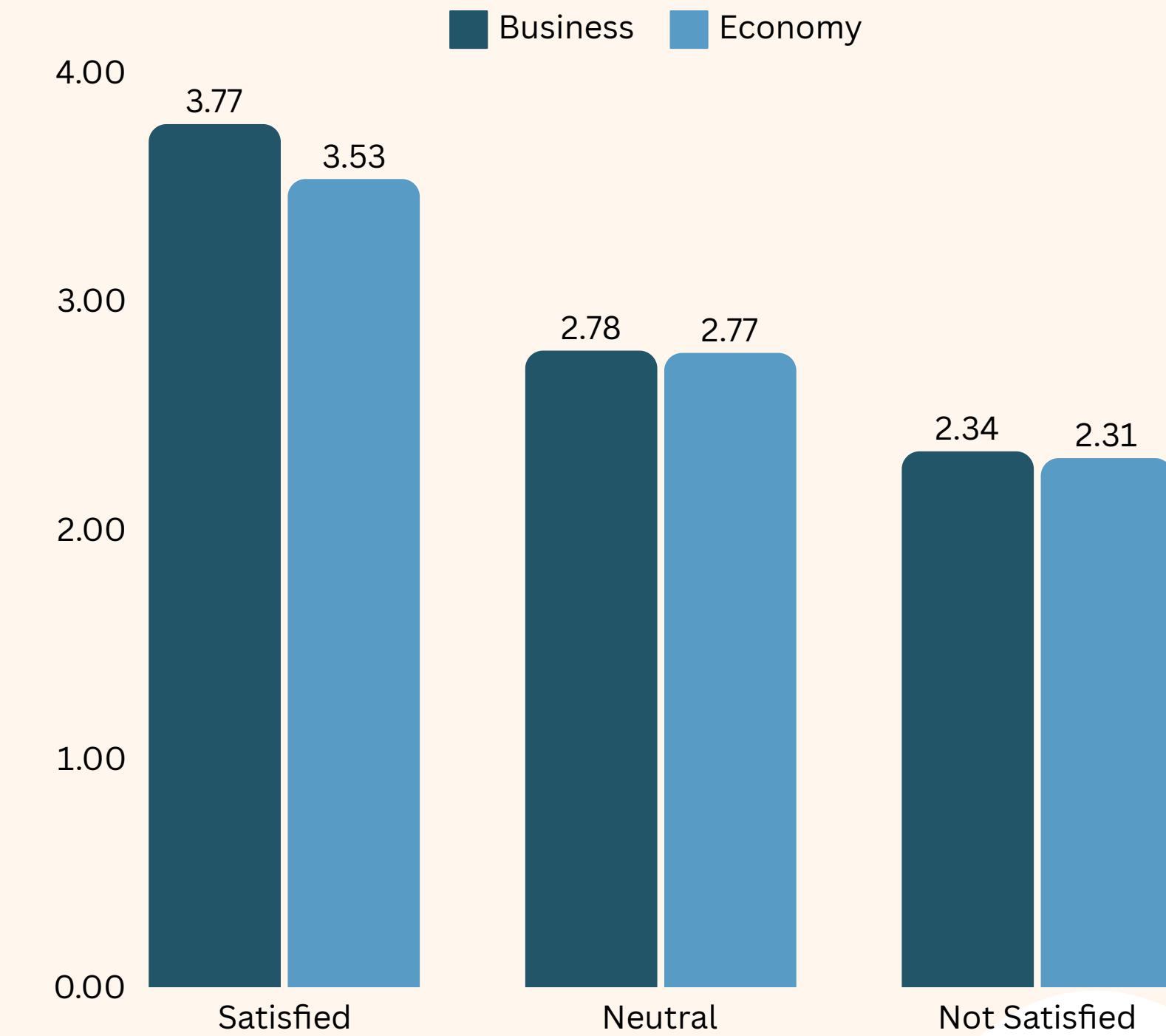
Goal 2026 :86%



"78.1% of our Economy Class customers were loyal. To drive further growth, we're targeting a **10% increase in loyalty** for next year by improving satisfaction."

"**Economy Class**, our largest customer 52.7% in 2024, consistently records the lowest satisfaction scores.

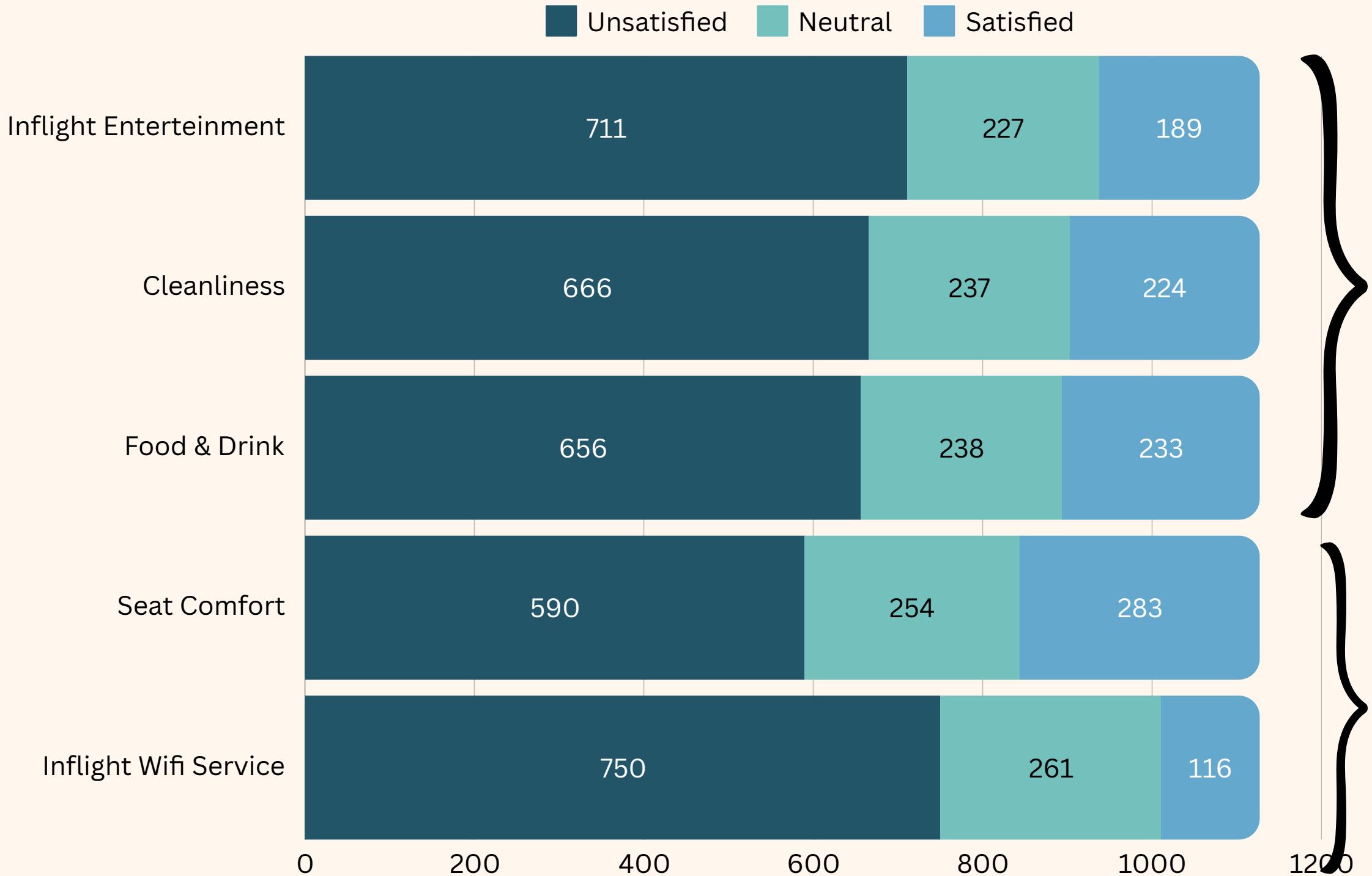
Overall Score satisfaction by Customer segment (2024)



WHICH FACTOR INFLUENCES SATISFACTION THE MOST ?

Our correlation analysis reveals what drives satisfaction among **dissatisfied economy-class** passengers.

Key Factors of Discomfort in Dissatisfied Economy Class Passangers



Short-Term Solutions:

- Free or low-cost Entertainment Options (e.g Wider movie catalog)
- Improved snack options or complementary meals
- Implement visible cleaning protocols (UV Sanitation, small hygiene kits, etc.)

Long-Term Solutions:

- Introduce Ergonomic seats with extra legroom.
- Launch premium comfort upgrades.
- Expand Wifi availability to cover more flights with a competitive pricing.

A flight attendant in a light blue uniform is smiling and handing a white paper cup to a passenger in Economy Class. The passenger is looking at the flight attendant with a smile. In the background, other passengers are seated in their seats. The interior of the airplane is visible, with overhead bins and windows.

"Take decisive action now: Target key areas of dissatisfaction to boost Economy Class loyalty and drive a 10% retention increase in the next 12 months.

Together, let's transform dissatisfied passengers into loyal advocates!"



MERCI POUR VOTRE ATTENTION

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