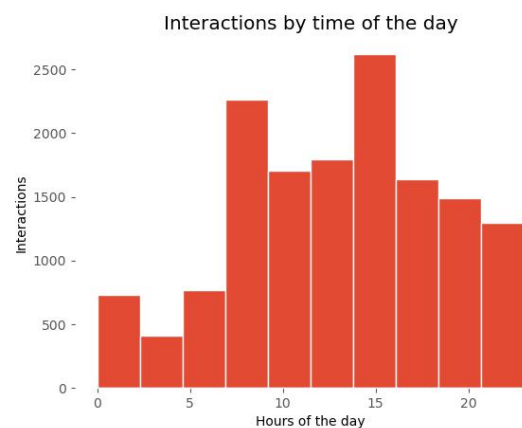
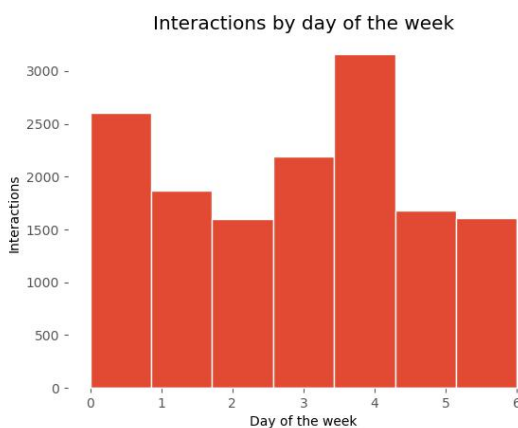


# Twitter Customer Support Analysis for British\_Airways

Analysis of customer support interactions by British\_Airways on Twitter has been performed.

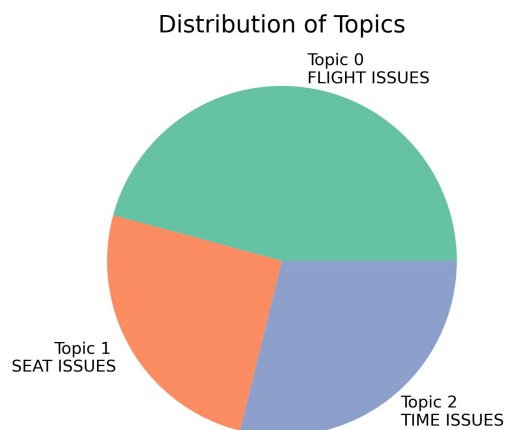
Total number of issues 1373

## Analysis of interactions by day of the week and hour of the day



## Analysis of types of issues raised

The issues addressed by the customer support can be divided into three main topics. The three topics named Topic 0 Topic 1 and Topic 2 have 5942, 3290 and 3743 interactions respectively. The issues can be broadly classified as flight issues, seat issues and time issues respectively. The distribution of issues can be broadly understood by analysing the word clouds of the topics.



## Word clouds of the topics

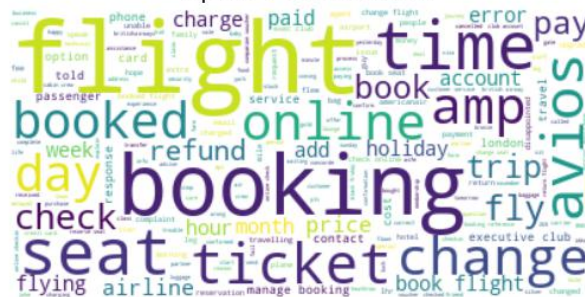
## Topic 0 - FLIGHT ISSUES



## Topic 1 - SEAT ISSUES



## Topic 2 - TIME ISSUES

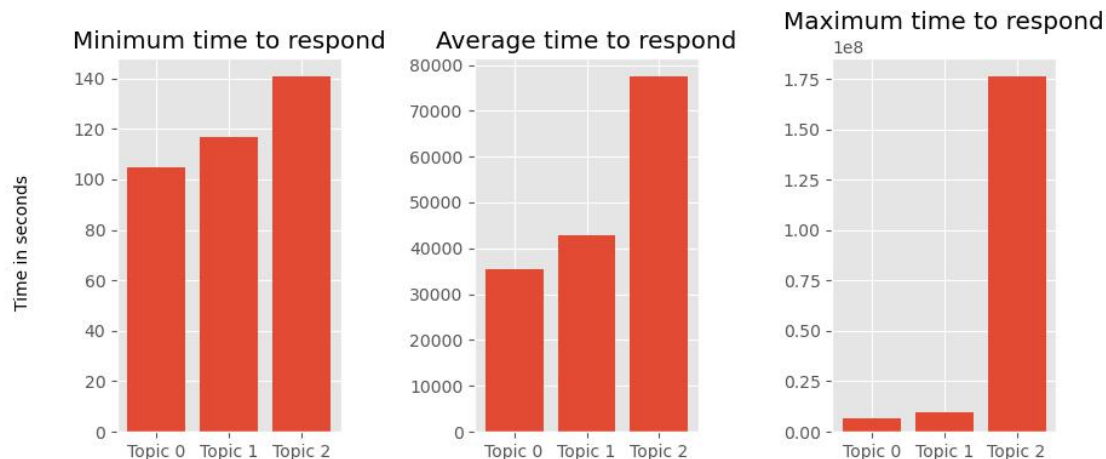


Topic name	Top topic keywords
FLIGHT ISSUES	flight, service, customer, flying, amp, check, cancelled, hour, lhr, tomorrow, luggage, heathrow, email, delayed, boarding
SEAT ISSUES	flight, seat, london, plane, class, bag, lounge, business, time, upgrade, hour, safety, service, video, amp
TIME ISSUES	flight, booking, seat, time, book, booked, ticket, online, avios, airline, change, card, day, club, check

## Analysis of the customer service response time

The time taken by the company to respond to the tweets is an important metric. The average time taken by British\_Airways to respond to a tweet is 0 days 13:43:59.558073217.

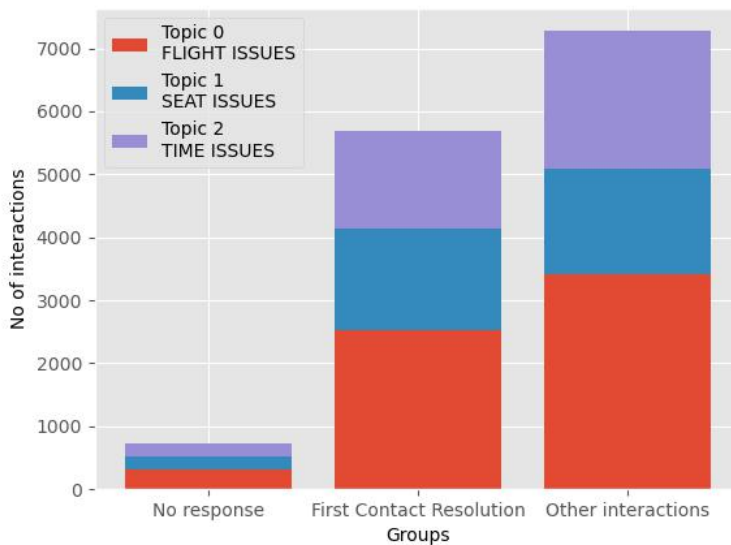
The tweet which has the smallest response time belong to Topic 0. The tweet which has the highest average response time belong to Topic 2. Whereas, the tweet which has the highest response time belong to Topic 2.



## Iterations having quickest and slowest first response time

First reponse in	Interaction summary
0 days 00:01:45	James has left his glasses case on British Airways flight ba94 which landed at Lhr this morning. British Airways asks James to send them a description of his glasses via dm and confirm his seat number. James will send them the details of his seat.
2043 days 20:21:05	British_Airways received positive feedback about their service at Lisbon airport. Danih and Paul are boarding British_airways 249 with the flight 249 headed to Rio de Janeiro. David is flying from Sao Paulo to Lisbon. He will connect to ham tomorrow for 67844.

## Analysis of number of interactions



The responses by the company can be divided into three categories as shown in the graph. Topic 0 has maximum number of tweets which were not answered by the company (No response). Topic 0 has maximum number of tweets which were either resolved by first contact or taken offline individually (First Contact Resolution). Whereas Topic 0 has maximum number of tweets which had more than two tweets as part of the interaction.

## Analysis of most complex queries

### Interaction summaries

(o) British\_Airways can only disclose information to passengers named in the booking/complaint. Marie is waiting for her refund from British Airways as she wants her money back. She is also waiting for a refund from American Airways. She's angry about the British Airlines customer service. (Number of interactions = 95)

(o) 207029 is still waiting for a call back or confirmation of a refund from British\_Airways. It's been 55 days and the refund is still not finalised. Billy is calling them today and demanding it is processed. British Airways has sent him a dm to explain. (Number of interactions = 72)

(o) British\_Airways has some issues with its website and app. Sam is having problems booking a flight tomorrow. Sam should contact a member of the sales team who will help him. Sam will get an account on 132020. Sam can get a holiday bonus for 28 days for both British and American airlines for the whole booking. (Number of interactions = 61)