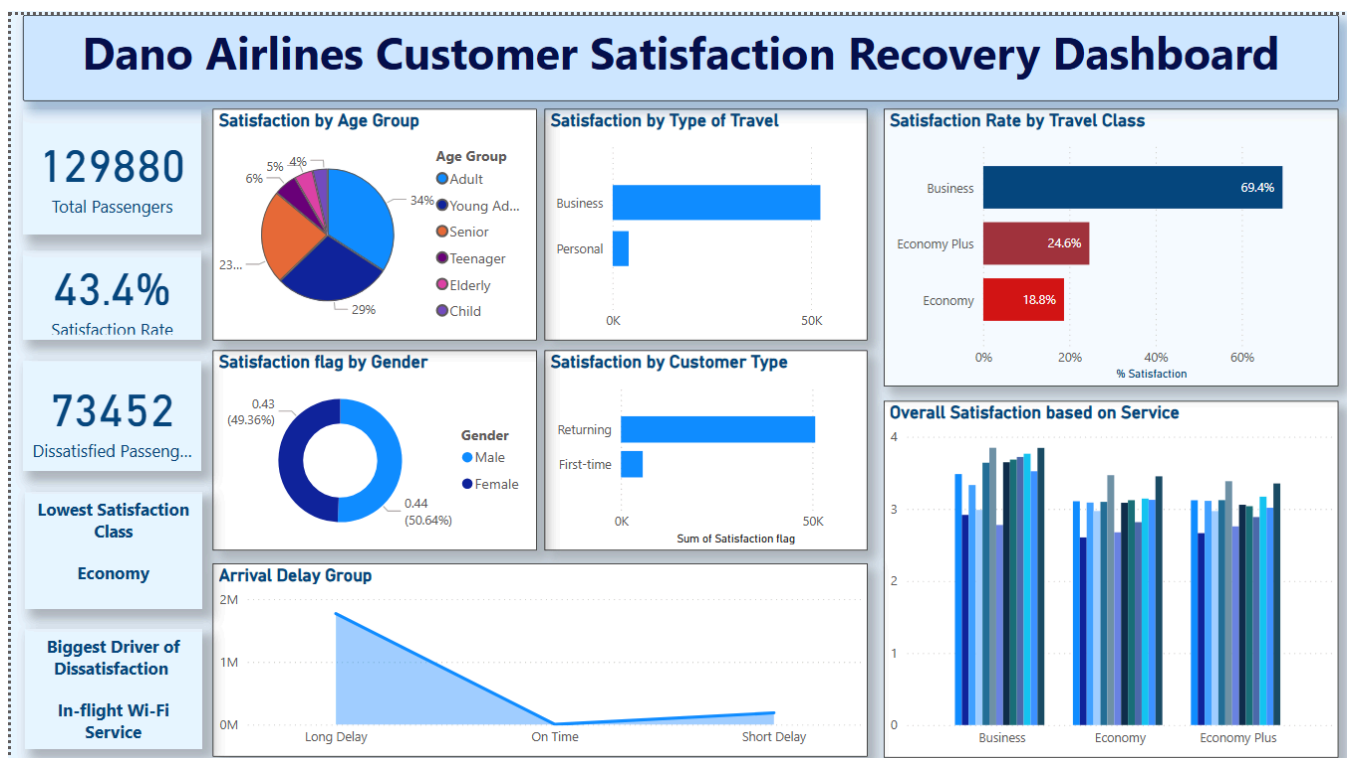# Dano Airlines

Customer Satisfaction Recovery Report

Objective: Identify key drivers of declining customer satisfaction and recommend actionable strategies to restore satisfaction above 50%.

Customer Satisfaction Recovery Dashb

1. Executive Summary

The latest passenger survey reveals that Dano Airlines' overall satisfaction rate has dropped to 43.4%, with 73,452 passengers dissatisfied out of 129,880 total passengers. This marks the first time satisfaction has fallen below 50%, signaling an urgent need for targeted intervention.

Analysis from the Customer Satisfaction Recovery Dashboard shows that dissatisfaction is not uniform across all segments. Instead, it is driven primarily by:

- Economy class passengers
- Passengers experiencing long arrival delays
- Poor in-flight Wi-Fi and service quality

- First-time and personal travel customers

By focusing improvements on these high-impact areas, Dano Airlines can efficiently recover customer satisfaction without requiring a full operational overhaul.

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2. Key Insights from the Dashboard

❖ Overall Satisfaction Performance
- **Overall Satisfaction Rate:** 43.4%
- **Lowest Satisfaction Class:** Economy
- **Biggest Driver of Dissatisfaction:** In-flight Wi-Fi Service

This confirms that dissatisfaction is strongly linked to service experience rather than passenger volume.

❖ Satisfaction by Travel Class

Travel Class	Satisfaction Rate
Business	**69.4%**
Economy Plus	24.6%
Economy	**18.8%**

Insight:
Business-class passengers are highly satisfied, while Economy and Economy Plus customers show critical dissatisfaction. Since Economy passengers represent a large share of total travelers, improvements here will deliver the highest return on investment.

❖ Satisfaction by Type of Travel
- **Business travel passengers:** Significantly higher satisfaction
- **Personal travel passengers:** Much lower satisfaction

Insight:
Leisure travelers are more sensitive to service quality, delays, and value-for-money perceptions.

❖ Customer Type Analysis

- **Returning customers:** Higher satisfaction
- **First-time customers:** Lower satisfaction

Insight:
 Poor first impressions are hurting repeat business and long-term loyalty.

❖ Arrival Delay Impact

- **Long delays** account for the highest dissatisfaction volume
- On-time and short delays show minimal dissatisfaction

Insight:
 Operational punctuality remains a **critical driver** of customer perception.

❖ Demographic Insights

- **Age Groups:** Adults and Young Adults form the majority of dissatisfied customers
- **Gender:** Satisfaction is evenly split, indicating dissatisfaction is service-driven, not demographic-based

❖ Service-Level Satisfaction

Across all classes, **Economy consistently scores lower** in:

- In-flight Wi-Fi
- Online Booking
- Online boarding service

Insight:
 Service gaps, not pricing alone, are responsible for dissatisfaction.

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3. Data-Driven Strategy Recommendations

❖ Prioritize Economy Class Experience (High Impact)

Why: Economy has the lowest satisfaction (18.8%) and largest passenger base.

Actions:

- Upgrade in-flight Wi-Fi reliability and speed
- Improve online booking and online boarding services
- Enhance cabin crew responsiveness for Economy passengers

Expected Impact:
 A modest improvement in Economy satisfaction could lift overall satisfaction above 50%.

❖ Address In-Flight Wi-Fi as a Critical Pain Point

Why: Identified as the **biggest driver of dissatisfaction**.

Actions:

- Partner with improved satellite internet providers
- Offer basic free Wi-Fi for Economy passengers
- Clearly communicate Wi-Fi availability and limitations pre-flight

❖ Reduce Impact of Long Delays

Why: Long delays contribute disproportionately to dissatisfaction.

Actions:

- Improve delay communication transparency
- Provide compensation (vouchers, Wi-Fi, meals) for long delays
- Prioritize on-time performance for high-volume routes

❖ Improve First-Time Customer Experience

Why: First-time passengers show lower satisfaction and risk churn.

Actions:

- Onboarding emails with travel tips
- Cabin crew awareness for first-time flyers
- Post-flight feedback incentives

❖ Protect Business-Class Strength While Scaling Best Practices

Why: Business class satisfaction is strong (69.4%).

Actions:

- Replicate high-performing service elements (crew training, service protocols) into Economy where feasible
- Maintain premium standards to protect high-revenue customers

4. Success Metrics to Track

To measure recovery, management should monitor:

- Overall satisfaction rate (target: >50%)
- Economy class satisfaction improvement
- In-flight Wi-Fi satisfaction score
- Reduction in dissatisfaction linked to long delays
- Repeat customer rate

5. Conclusion

The dashboard successfully provides data-driven insights to strategically help with the business challenges by pinpointing where dissatisfaction originates and how it can be fixed. Rather than broad changes, Dano Airlines should focus on Economy class service quality, Wi-Fi reliability, and delay management.

By acting on these data-driven insights, Dano Airlines can rapidly improve customer perception, regain trust, and restore satisfaction levels above 50%.