Over 56% of passengers are neutral or dissatisfied, and converting just 20% of this group could unlock a good profit in additional revenue

The Hook

Customer satisfaction drives loyalty and revenue. Addressing dissatisfaction among loyal customers ensures improved retention and long-term profitability for airlines.

The Relevance

Despite efforts to improve services, a significant portion of loyal customers remains dissatisfied. These customers are at risk of switching to competitors, impacting revenue.

The Challenge

Transform dissatisfaction into repeat flyers (Frequent passengers), increasing customer retention and boosting revenue with targeted solutions.

Storyboard

sketchpad

The Desire

Implement feedback-driven rewards programs

Enhance flight services

The

Map

To increase loyalty passengers and revenue

Loyalty-Focused Offers

Anchor 1 Anchor 2 Anchor 3