

# AIRLINE PASSENGER SURVEY

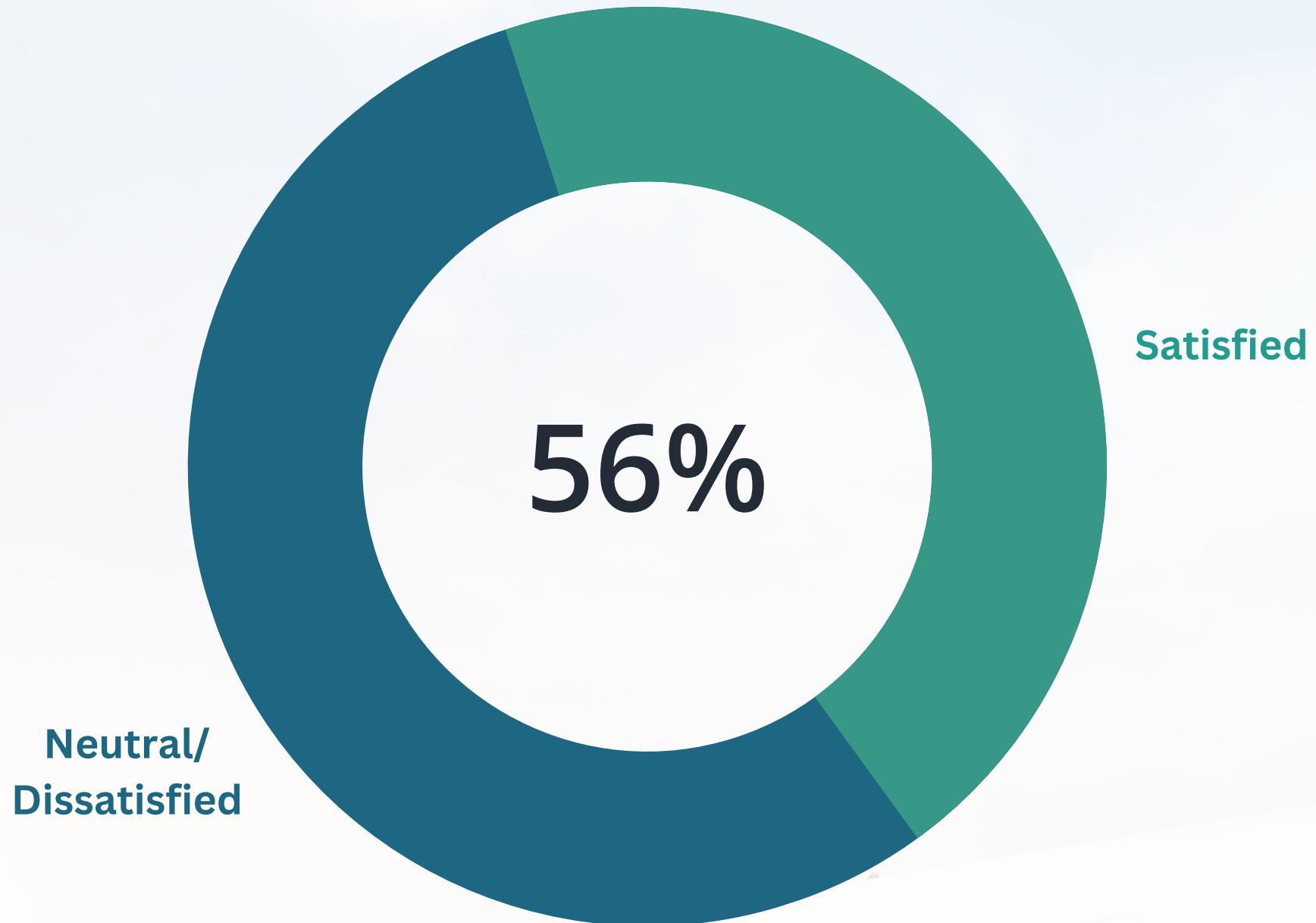
Driving Revenue Growth 20% Through  
Passenger Satisfaction

## Targeting

- Revenue Team
- Marketing and Loyalty Program Teams

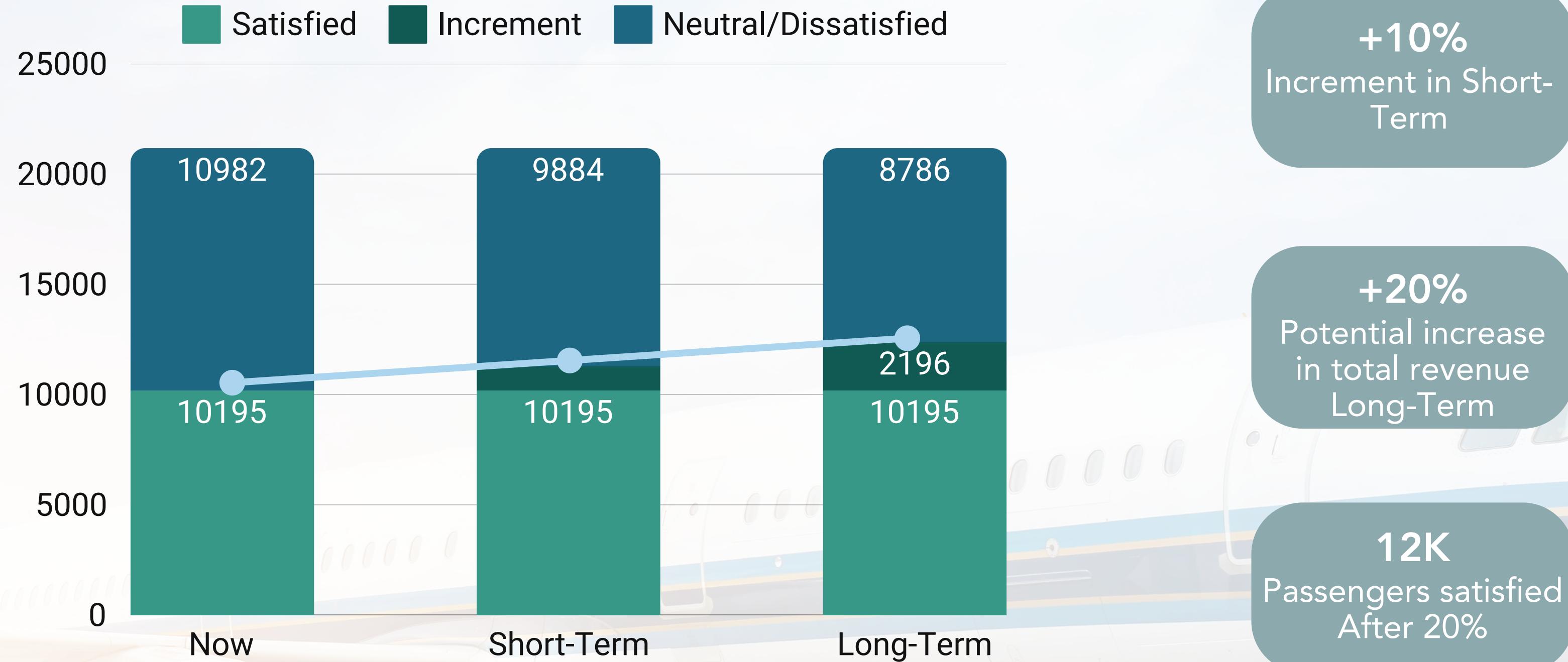
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Storytelling with Data

# Transforming Loyalty Passenger to Drive Revenue Growth

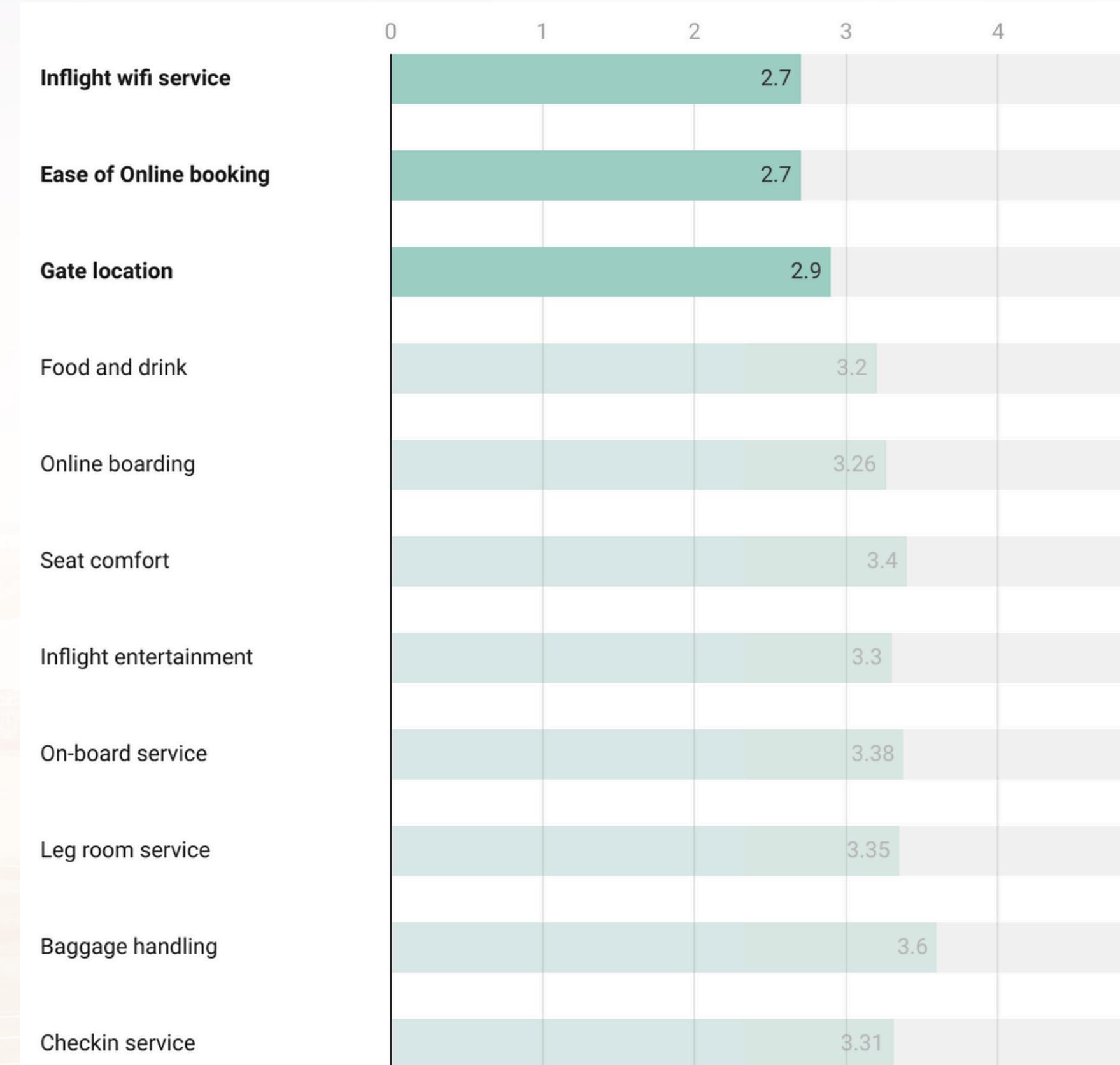


Over 56% of passengers are neutral or dissatisfied, representing a significant opportunity for improvement to boost revenue into company.

# Impact of Converting 20% Revenue Growth by Converting Neutral/Dissatisfied Passengers into Repeat Flyers



# Identifying Key Areas for Service Improvement



Three key areas with ratings below 3 **Inflight WiFi, Online Booking, and Gate Location** require immediate attention to improve economy-class passenger satisfaction.

# Conclusion - Recommendation

- Convert 20% of dissatisfied loyal passengers into repeat flyers to unlock additional revenue.
- Enhance flight services by focusing on Wi-Fi, booking ease, and gate location.
- Introduce value-based bundling to strengthen loyalty among frequent travelers.



**3 out of 5**

This strategy could generate an additional revenue annually

# THANK YOU

