

BRITISH AIRWAYS

CUSTOMER RATINGS ANALYSIS AND INSIGHTS

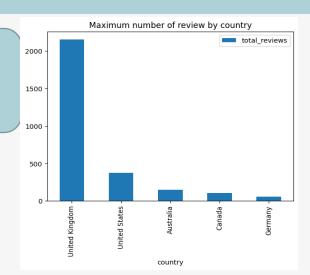
KEY METRICS

Average Overall Rating

4.74 /10

Reviews from **68** Countries

3412 Total reviews collected



air-line control always

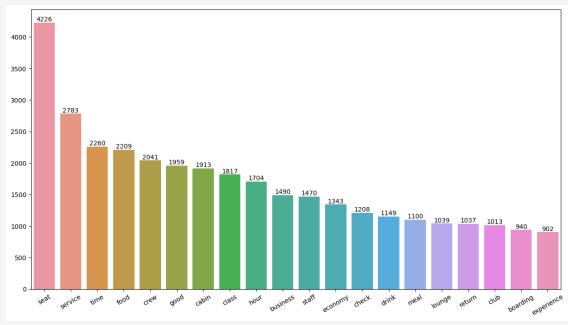
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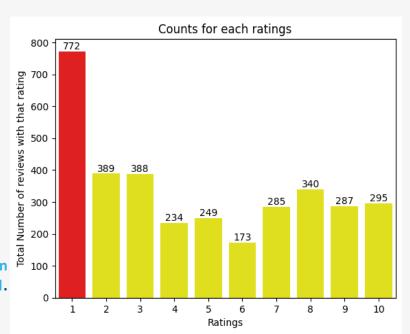


All Customers liked Cabin crew service and staff, general economy seats. *Many travelled* in *Business* class.

Focus on – Economy class service, seats, enhance inflight entertainment experience and importantly Delays. Enhance the experience of business class, it seems customers want value for money. Improve Customer service on refund requests and process.

What customers are happy and unsatisfied about for different ratings class:

- 7-10 ratings wrote about comfortable seats, good inflight entertainment, descent food quality.
- 4-6 ratings faced problem with small entertainment screen, long passport check queue, bad business class experience.
- 1-3 ratings wrote dissatisfaction on congested middle seat and small screen while they liked the seats and the food.



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