British Airways – Customer Satisfaction Analysis

Executive Summary Report | CSAT Dashboard

| Avg Overall Rating	Avg Seat Comfort	Avg Cabin Service	Avg Value for Money
4.2	2.9	3.3	2.8
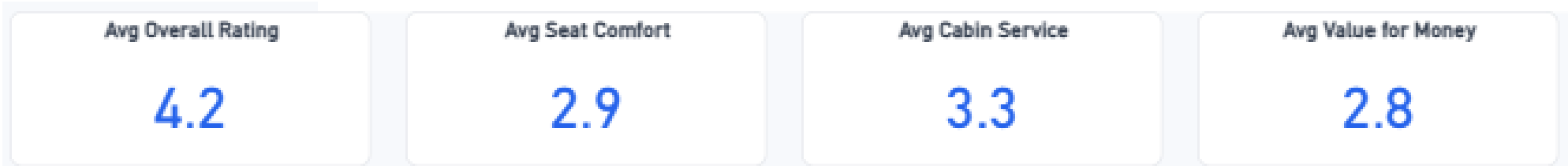
Key Highlights

• Overall customer satisfaction is strong at 4.2, indicating a positive passenger experience.
• Cabin service performs better compared to seat comfort and value for money.
• Value for money scores lowest, highlighting a key area for improvement.

Customer Experience Insights

Average Customer Satisfaction by Country

Satisfaction by Seat Type

Seat Type	Rating
First Class	3.9
Business Class	3.5
Premium Economy	3.3
Economy Class	3.1

Geographic Insight
Customer satisfaction varies across countries, indicating differences in service delivery, route experience, and passenger expectations. This view enables regional teams to prioritize improvement initiatives.
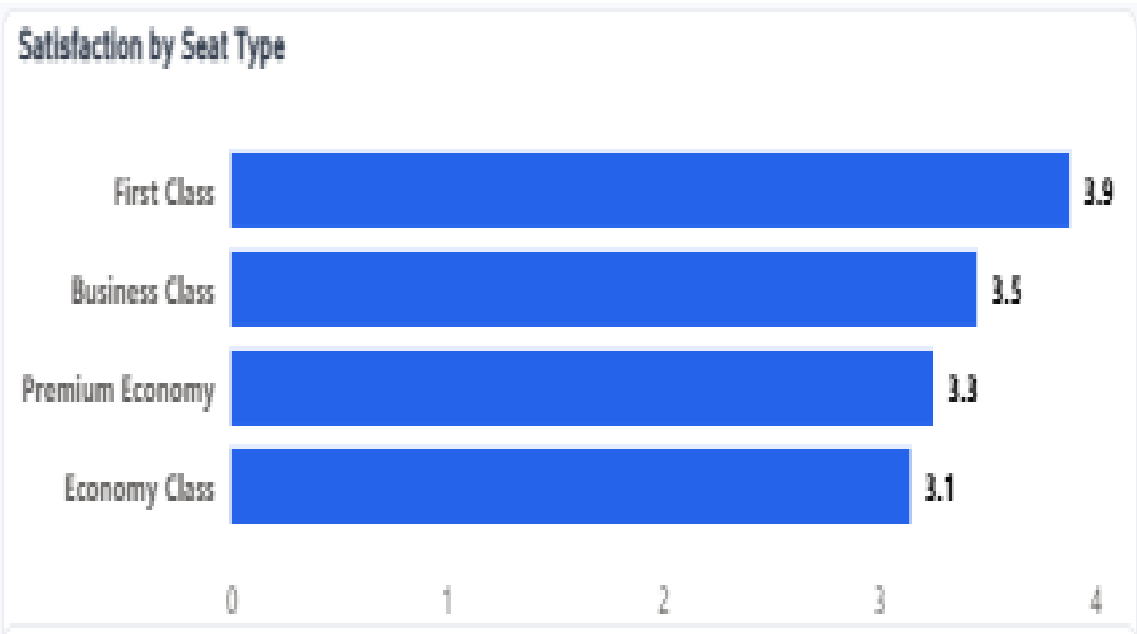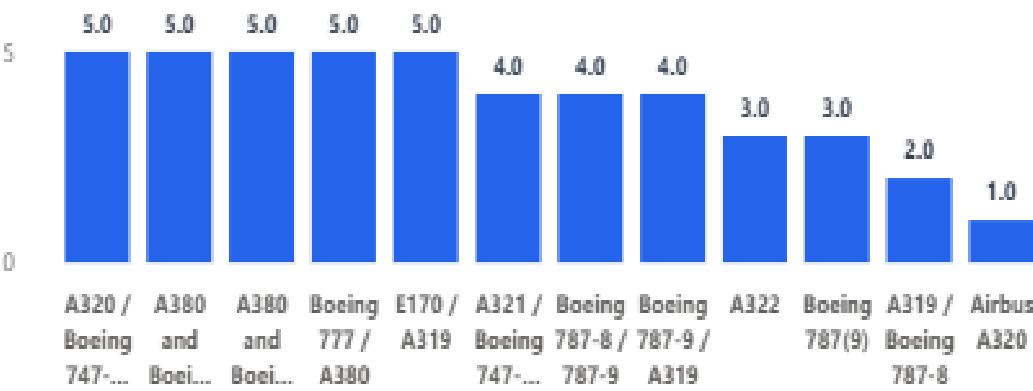
Seat Type Insight
Premium seat classes (First and Business) show higher satisfaction levels, while Economy Class reports comparatively lower ratings, highlighting opportunities to improve comfort and service consistency.
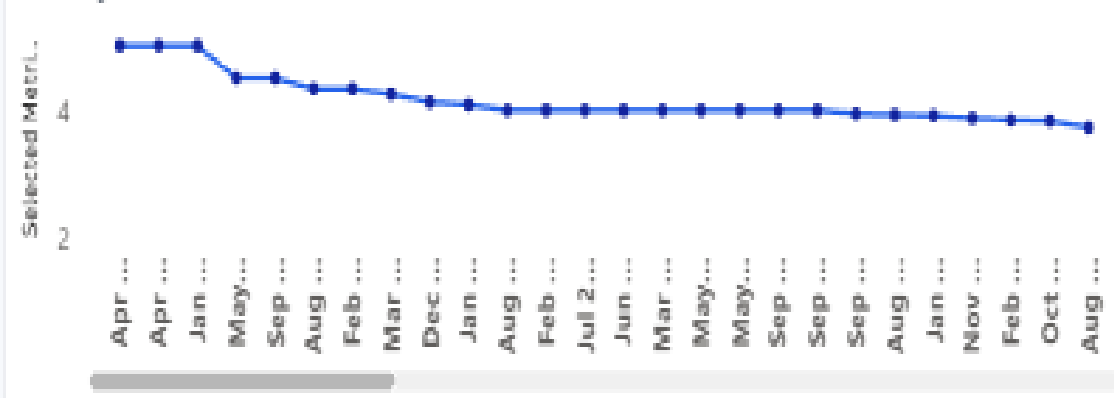
Operational Performance & Trends

Top Aircraft by Average Satisfaction

Monthly Trend

Aircraft Insight

Several aircraft models achieve similarly high satisfaction scores, indicating consistent service quality across the fleet rather than isolated performance from a single aircraft type.

Trend Insight

Customer satisfaction remains relatively stable over time, suggesting consistent service delivery but limited upward improvement momentum.

Actionable Recommendations

- **Improve value-for-money perception through pricing transparency and bundled services**
- **Enhance Economy Class comfort and service consistency**
- **Standardize best practices from high-performing aircraft across the fleet**
- **Adopt region-specific service improvement strategies**
- **Use interactive dashboards for continuous performance monitoring**