

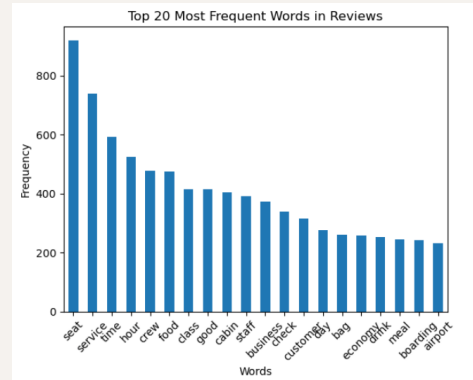
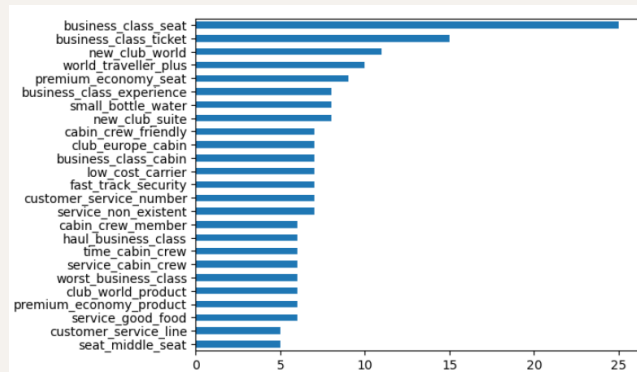
Analyzing the Voice of the Customer: A Comprehensive Study of British Airways Customer Reviews



Customers prioritize seat comfort, service quality, flight punctuality, crew helpfulness, and in-flight food and beverage options when evaluating air travel experiences.

Business class seats and tickets are praised for their comfort and amenities, while low-cost carriers are commended for their affordability.

Addressing issues with business class seats, world traveller plus, and customer service is crucial to consistently providing high-quality experiences to customers.



Recommendations

It is suggested that British Airways enhance the quality of their economy class service by improving seat comfort and addressing delays. Furthermore, they should prioritize enhancing inflight entertainment for all passengers. In order to provide better value for money for business class, BA should focus on improving the overall experience. Additionally, BA should work on improving customer service for refund requests and streamlining the process to ensure customer satisfaction.

