British Airways Customer Review Analysis

A data-driven approach to improving service quality. This presentation outlines key challenges, insights, and recommendations.

SZ **by Shah zaib**

Key Business Challenges
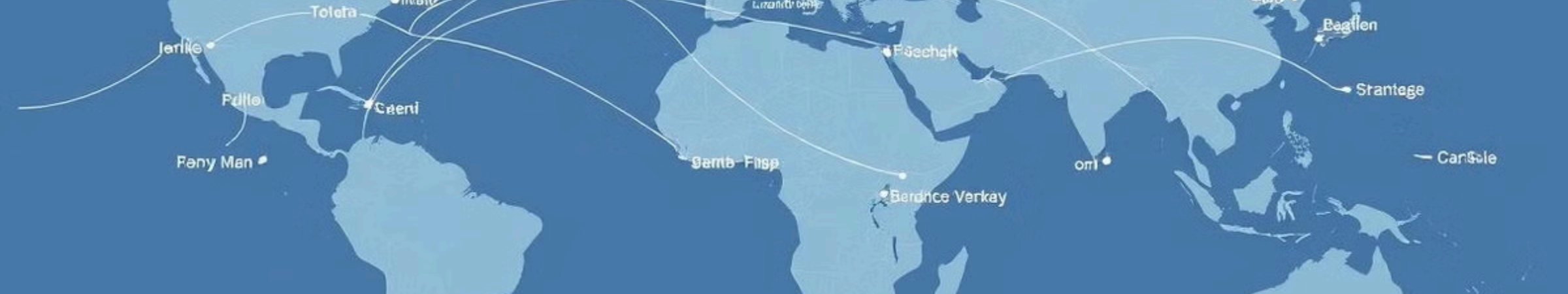
Inconsistent Experience

Service ratings fluctuate across flights. Some deliver excellent service, others fall short.

Geographic Variability

Certain regions report lower service ratings. Cultural and training differences exist.

Aircraft & Class Impact

Some aircraft receive better ratings. Business travellers are more critical.

Data-Driven Key Insights

1 **Fluctuating Service Ratings**

Cabin staff satisfaction is inconsistent. Some months show dips.

2 **Aircraft Influence**

Boeing 777-200 and A380 have higher ratings. Older models lag behind.

3 **Regional Satisfaction**

Service satisfaction varies by region. Cultural expectations matter.

4 **Traveller Expectations**

Business travellers expect better service. Efficiency and premium services are key.

Recommendations for Improvement

1

Crew Training

Standardize service quality. Train crew on low-rated routes.

2

Targeted Service

Improve service in low-rated countries. Collect real-time feedback.

3

Fleet Strategy

Upgrade underperforming aircraft. Test in-flight experiences.

Conclusion & Next Steps

Expected Impact

Higher customer satisfaction. Consistent service across regions.

Next Steps

Implement changes on selected routes. Monitor feedback.

Data-Driven Decisions

Adjust strategies based on data insights. Focus on long-term success.