

2019 North America Airline Satisfaction Study

Publish: May 29, 2019

Press Release: May 29, 2019

New research reveals that airlines who make their customer experience a priority will reap the benefits in profits and reputation. The **J.D. Power North America Airline Satisfaction StudySM** measures satisfaction with the entire air travel experience, from reservation to baggage retrieval, based on a recent flight experience. The study is continuously fielded throughout the year.

“Please discontinue the use of electronic devices”

Airlines continue to struggle to meet customer expectations for device connectivity, with in-flight services scoring lower than any other factor in the study.



“TODAY’S PASSENGERS EXPECT TROUBLE FREE CONNECTIVITY FOR PERSONAL DEVICES AND AIRLINES ARE CHALLENGED TO KEEP PACE WITH THE TECHNOLOGY THAT CAN ACHIEVE THAT GOAL. THIS IS IMPORTANT BECAUSE PASSENGERS ARE FAR MORE LIKELY TO HAVE A POSITIVE EXPERIENCE WITH AN AIRLINE IF THEY ARE ENTERTAINED DURING THEIR FLIGHT.”

Michael Taylor
Travel Practice Lead
at J.D. Power

Deliverables:

- Executive Briefing—Customized executive presentation and in-person discussion that includes data-driven, actionable recommendations for achieving strategic goals
- Net Promoter Score[®]—This study includes Bain Certified NPS[®] by J.D. Power. Several NPS[®] questions will be added to the respondent files and available on VoX and via a word cloud and rank chart
- Competitive survey data and industry reports
- Data and analytical tools for performance insights and competitive peer comparisons
- Access to VoX 3.0—Our proprietary customer experience measurement and management solution that combines globally recognized industry benchmarks, an innovative platform, and our data and analytics expertise.

Net Promoter System,[®] Net Promoter Score,[®] NPS,[®] and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

FIVE KEY QUESTIONS
You'll Be Empowered to Answer

1. What are the critical components that drive overall airline satisfaction in North America?
2. How can airlines reduce costs and improve their customer experience?
3. What are the strengths and weaknesses of individual airlines and the industry as a whole?
4. How does our airline perform relative to our competitors when it comes to the drivers of airline satisfaction?
5. What are the current best practices that we should be applying consistently?

The study evaluates 2 market segments



Low-Cost Carriers
+
Traditional Networking Carriers

J.D. Power's research solutions enable airlines to target performance activities that have a direct impact on ROI.

The Payoff of CX Can Be Massive



J.D. Power's industry benchmarking studies consistently show that companies providing their customers with a higher quality service experience than their competitors are also:

- **Expanding** revenue
- **Setting Priorities** for strategic improvements
- **Commanding** a higher price for the services and products they offer
- **Optimizing** airline experience to encourage repeat business
- **Reducing** ineffective initiatives

CHECKLIST
for Airline CX Excellence

- Use voice of the customer data to inform key business decisions
- Get to the root causes of problems and take a more proactive approach
- Set priorities for resource allocation and investment where they will have the strongest impact on customer satisfaction
- Engineer your customer experience to encourage loyalty and sense of place
- Understand and consistently apply the latest industry best practices