

678

Customer reviews collected
(from Jan 2013 to July 2018)



2.07

Overall Sentiment:
Poor
(Rating out of 5-stars)

2.18 (+0.11)

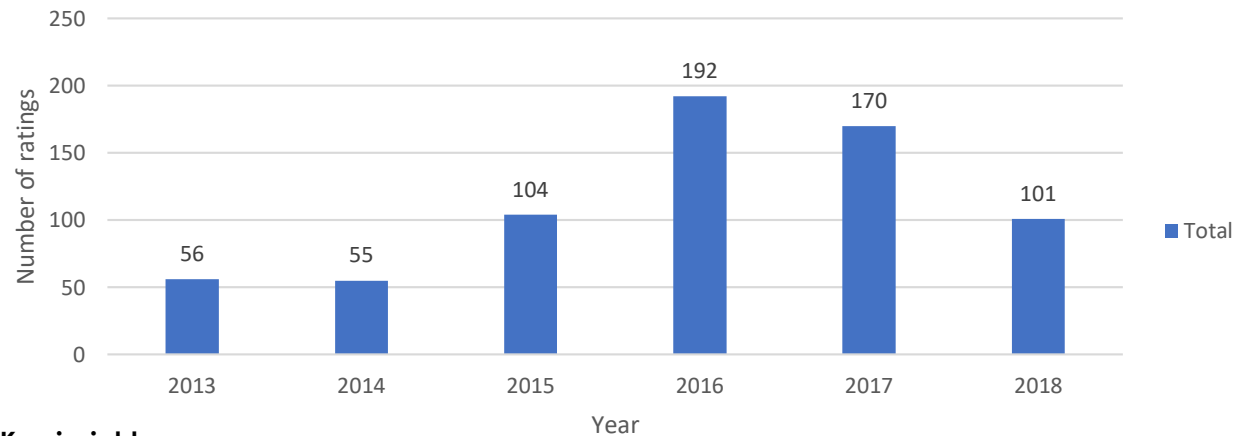
6-month moving average
(Rating out of 5-stars – compared to overall average)

2.9 (+0.83)

Current Month average
(Rating out of 5-stars – compared to overall average)

Ratings count per year

Ratings Source: productreview.com.au

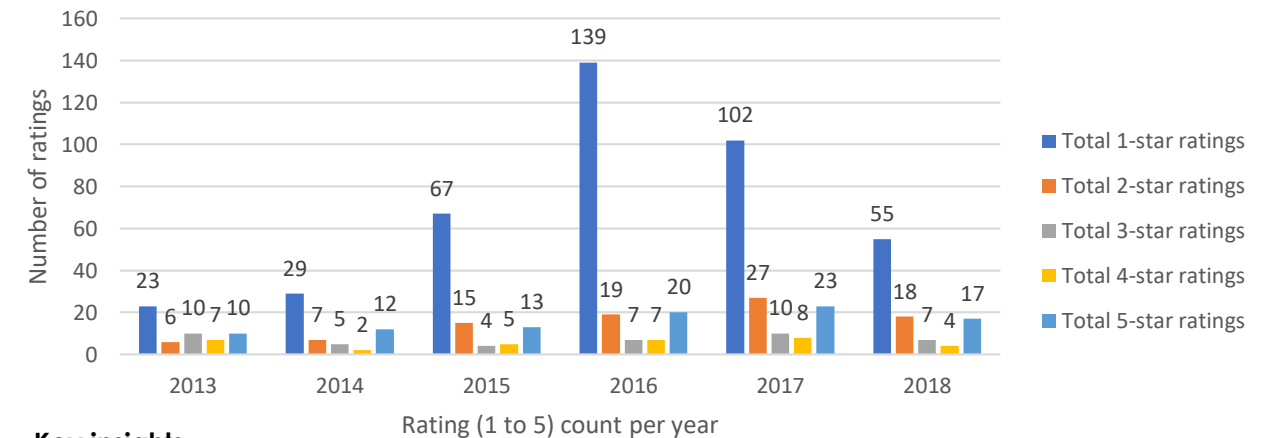


Key insights

- Peak number of reviews in 2016

Ratings count (for each 1-star to 5-star rating) per year

Ratings Source: productreview.com.au

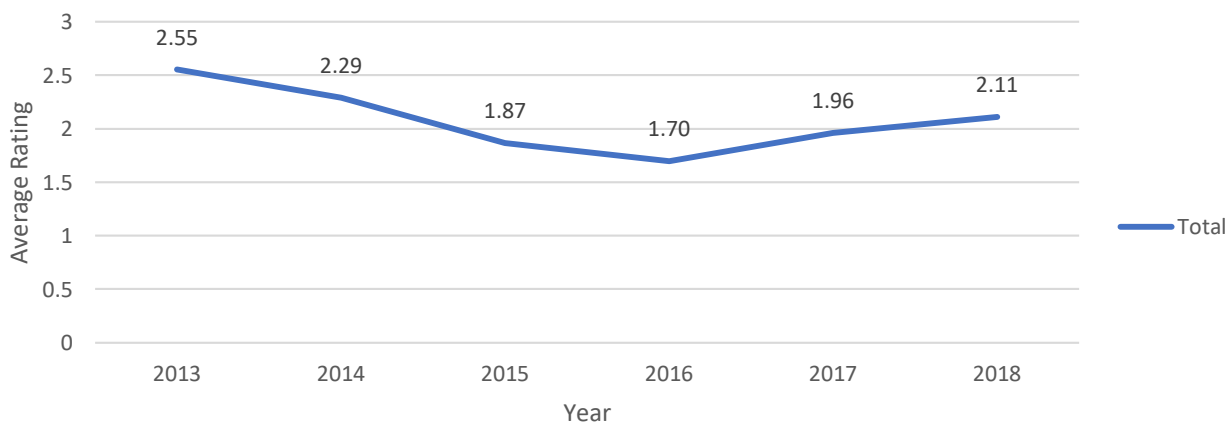


Key insights

- Although 2018 period is still on-going, there is a significant reduction in 1-star and 5-star ratings in 2018 compared to 2017

Customer Sentiment per year

Range: 1 to 5 star rating



Key insights

- Average ratings for 2018 is climbing based on stronger 6-month average performance
- Current month (July 2018) on track to out perform previous 3 years

Top 5 customer pain points

Rating values are from 1 to 5

- Customer Service:** lack of empathy, poor issue resolution (mentioned 77 times, avg. sentiment: 1.74)
- Wait:** waiting times for boarding and lack of comms (mentioned 47 times, avg. sentiment: 1.10)
- Seats:** getting smaller and poor quality (mentioned 47 times, avg. sentiment: 1.83)
- Booking:** poor process (mentioned 15, avg. sentiment: 1.27)
- Cancel:** poor process (mentioned 14 times, avg. sentiment: 1.14)

Key insights

- Need to improve customer service
- Improve the process around managing a booking (e.g. change, cancellation, etc.)

Top 5 customer delight points

Rating values are from 1 to 5

- Flight:** Relatively good reviews on flight experience (27 times mentioned, avg. sentiment: 2.70)
- Plane:** safety record, builds confidence (mentioned 14 times, avg. sentiment: 2.36)
- Airport staff:** generally positive review on their help (mentioned 11 times, avg. sentiment: 2.36)
- Premium:** although expensive, the quality was worth it (mentioned 6 times, avg. sentiment: 2.33)
- Pilots:** Providing confidence to passengers (3 times mentioned, avg. sentiment: 5.00)

Key insights

- Strength in the flight experience and safety record.
- Apart from the pilots, all other delight points can be improved upon.