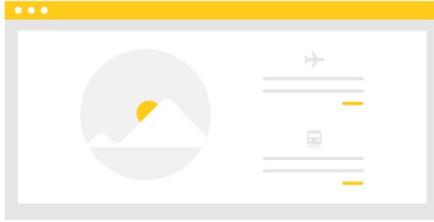


# Online Boarding experience impacts Airlines Customer Satisfaction

Berrijam AI explored 103,904 passenger ratings and found that most satisfied passengers are on Loyalty Program with good Online Boarding and Inflight entertainment experience, traveling for business.



## Satisfaction Rate of 95%

Online boarding > 3.0 and Type of Travel is Business travel and Inflight entertainment > 3.0 and Customer Type is **Loyal Customer**

Satisfied = 95.22% (27254 of 28623)



Segment Size = 27.55% (28623 of 103904)

Improving Online Boarding experience for may help reduce the dissatisfaction rates for non Business Class customers, which is in the 90 - 98% range.

Online boarding <= 3.0 and Inflight wifi service > 0.0 and Class is **not Business** and Type of Travel is Personal Travel

No 98.21%



Segment Size = 19.38% (20139 of 103904)

Online boarding <= 3.0 and Inflight wifi service > 0.0 and Class is **not Business** and Type of Travel is Business travel

No 90.5%



Segment Size = 14.51% (15080 of 103904)