Airline Passenger Sentiment Analysis

An approach by TCG Digital

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An important piece of information during any decision making process is what other people think. **A major benefit of social media is that an airline has access to the good and bad things people say about their brand**. It is important for brands to listen to what people say about them online whether it's customers, prospects, industry influencers or the media. Not only do these represent real opportunities to engage with customers, but they're also a great way to feel the pulse of customer satisfaction. So, an airline can think of customers' sentiments as a natural extension of monitoring their perception of their customers. Having access to all social, blog and media references in one central place makes it easier to manage, act quickly, and have the broadest possible view into what people are saying about an Airlines' brand online. Research has shown that 65% of people who visit blogs say that a reference of a particular brand within the blog's content influences their purchasing decisions. Being able to identify those positive and negative references will help Airlines to define next steps. It's about being able to categorize all these contents based on the perceived tone so you can react accordingly.

However, with the increase in volume of this data from various sources, it becomes harder to keep track on how everyone feels about the brand. For large airlines' with thousands of daily references on social media, news sites and blogs, it's extremely difficult to manage and track these references manually. That's where Sentiment Analysis comes in. It monitors and evaluates Airlines' online references to show how the connected internet world is reacting to Airlines' services, offering etc. in real time.

Sentiment analysis is the task of identifying positive and negative opinions, emotions, and evaluations and deriving actionable insights. These insights become useful in planning and execution of customer service initiatives, media relationships etc. The marketing and sales teams can also devise their strategies based on these insights.

Sentiment analysis can be used to

- Evaluate sentiment and monitor changes over time.
- Continuously improve customer experience and competitive positioning.
- Identify feedback sources to define new targets - By actively monitoring internal collections (such as call centers and the Web) combined with social networking sites (like Twitter and Facebook), it can be determined where an organization is being spoken about and what is being said about them. It automatically extracts feedback as content is crawled, filtering out the most important concepts so you can identify and pursue promising opportunities.
- Identify how many people know about offerings - With this data, an airline can take steps to increase the level of awareness of their products and services
- Feedback on the quality of ancillary services being offered by the airlines

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- Identify volume of subscriptions – how many signed up for newsletter, blog, or tweets?
- Find out increase in rate of awareness through blog posts - how many mentioned you to others?
- Identify the volume and variety of blog comments - how many were engaged in a conversation?
- Calculate data on survey completions – how many were willing to answer your questions?
- Calculate number of registrations - how many wanted to be a member of your social club (if any)?
- Provide data on leads - how many can be potential customers?
- Track customer's affinity towards brand and service, so that, based on that analysis, organization can improve service and brand value.
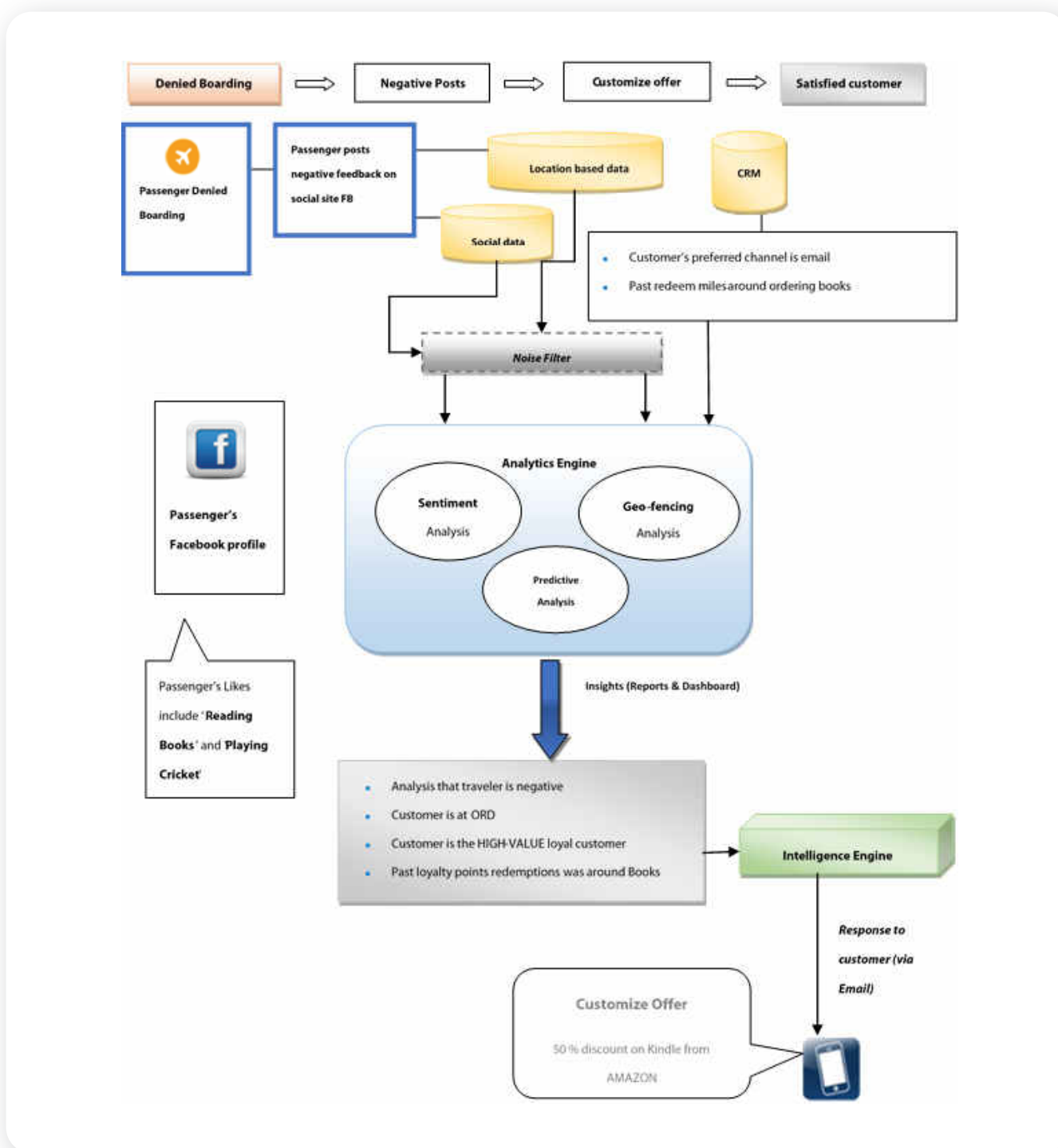- Track additional revenues being generated because of this initiative

Passenger Sentiment Areas

Airline Service Area	Key Performance Area	Purpose
Flight Operation	On Time Performance	Time management
In-flight Service	Child care	Provide a hassle free and joyful journey
	Crew friendliness / Language skills	To understand customer needs and support them.
	Seat Comfort	For a comfortable journey.
	Staff - grooming	To address customers' feel good factor
	Cleanliness of cabin	Provide a healthy environment.
	Cleanliness of toilets	Provide a hygienic environment.
	Newspapers / Airline magazines	Customer can stay updated and spend quality time.
	On - Board catering	Provide quality food based on time
	Provision of Pillow / Blankets etc	Provide comfort.
	Internal AC Temperature Control	Provide comfortable environment.
Baggage Service	Baggage Handling	Handle baggage with care.
	Baggage Delivery	Avoid baggage loss and delay.
	Life security	Secure customer's life.
	Baggage security	Secure customer's belongings.
	In flight safety	Secure from malfunction of in-flight equipment/appliances.
Back Office Operation	Online Booking	Provide hassle free and customer friendly booking.
	Cancelation Facility	Provide easy cancelation formalities and quick refund.
	Call center facility	Provide 24*7 support facility.
	Over sales	Reduce customer harassment, provide quick refund/assistance and support for other options.
	Fares	Provide transparency in fare chart.
	Tour package/ Holiday Package	Provide Cost Saving / Zero Headache / Complete Tour / Best Services / Safe Travelling
Others	Disability	Provide proper facilities for the disabled.
	Discrimination	Reduce complaints based on race, national origin, religion, etc.
	Animals	Reduce complaints about loss, injury, or death of an animal during air transport by an air carrier.

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Passenger Sentiment Areas

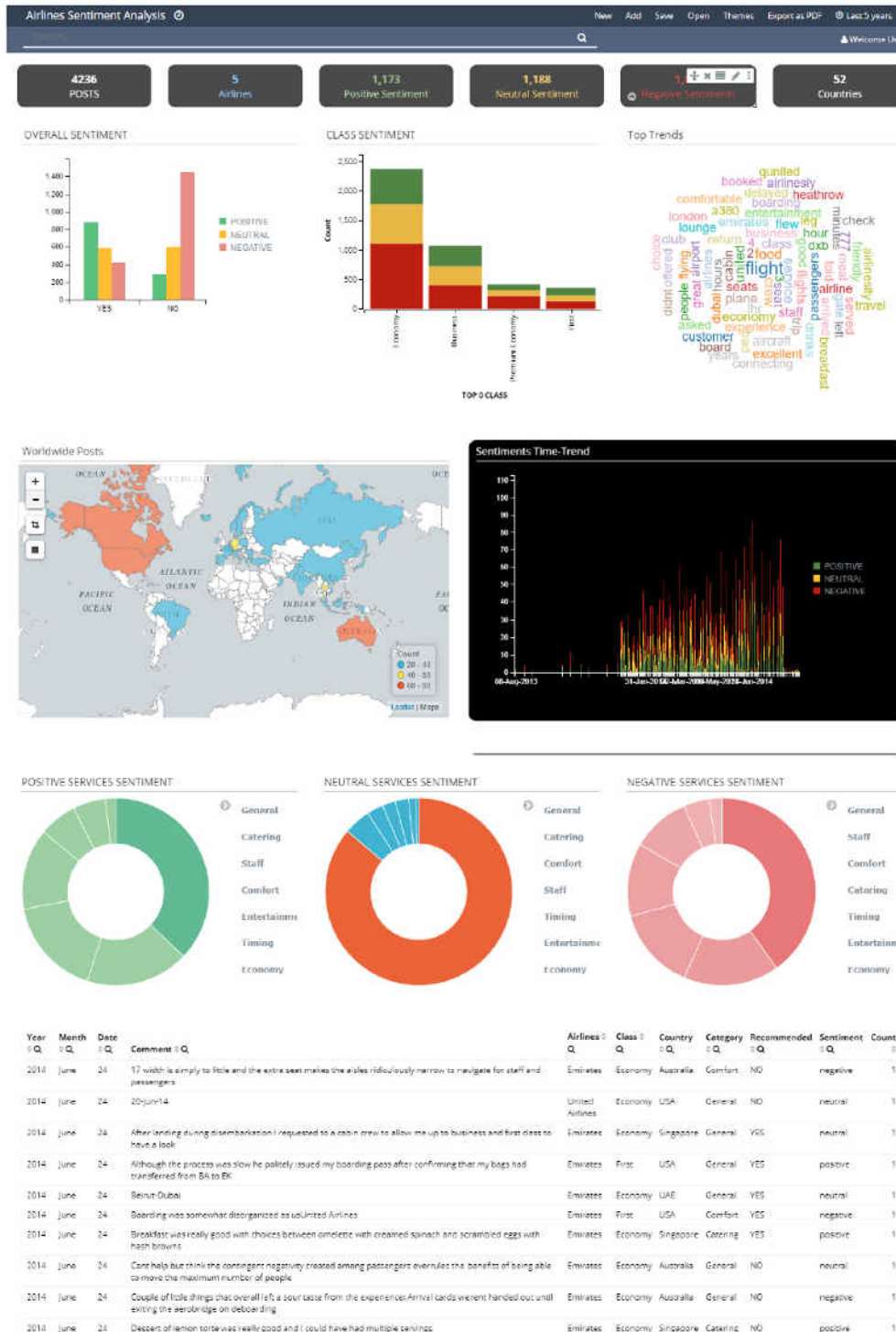## Differentiated customer experience in Disruption Management

Disruption Management is one of the key areas where organizations need to focus on, in order to provide highly differentiated customer experience. The efficient & effective handlings of flight disruption have an immediate & very strong impact on customer's perception of the airline. The followed by an airline during flight disruption has been informing the traveler about the delay & providing some kind of refreshments during his wait period. This is something every airline has been doing, but can an airline create an impact by treating its customers differently?

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A dissatisfied/frustrated customer is very much likely to share his bad experience on social media which can be detrimental to airline's image. The figure above shows an example of an airline passenger who has been denied boarding & the traveler posts negatively on Facebook.

The airline aiming to change the customer perception about the experience should focus on providing a customized service during that time which would interest the customer & would have a lasting positive impact about the brand.

Sample Dashboard of Passengers' Sentiment (positive/neutral/negative, trends, comments)

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TCG Digital, the flagship technology consulting and solutions company of The Chatterjee Group (TCG), is a leading Consulting, IT solutions & services provider to the global aviation industry for 18+ years. We have been razor focused in delivering value-driven business solutions to our clients across North America, Central America, Middle East & Turkey, South East Asia and India leading to satisfaction and delight for our valued customers.

Our focus is on modernizing enterprises enabled with digital technologies like Mobility, Cloud, IoT, Blockchain, Automation and powered by insight-driven analytics and AI.
Our experience with clients across FSCs and LCCs to name a few, our understanding of business models, domain excellence and deep technical expertise in legacy and new-age technologies makes us a strategic partner for our airline customers.

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