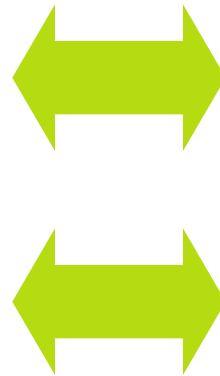



## Why use GAP for customer satisfaction benchmarking?

**Assess your airline's performance**

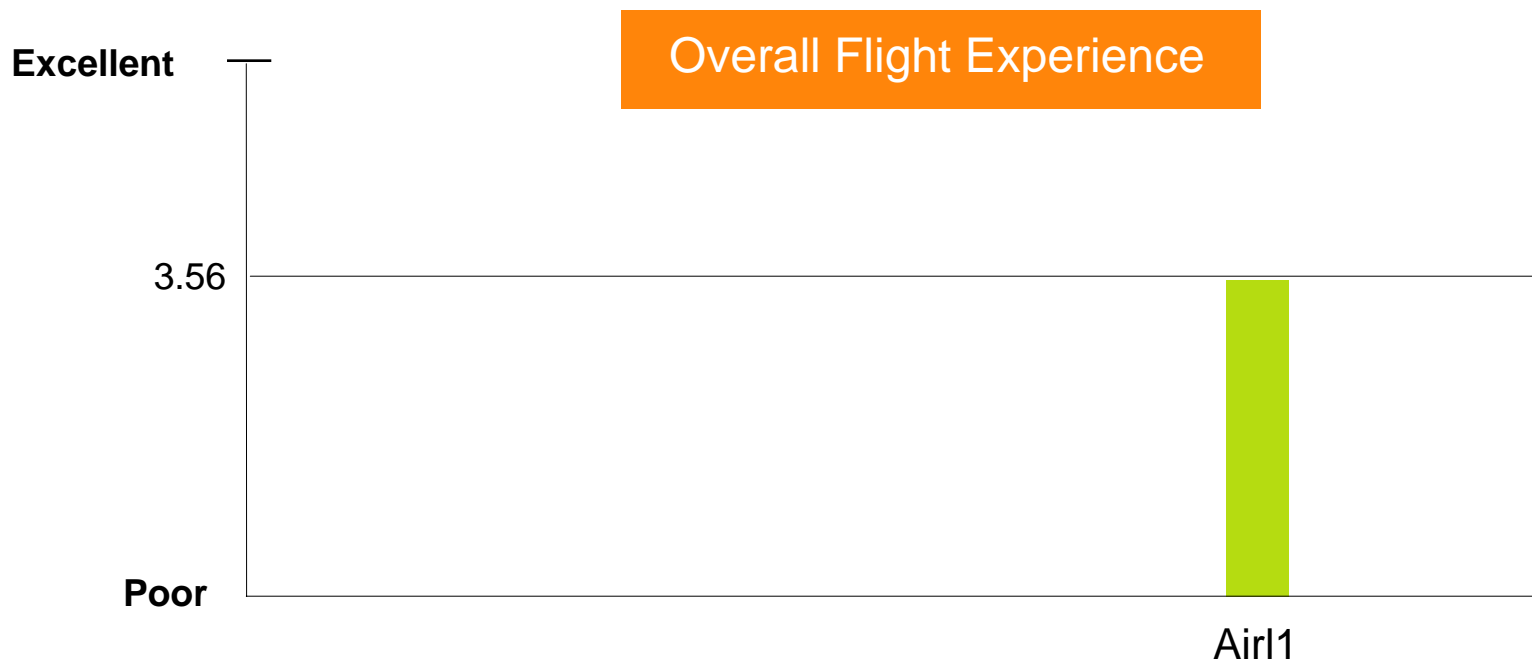


**Compared to competitors**



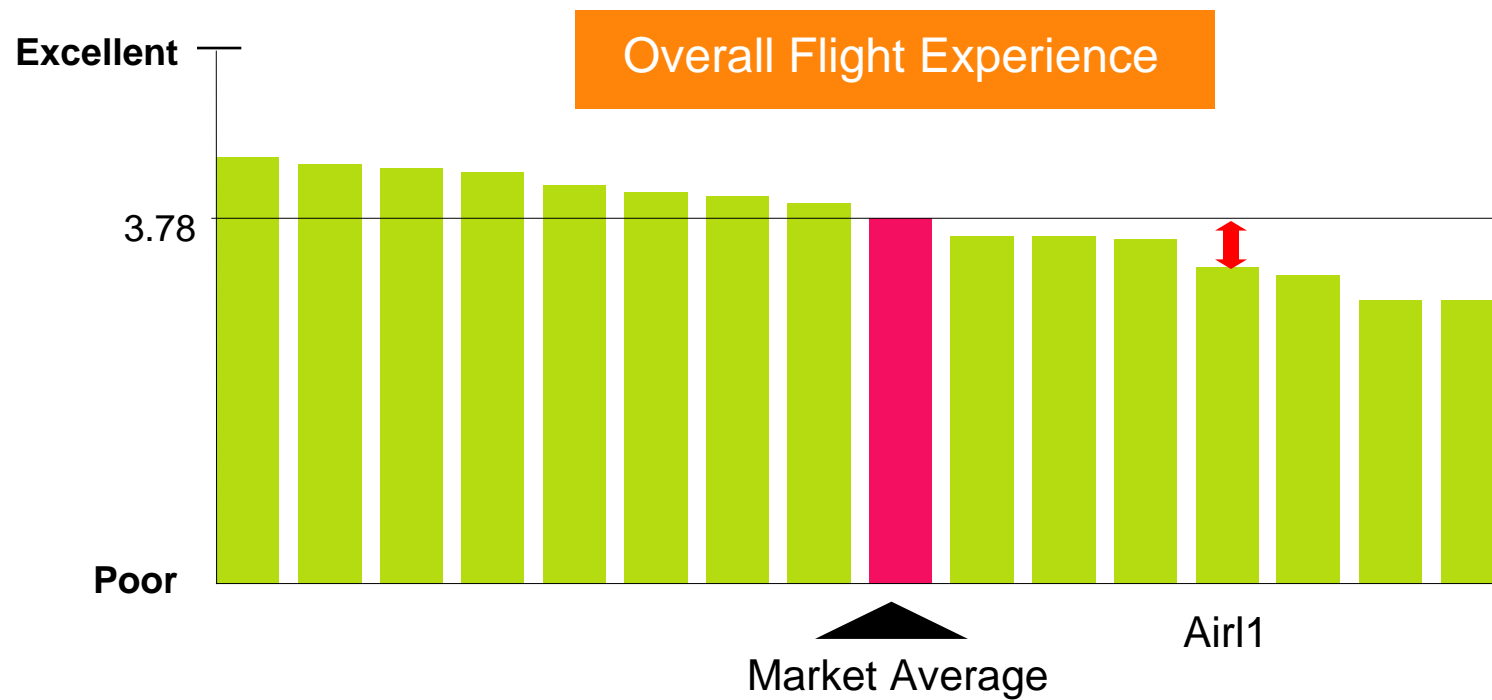
- Identify strengths and weaknesses
- Understand competitive positioning
- Monitor changes in performance for you and your competitor
- See how "best performers" achieve top rankings
- Apply best practices constructively

## What your internal survey tells you...



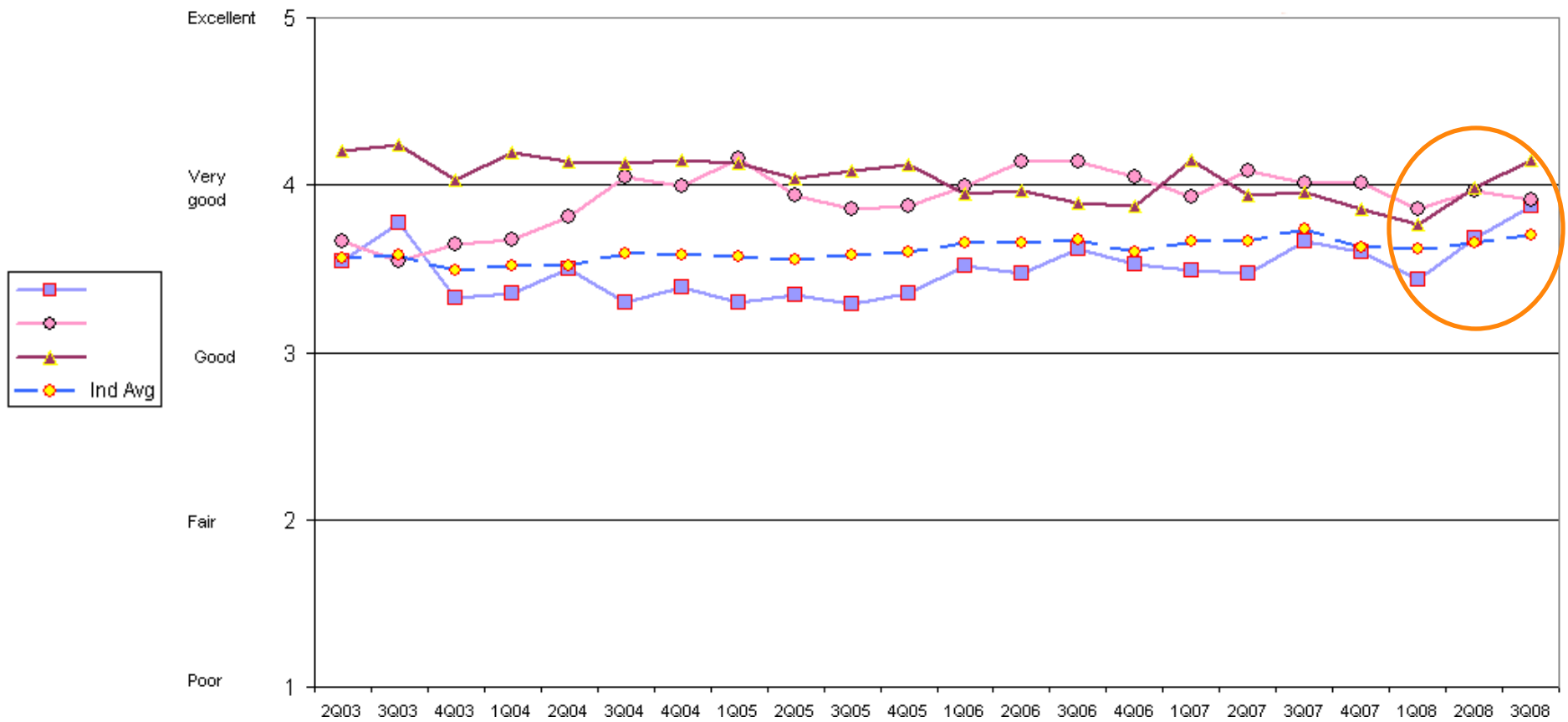
Your internal survey gives a mean rating of 3.56 for Overall Flight experience

## What GAP tells you...

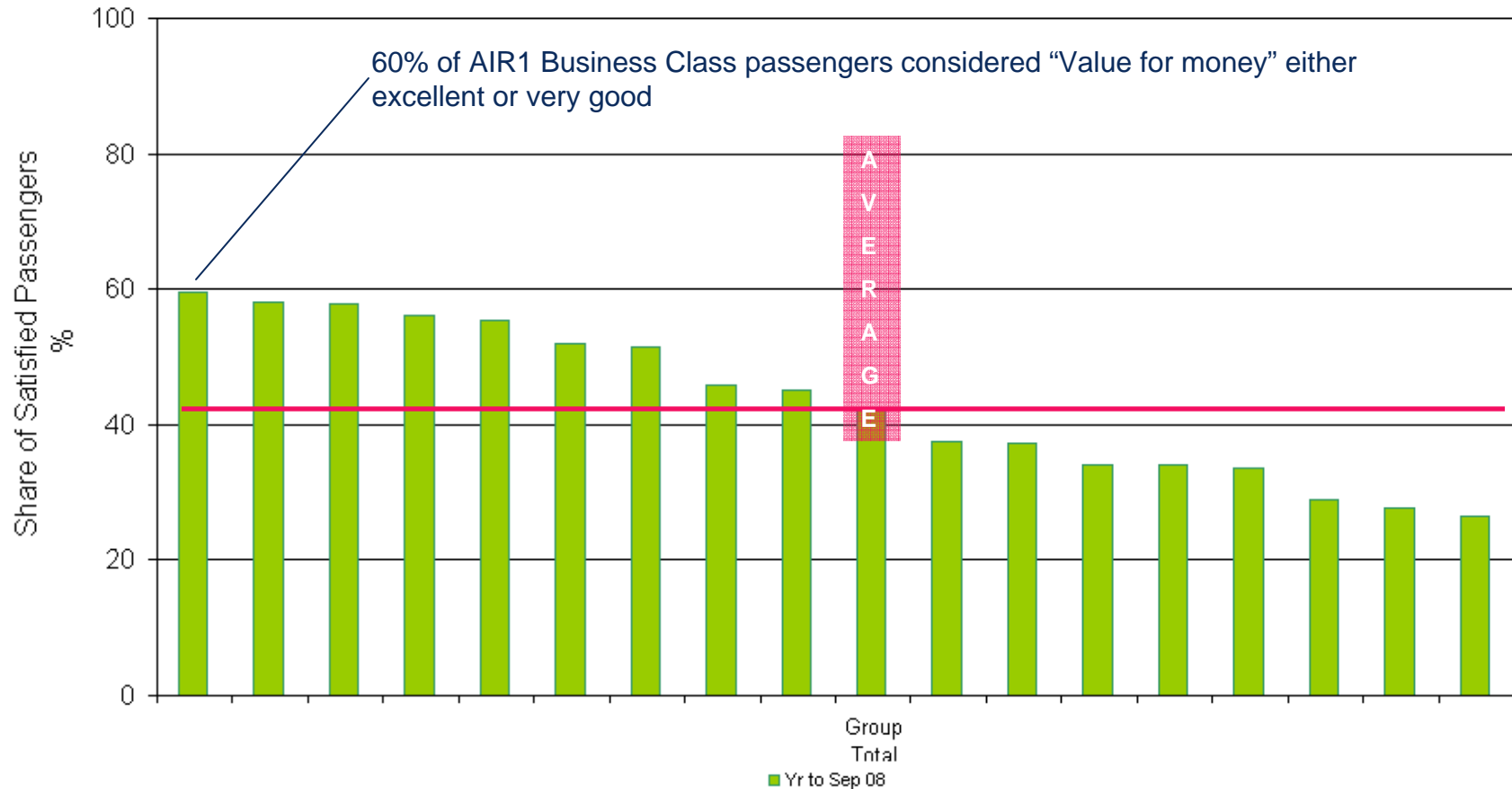


▶ The benchmarking survey shows a significant gap to the industry average

## Trend analysis for 'Seat comfort' in Business Class



## 'Value for money' in Business Class (Oct 07 – Sep 08)



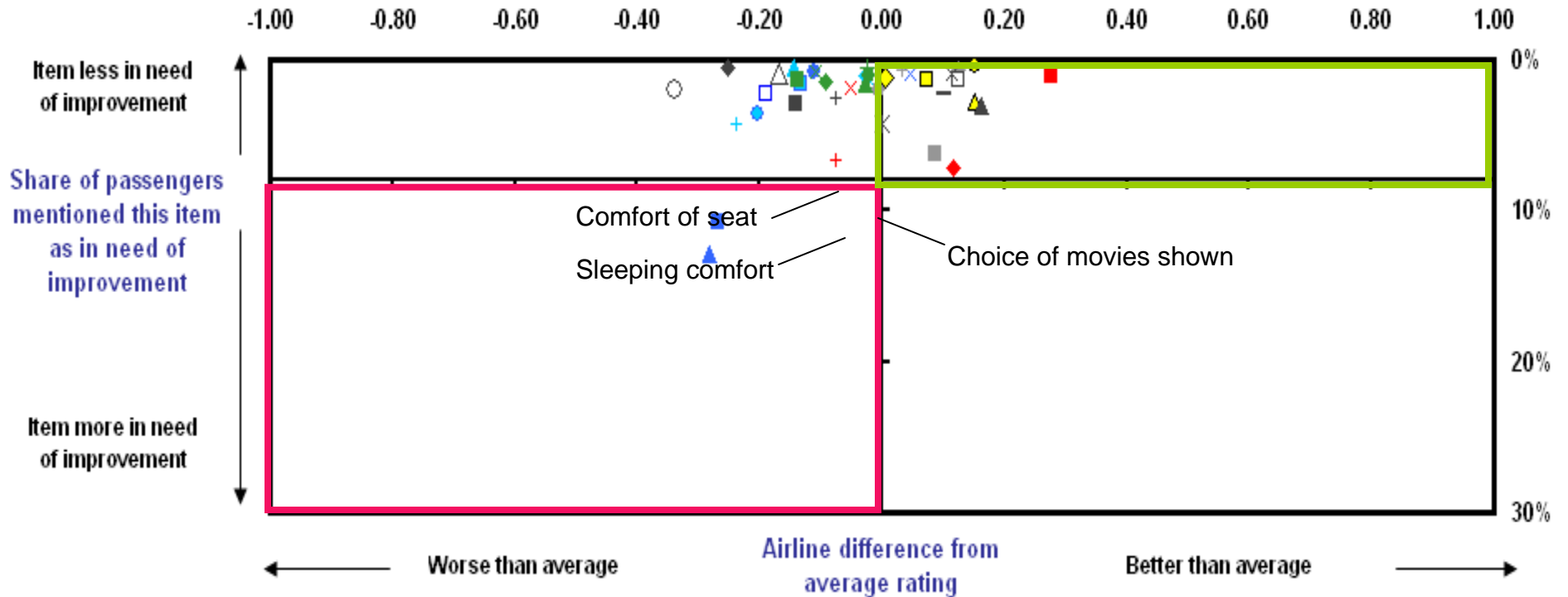


# AIR1 and AIR2 Business Class compared on pre- and post-flight services



# Services more/less in need of improvement

AIR1 Business Class  
Transatlantic Q3 08



## Comparison of carrier's FFP (top level) in Business Class



## Drivers of passenger satisfaction (Economy)

