Webinar Series: Reshaping the Passenger Experience
Webinar: Voice of the Customer

FAQ

June 2020

Passenger landscape before COVID-19

What kind of methodology/approach did IATA use to analyse the customer satisfaction score based on the survey results/data?

Our customer satisfaction come from Airs@t Passenger Satisfaction Benchmark program. In order to collect data from random and confirmed passengers we recruit respondents of this survey directly at the airports, more specifically at the boarding gates of the defined flights. The passenger is invited to take part in an online survey to ensure further neutrality of the responses given. If you want to know more about our methodology, please do not hesitate to reach out to us at survey@iata.org.

IATA COVID-19 Passenger Survey

Does IATA have any passenger insights before pre-travel?

If you have any specific questions, related to the IATA Passenger Insights, we encourage you to contact us at survey@iata.org.

Are there any additional data for MEA region in IATA COVID-19 Passenger Survey?

As far as COVID-19 Passenger Survey is concerned, the report includes data for the countries were the study was performed: Australia, Canada, Chile, France, Germany, India, Japan, Singapore, UAE, UK and USA. The study explores perceptions of 4,700 panel members from these eleven countries who traveled since July 2019.

Listening to the voice of the customer and helping AA navigate the new normal

Questions addressed by William Mitchell, American Airlines

Given the new sanitation measures in place, do you think that the nature and composition/questions of Passenger Experience surveys should change?

We will continue to validate the importance of the measures we are taking, but we will also start asking about the perceived effectiveness of the measures among people who have flown and are flying now. As new actions to combat COVID-19 infection become apparent, we will certainly ask customers about those new measures. The survey is a living, organic tool for us. It can and should change as needed.

What were the arguments to exclude panel studies?

It is mainly a problem for the airline category. We find that most flyers, and especially frequent flyers, do not want to or do not have time to be a part of panels. We do use panels only sometimes (to get feedback from passengers who fly other airlines) but do so very carefully. We have also found our own customers to be very open and willing to fill out our surveys. They love giving us feedback, both positive and constructive/negative.

How do you explain the confidence difference between international and domestic travels?

Our customers are concerned about the 2-week quarantine period if they travel overseas, and some are afraid of getting stuck in another country if they do travel overseas. Varying levels of open-ness in other countries are also a concern. We expect international to lag domestic in terms of a return to air travel.

Do you have data related to lounge services post COVID-19?

Yes, we have asked extensive questions about the lounges, mainly about food, the bar, and social distancing. We also know that many customers want us to re-open lounges now, but we need to prepare first. Our re-opening of lounges has been guided by surveys on how to open and what measures to take.

You have presented a lot of passenger insights that you collected in American Airlines throughout last months. To the extent such information is public and you would not disclose any commercially sensitive information, were there any specific actions that were taken as a result of the survey results which you can share?

Re-opening of clubs as well as PPE kit design and deployment were all guided by the surveys. All COVID actions have been tested and informed by customer feedback and the best medical experts.

You mentioned the tracking survey, third-party studies, and the conjoint study. What else did you do if anything in terms of gathering insights?

We looked at a lot of our own passenger data – behavioral and operational data. To understand who is flying, what industries they work for, their average age, and other demographics.

We see that many airlines are implementing limitations in their food and beverages offering. What do data tell us about this aspect?

We know that we will have to serve food differently that pre-COVID, that is it will need to be packaged and presented in a way that is safer and less likely to cause concern about infection. We are also evaluating, with the guidance of customer and employee feedback, the way the food should be served and how the food and beverages will be given to our customers.

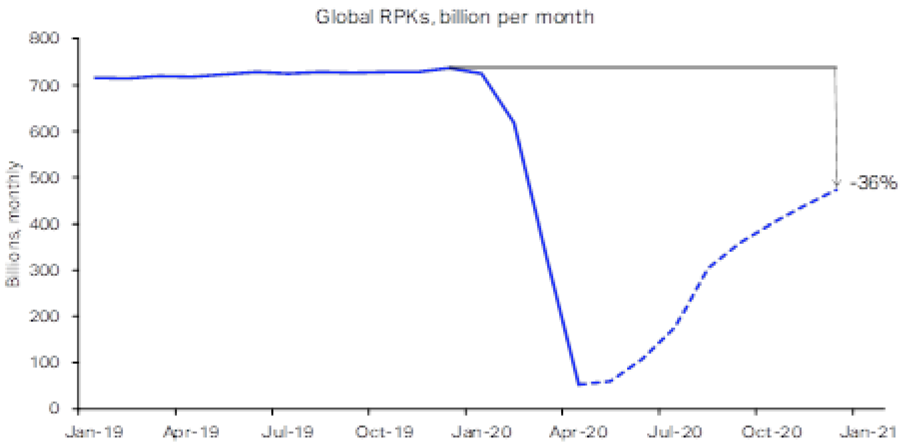
Looking at what passengers tell us today and the trends you have tracked over the past months, what kind of behaviors /preferences can we potentially expect in the near future?

For the next year, our customers will be very cautious when they fly, as they should be. We and they take the virus very seriously. We know they will pay special attention to the impact other passengers may or may not have on them (close contact, etc.). Masks will be critical, as will sanitation onboard and at the airport. Seat blocking to socially distance will also be a challenge as we balance the need to make seats available with the desire for some people to be spaced apart onboard.

Economic outlook

All the recovery scenario slides showed a V Shape recovery trend. Is it the most likely one therefore no U or W shape scenarios were considered in the presentation?

The size of the expected decline in global RPKs (down more than 50% this year) and recovery (up 55% in 2021) makes the forecast appear more v-shaped than it actually is. Below is a chart showing the monthly recovery profile for 2020 which underpins the annual chart; it is clear from this that the recovery is expected to be more gradual than the annual chart might lead people to believe. With RPKs not expected to return to their levels of 2019 until 2023 or 2024 (in other words, it takes some three to four years to recover the loss of activity in just four months!), we would not consider this to be a strong and rapid V-shaped recovery. We have certainly considered alternative scenarios, but in a short presentation it is not possible to discuss the various ways that the industry recovery might play out and we focused on the profile underpinning our baseline forecasts.



What do you think about the recovery trend for APAC region?

We have already seen some early signs of recovery in a number of air transport markets in the Asia Pacific region. The region was the first to feel the impact of the pandemic and looks set to be the first to recover, barring any 'second-wave' impacts. Indeed in three important regional domestic markets – Vietnam, Sth Korea and China – the number of flights has recovered to be around 25% below the level of a year ago; some of the strongest recoveries of any markets so far. Nonetheless, the impact of COVID-19 on the region will be significant. Overall, for 2020, we forecast that passenger volumes (RPKs) will decline by around 54% and airlines will make losses of around $29 billion. The 2019 level of RPKs will likely not be recovered for around three years. Even so, over the longer term, the region's prospects are very positive, underpinned by strong growth in household incomes and a favorable population and demographic profile across many countries.