

# EMPLOYER BRAND IMPACT ON CUSTOMER EXPERIENCE

## PRE FLIGHT

★ Book tickets online	😊💻
Receive tickets via email or sms	😊💻
View tickets online or third party website	😊💻
★ Check-in online	😊💻
Arrive at airport	➡
Follow airport signage to check-in	😊➡
Check-in at airport	😊💻
★ Frequent flyer number is on ticket	😊
★ Preferred seating if available	😊💻
Security check	➡
Passport control	➡
Airport shops	➡
Airport food/drinks	➡
Business lounges	😊
Airport public lounges	➡
★ Airport wi-fi	➡💻
Airport toilets	➡
Access to electrical charging plugs	😊➡💻

★ Key touchpoints

## BOARDING PLANE

★ Greeted by in-cabin staff when entering plane	😊
Sufficient storage for carry-on luggage	😊
Plane sound system	😊💻
★ Comfortable seats	😊
Clean plane	😊
★ In-flight entertainment system	😊💻
Pre takeoff announcements	😊
Captain announcement	😊
Safety demonstration	😊💻
The mood and manner of cabin staff when conducting safety checks	😊



## DURING FLIGHT

In flight food	😊
In flight drinks	😊
★ In-cabin staff responsiveness	😊💻
★ Clean toilets	😊
Snacks available between meal breaks	😊
In-flight entertainment screens	😊💻
Headphones working properly	😊💻
Inflight Wi-Fi	💻
★ Time to remove trays after meal service	😊
★ The mood and manner of cabin staff	😊

## POST FLIGHT

★ Greeting by cabin staff when leaving plane	😊
Distance to passport control	➡
Travelators available	➡
Passport control	➡
Distance to luggage carousel	➡
★ Wait time for luggage pick up	➡
Airport shops	➡
Airport food/drinks	➡
Signage to taxi/train/uber, etc.	➡

