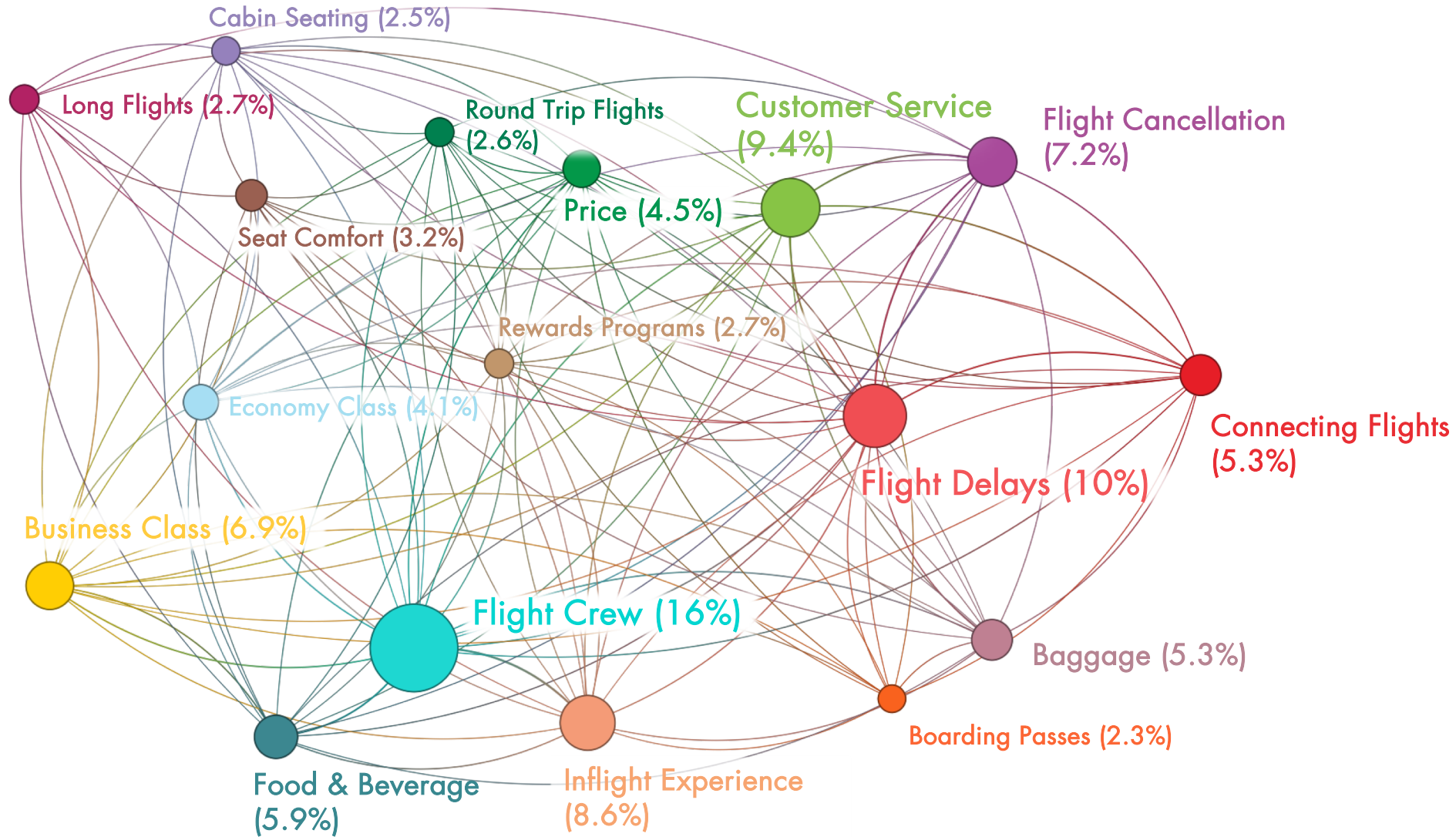# Quid®

VOICE OF THE CUSTOMER: AIRLINE TRAVEL REVIEWS

Quid analyzed 4,174 consumer reviews of the five major U.S. airlines over a six-year period to better understand what airline travelers are saying about their travel experiences.

CONSUMER AIRLINE REVIEWS FOCUSED ON FLIGHT CREWS, DELAYS, AND CUSTOMER SERVICE

Other popular topics included inflight experience (8.6% of the narrative), flight cancellations (7.2%), and business class (6.9%).

Cabin Seating (2.5%)

Long Flights (2.7%)

Round Trip Flights (2.6%)

Customer Service (9.4%)

Flight Cancellation (7.2%)

Seat Comfort (3.2%)

Price (4.5%)

Rewards Programs (2.7%)

Economy Class (4.1%)

Connecting Flights (5.3%)

Flight Delays (10%)

Business Class (6.9%)

Flight Crew (16%)

Baggage (5.3%)

Boarding Passes (2.3%)

Food & Beverage (5.9%)

Inflight Experience (8.6%)

For all five airlines, the flight crew and flight delays **were top associations with the brand**, but there are some notable exceptions.

Both American and Delta had brand association with business class.

Southwest is the most associated brand with pricing in customer reviews.

Consumers also associate Alaska's brand with food & beverage.

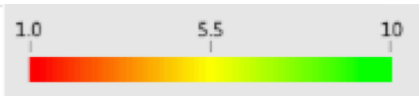|	
Flight Crew	16%
Flight Delays	10%
Customer Service	9.4%
Inflight Experience	8.6%
Flight Cancellation	7.2%
Business Class	6.9%
Food & Beverage	5.9%
Connecting Flights	5.3%
Baggage	5.3%
Price	4.5%
Economy Class	4.1%
Seat Comfort	3.2%
Long Flights	2.7%
Rewards Programs	2.7%
Round Trip Flights	2.6%
Cabin Seating	2.5%
Boarding Passes	2.3%

Overall, consumers **rated Alaska Airlines the highest** of all five major airlines.

By percentage, Alaska Airlines had the largest share of 10-star (highest) ratings, while United and American were virtually tied for the most 1 and 2-star ratings.
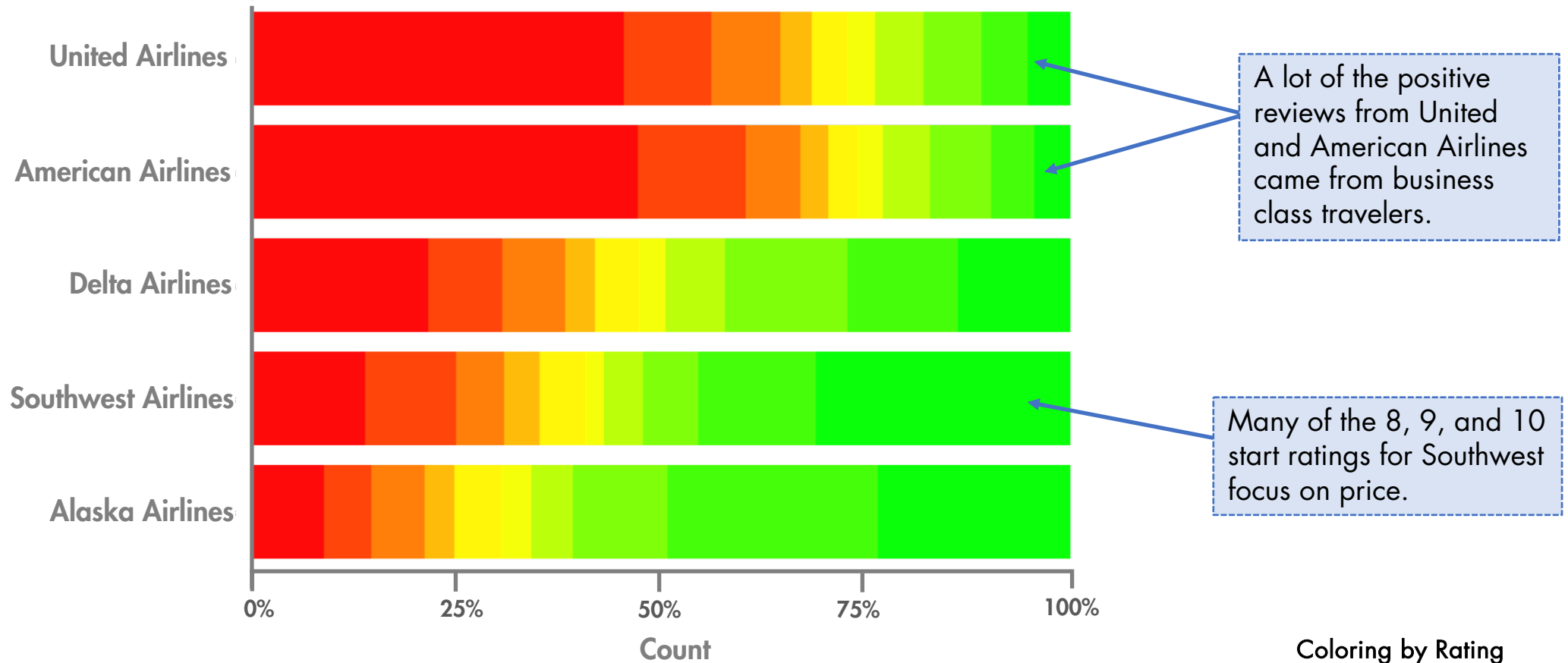
A lot of the positive reviews from United and American Airlines came from business class travelers.

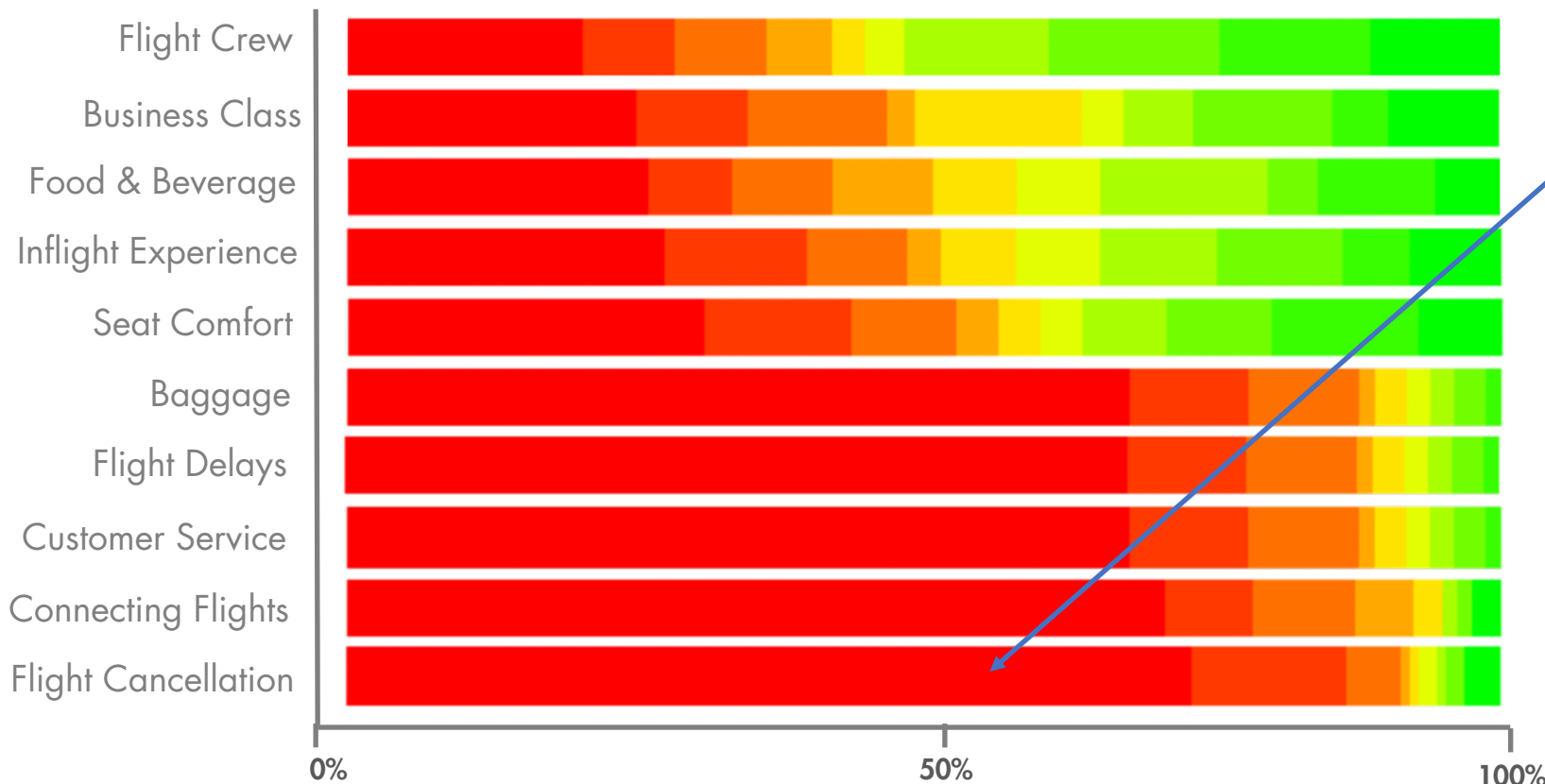Many of the 8, 9, and 10 start ratings for Southwest focus on price.

United Airlines

American Airlines

Delta Airlines

Southwest Airlines

Alaska Airlines

0%   25%   50%   75%   100%

Count

Coloring by Rating

1.0   5.5   10

For United Airlines, comments about flight delays, cancellations, customer service, and connecting flights drove negative ratings

Consumers had the most positive reviews for the company's flight crews, followed by seat comfort and their overall inflight experience.

United Airlines Reviews

- Flight Crew
- Business Class
- Food & Beverage
- Inflight Experience
- Seat Comfort
- Baggage
- Flight Delays
- Customer Service
- Connecting Flights
- Flight Cancellation

0%   50%   100%
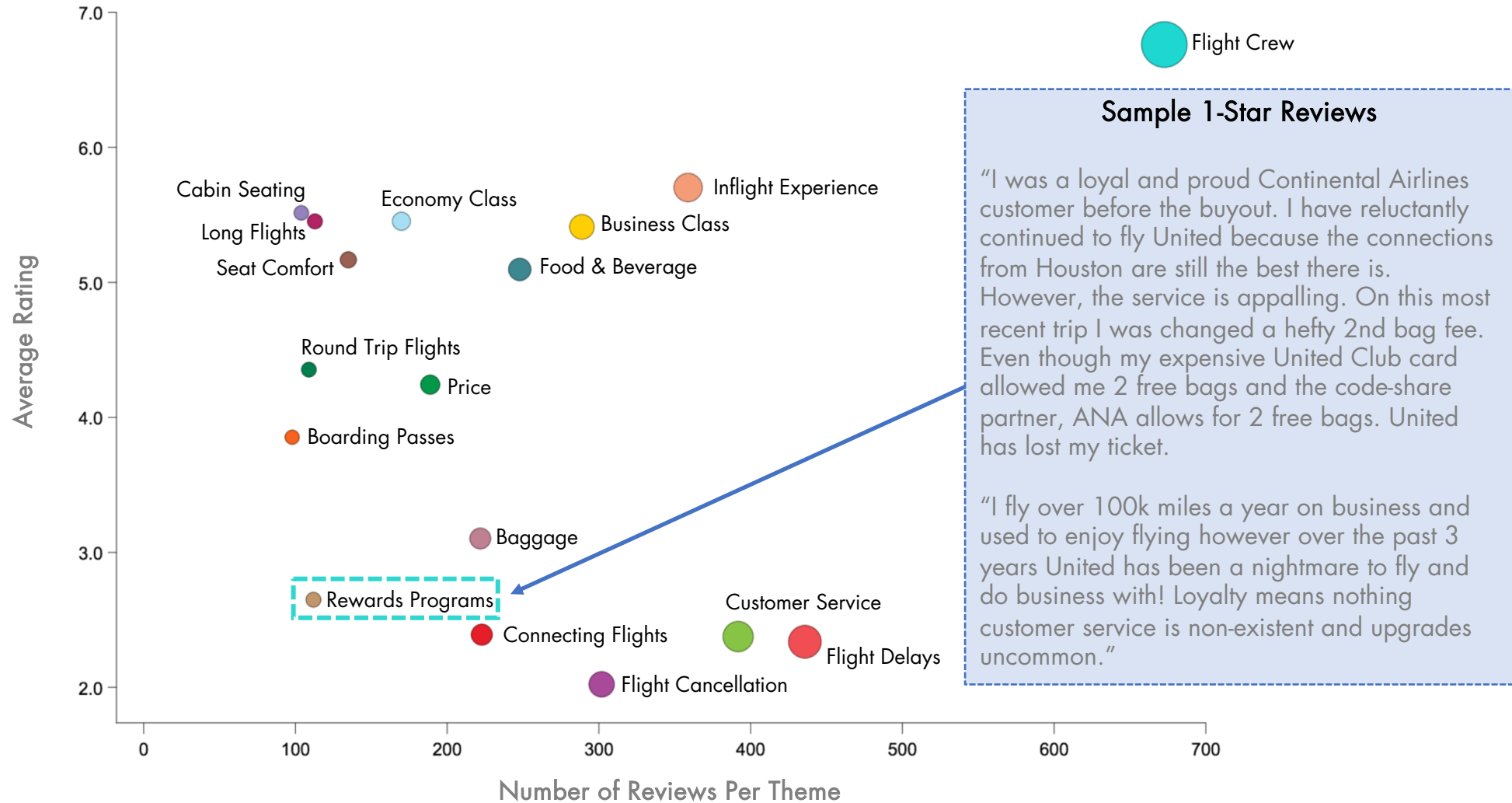
Sample 1-Star Reviews

"We had a connecting flight from ft. Lauderdale to United's hub in Newark today. After we got off that flight everything was handled poorly - our flight was cancelled without even a hours notice or any explanation why."

"Worst airline ever. Four + hours of delay for a one hour flight. Two other flights to Burbank were cancelled. Worst experience with an airline I've ever had."
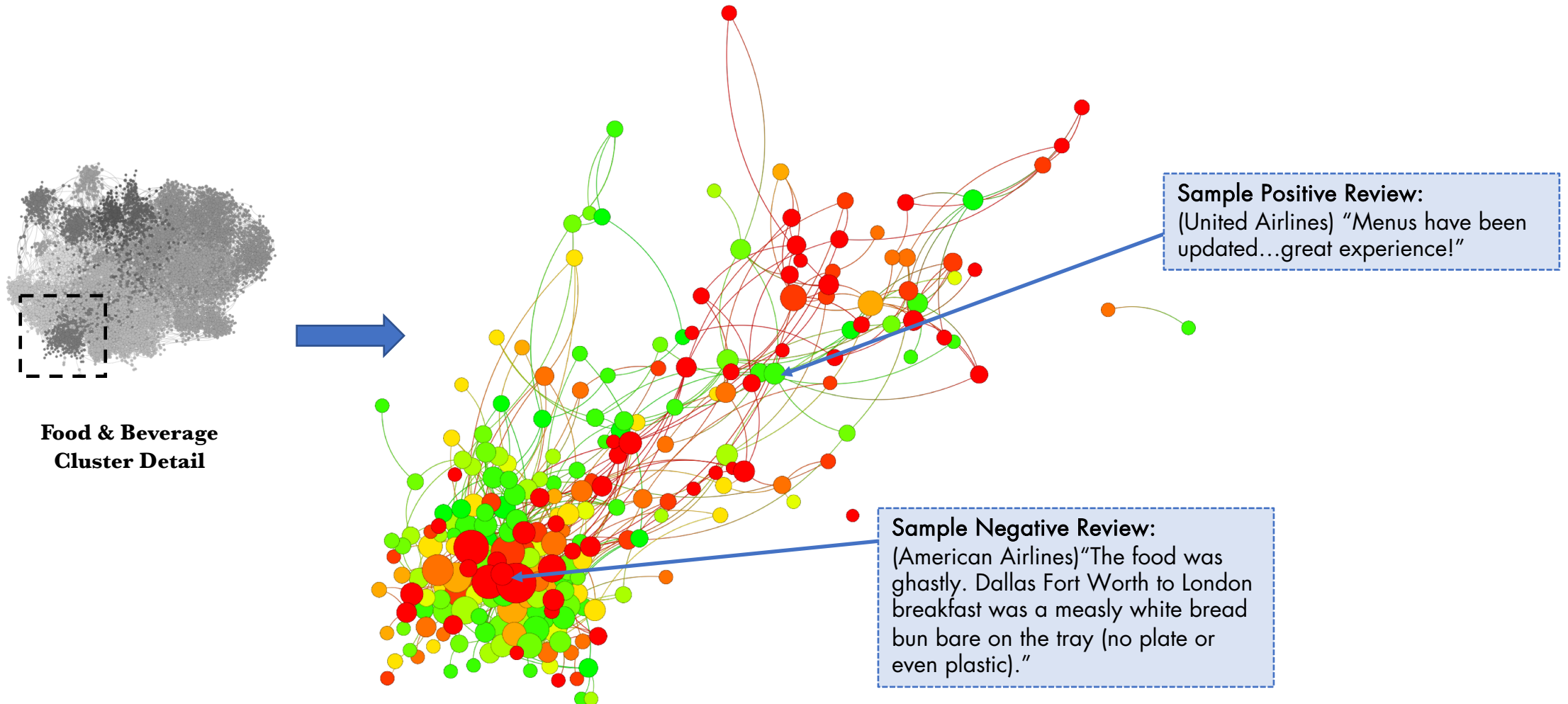
Coloring by Rating

1.0   5.5   10

Flyers who focused on Rewards Programs **were often less satisfied than other reviewers** as they expected a higher quality experience than they received.

Sample 1-Star Reviews

"I was a loyal and proud Continental Airlines customer before the buyout. I have reluctantly continued to fly United because the connections from Houston are still the best there is. However, the service is appalling. On this most recent trip I was changed a hefty 2nd bag fee. Even though my expensive United Club card allowed me 2 free bags and the code-share partner, ANA allows for 2 free bags. United has lost my ticket.

"I fly over 100k miles a year on business and used to enjoy flying however over the past 3 years United has been a nightmare to fly and do business with! Loyalty means nothing customer service is non-existent and upgrades uncommon."

Chart axes:
- Y-axis: Average Rating
- X-axis: Number of Reviews Per Theme

Data points: Flight Crew, Inflight Experience, Cabin Seating, Economy Class, Business Class, Long Flights, Seat Comfort, Food & Beverage, Round Trip Flights, Price, Boarding Passes, Baggage, Rewards Programs, Customer Service, Connecting Flights, Flight Delays, Flight Cancellation

When colored by rating, food reviews for all airlines were **a mix between positive and negative.**

Slightly more than half of all reviews for food (53%) received five stars (out of ten) or less.
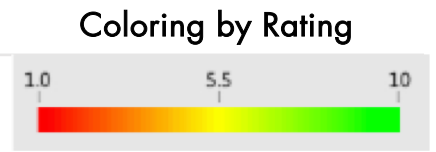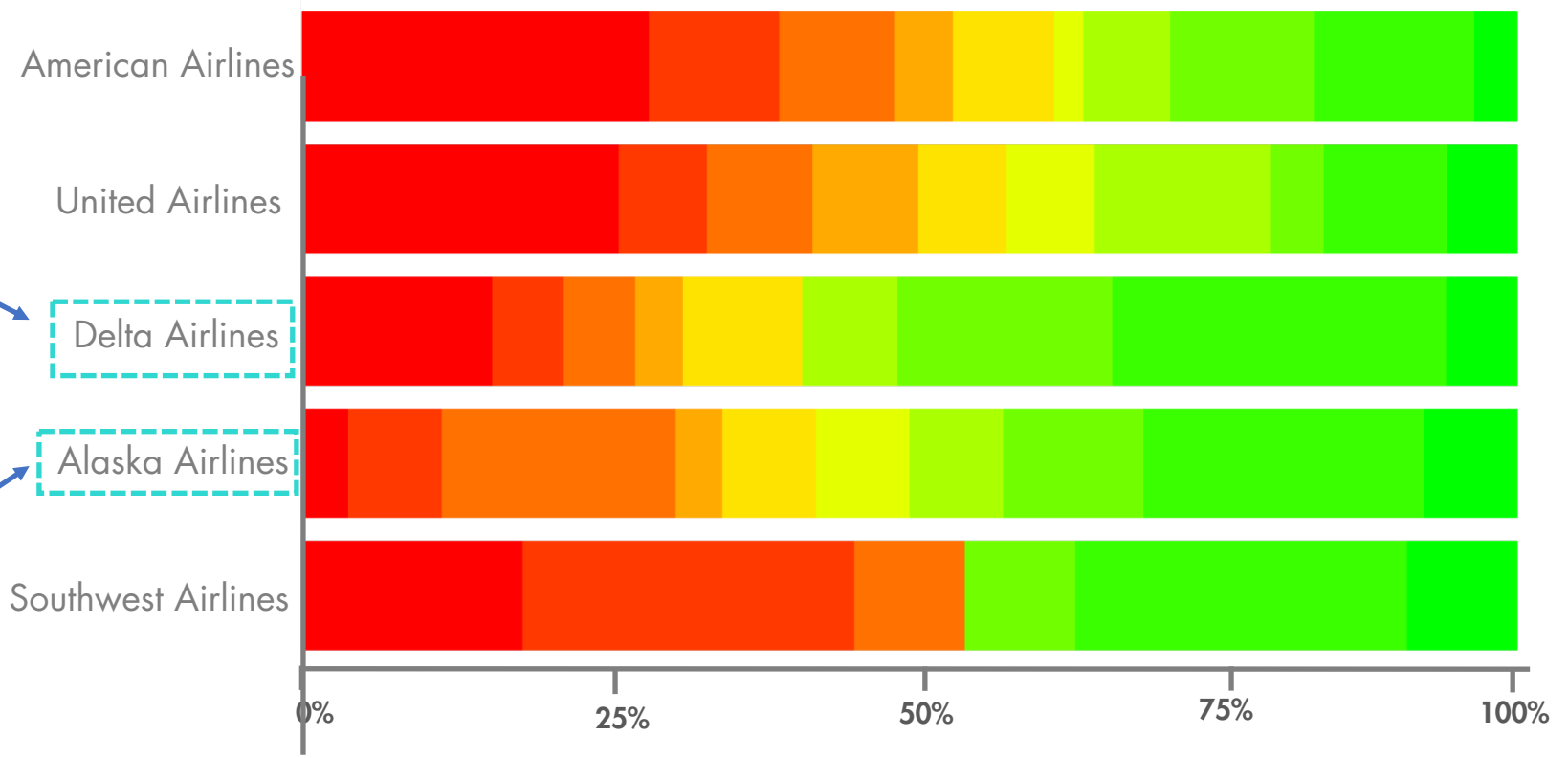

Food & Beverage Cluster Detail

Sample Positive Review:
(United Airlines) "Menus have been updated…great experience!"

Sample Negative Review:
(American Airlines)"The food was ghastly. Dallas Fort Worth to London breakfast was a measly white bread bun bare on the tray (no plate or even plastic)."

Among the top five airlines, consumers **rated Delta and Alaska the highest** for their food and were largely split on Southwest.

United and American received the highest percentages of 1-star ratings

A first-class Delta passenger making a domestic flight called his Delta experience "a pleasantry" and praised the hot meal and prompt drinks.

An Alaska Airlines passenger said that, while the plane may have lacked the "bells and whistles" of JetBlue or Virgin America, the food, pacing and portions were all good, as was the selection of mid-range wines.

American Airlines

United Airlines

Delta Airlines

Alaska Airlines

Southwest Airlines

0%   25%   50%   75%   100%

Coloring by Rating

1.0   5.5   10

APPENDIX

HOW TO READ A NETWORK

Similar nodes cluster together, and clusters are grouped by color. Connections represent similar language across nodes.

The density of a cluster indicates how similar or diverse the nodes are within it

Each node represents a document

Centrally located nodes are core concepts in the network and share language with many other nodes

Greater distance between clusters indicates a lower number of interrelated documents

A bridging node between two clusters indicates the document is at an intersection between two concepts.
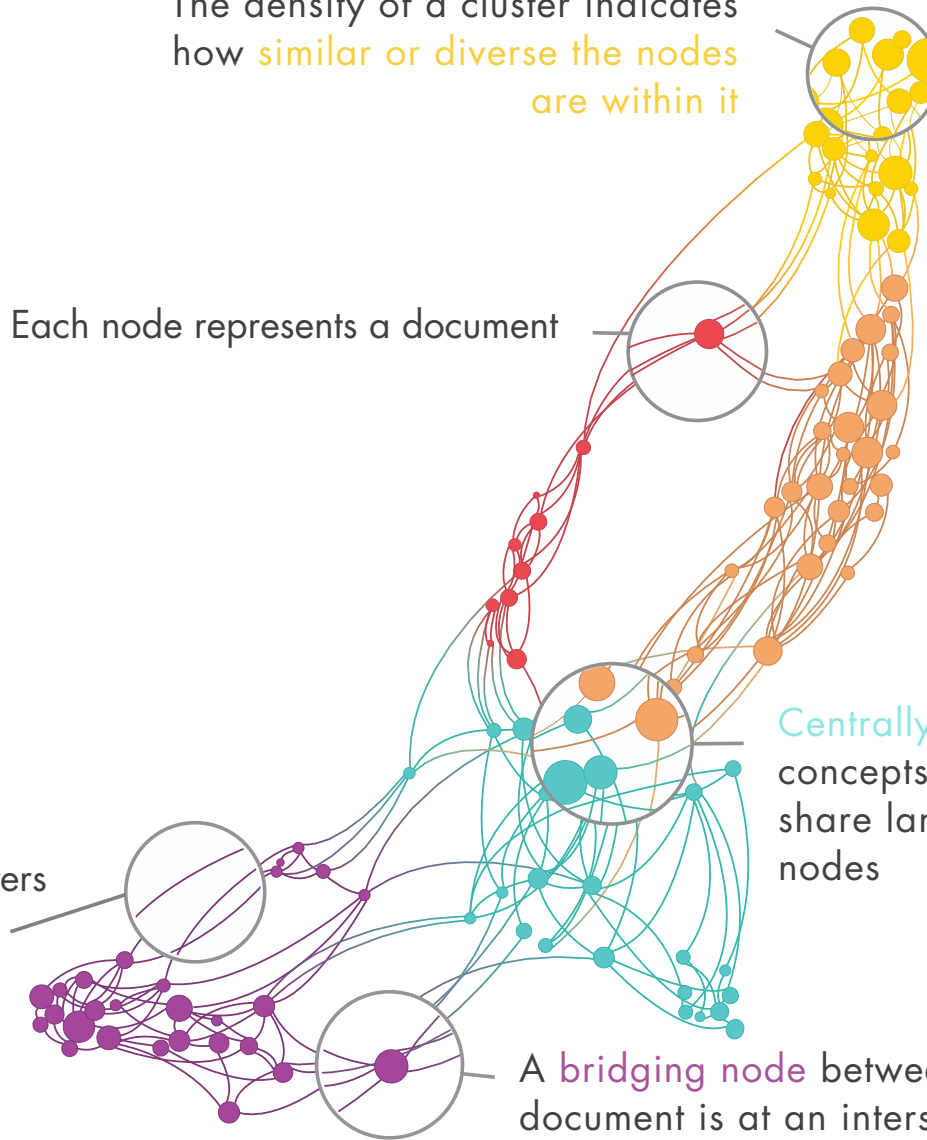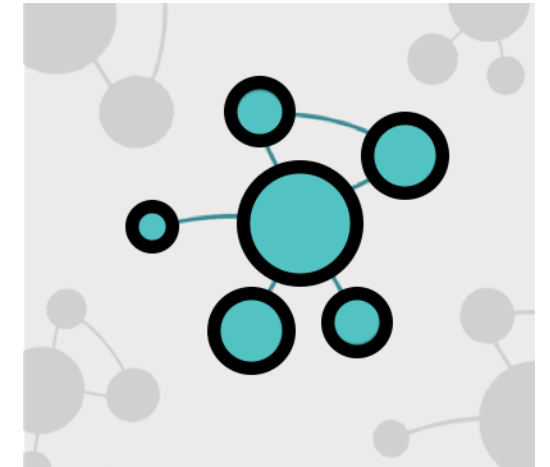
TEXT ANALYTICS BACKGROUND

Quid reads any text to identify key words, phrases, people, companies and institutions.
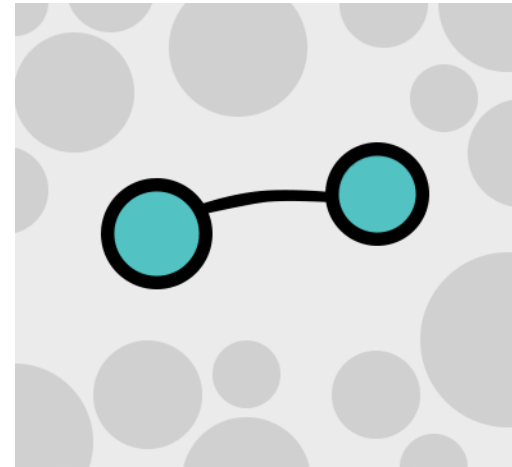
Then Quid compares words from each document to create links between them based on similar language.

Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.