

BOEING PASSENGER EXPERIENCE Briefing Document

QUANTITATIVE STUDY

August – November 2024



m1ndset
RESEARCH BEYOND BORDERS

BOEING PASSENGER EXPERIENCE

OBJECTIVES & OVERVIEW



CONTEXT

- This is the **second wave** of the study conducted in **Q1 2024**.
- The methodology and objectives are the same, but the target aircraft & seat types have changed.
 - The main difference is a **stronger focus on Economy pax**, and less emphasis on Recliner & Flat Bed.

OBJECTIVES

- The purpose of the study is to **evaluate pax experience, by aircraft type and class of travel** (i.e. type of seat),
- As the questions can't be asked before the flight, we will be **distributing invitation cards to passengers waiting at departure gates** at different airports. The invitation cards will contain a **QR code** which, when scanned after the flight, will give **access to a survey about their recent in-flight experience**.
- Your objective is to concentrate on the targets we provided and only distribute cards for flights listed in the Excel document.
- When you distribute the cards, make sure to be clear, explicit, inviting, and don't forget to mention the final prize draw.

OBJECTIVES

→ What we need to target :

→ Aircraft types: **B787, B737, A350 & A320**

→ Seating products : **flat-bed, recliner seat and standard economy seat**

→ Each airport has specific targets of aircraft & seat type combinations – which were established based on the availability of relevant flights at each airport: (see section “target” to have the details)

	B787	B737	A350	A320
Standard economy/coach seat				
Recliner seat				
Flat-bed seat				

OBJECTIVES

- An Excel file was sent to you with the **targets** you need to achieve.
- You also will find, in the Excel file, the details of the **destination**, the **airline**, the **departure date and time**, the **airplane type** as well as the available seat types on the flight (+ in some cases, the terminal).

Please make sure to follow this file and do a planning of flights to be targeted each day.

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METHODOLOGY



M1ND-SET METHODOLOGY USES THE FOLLOWING STEPS

- Professional interviewers **distribute an invitation card** to departing passengers at selected gates.
- The card invites people to **connect to a dedicated website** soon after their flight and to **complete an online satisfaction survey** in-flight aspects with the **QR Code** or the website link:

www.airtravel-experience.com

- After completion of the survey, participants **enter a draw** to win 2 round trip flight tickets (max total value 3000\$) → **one chance out of 4000 to win!**

Invitation card

How was your flight?

Scan the QR code at the back or visit
airtravel-experience.com
and express yourself

A project run by m1nd-set SA

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YOUR OPINION MATTERS!
Answer our short survey and win 2 long haul trips*

*For any questions:
info@m1nd-set.com*




Your reflections are our greatest asset to improve the comfort and service level when flying.

After the flight, please tell us about your experience. Simply log in by scanning the QR code or entering the number below on airtravel-experience.com

By completing this brief audit, you can
WIN 2 ROUND TRIP LONG HAUL TICKETS*
Just visit: airtravel-experience.com

**Prize draw. See terms and conditions on www.airtravel-experience.com*

**Prize draw. See full terms and conditions on the above website.*



We will ship cards to each airport, assuming 8% response rate.

E.g. if you target completes is 800, we will send you 10'000 cards.

SIMPLE? ...NOT QUITE!

You have only 20 seconds to connect with each passenger!

Key to success

- Direct
- Open
- Self confident
- Smiling
- Friendly
- Courteous



...At the end, get a commitment!



Things to say!

- Your flight is being audited for client satisfaction
- Your opinion will help to improve your future travel experiences...
- We ask only a **few selected** passengers
- **You can win 2 flight tickets, total value 3'000 USD.**
- It is a short and easy online questionnaire
- Accessible by desktop, tablet, **smart phone**, laptop, etc.
- Will you have Internet connection in the next days ?
- Can I count on you ?

Things to avoid!

- This is a survey
- We ask thousands of passengers
- Just read this card
- Do it if you have time
- Say that you are sorry
- Don't believe they will do it



Tips on how to approach people

EXAMPLE OF A CONTACT SPEECH

“Hello I’m ...
Working with
How are you today?
The flight you are about to take has been selected for an audit and I would need you to tell us what you think of (name the airline).
To do so, simply connect to the website here next time you are online.
There are **2 long distance flight tickets to win**, among only a few selected passengers.
Do you have regular internet access? Can I count on you to participate?...
Thank you and have a good flight!”

What to
say...

And
think...

She/He’s
going to
do it!

Tips on how to approach people in business class!

TRADITIONAL METHODS FOR CAPTURING BUSINESS CLASS PASSENGERS

Wait until the end of boarding

Business class passengers tend to arrive late. They are frequent travelers and tend not to stress about making their flight as they know how much time they can spend in the business lounge.



Target the priority lane when it exists

But keep in mind though that not only the business class can use this lane, but First class, High level FFP members, etc.



Try to recognize business class passengers by their "look"

Some key characteristics of business passengers are that they travel alone, they might be working on a laptop or carrying a briefcase, their dress code is professional (suit, tie, high heels, etc)...



Just ask!

You can directly ask the passenger if they are flying business class and how you need business class passengers to audit their experience on this particular flight.



QUESTIONNAIRE TOPICS

→ The on-line questionnaire has the following topics:



→ To complete the questionnaire, it takes approximately 7-8 minutes.

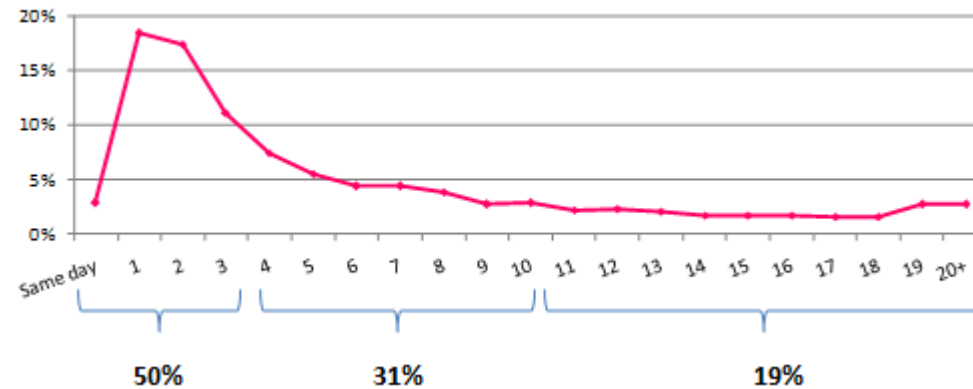
→ The questionnaire is available in the following languages:



Practical info

SEVERAL LIVE TESTS OF THIS METHODOLOGY HAVE DEMONSTRATED THAT

- In Q1, response rate on average was **approx. 8%** amongst all groups of travelers.
- The majority of the passengers complete the online survey 2-4 days after their flight.



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WEB-APP BRIEFING



Cards

How was your flight?

Scan the QR code at the back or visit
airtravel-experience.com
and express yourself

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YOUR OPINION MATTERS!
Answer our short survey and win 2 long haul trips*


Your reflections are our greatest asset to improve the comfort and service level when flying.

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By completing this brief audit, you can
WIN 2 ROUND TRIP LONG HAUL TICKETS*
Just visit: airtravel-experience.com

EN


*Prize draw. See full terms and conditions on the above website.



The QR code



437501



The serial number to identify the respondents, flights and airports to which it belongs and for inventory purposes



We have developed a **web app** which you will use to **record the information about each flight on which you distribute cards**. It can be used on any **smartphone**, and requires **internet connection**.

You will need to use the web app to scan the first and last card which you distribute on each flight. Then, you will just need to type the flight number on which the card is distributed,

Why do we need to assign cards to a specific flight?

When passengers start the survey, they will see the **details of the flight** which they are asked to evaluate.

Flight details (origin, destination, airline, date) are based on the information which you have provided when using the webapp.

That's why it's **KEY** to get it right. Otherwise, respondents answer "Information is not correct" and they can't proceed to the survey – so we won't get any completes!

Dear Passenger,

Thank you for sharing your opinions on your flight experience with us.

For this survey, we are interested in your ratings for the following flight:

From	Miami (MIA)
To	Panama City (PTY)
With	Copa (CM)
On	8 December, 2014

Please refer uniquely to this flight when answering the following questions.

Yes, I recently took this flight

Tick here if this information is NOT correct



→ Web app link:

[Air Travel Experience Web App](https://app.airtravel-experience.com/login)

(app.airtravel-experience.com/login)

→ Use your personal credentials to log in (will be sent to you later on - 10 logins per airport)

→ You need to create a favorite link on your smartphone for easy access

The screenshot shows the login interface for the 'Air Travel Experience Web App'. At the top, there is a logo of an airplane and the text 'Air Travel Experience Web App' in red, followed by a hamburger menu icon. Below this is a white form area with two input fields: 'Username' and 'Password'. A dark blue 'LOGIN' button is centered below the password field. At the bottom of the page, there is a dark blue footer with the text 'Card management tool' in white, and 'Proudly powered by DataExpert' in a smaller font below it.



- Need to make sure you have internet connection to log in!
- Make sure your phone/tablet is fully charged before your shift!!
- On iPhone: **only** use **Safari**
- The system will still work if you momentarily lose your internet connection
- You cannot use the incognito mode
- The app does not consume a lot of data (less than scrolling on social media)
- If prompted, allow the app to use the current location

Air Travel Experience Web App

Username

Password

LOGIN

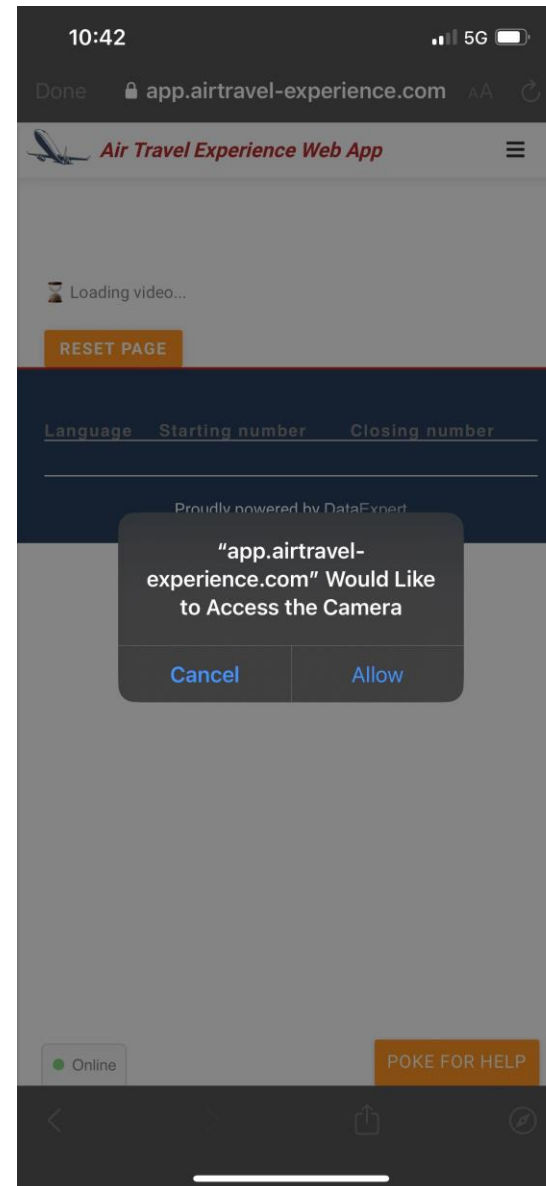
Card management tool

Proudly powered by DataExpert

Web Application – Technical notes



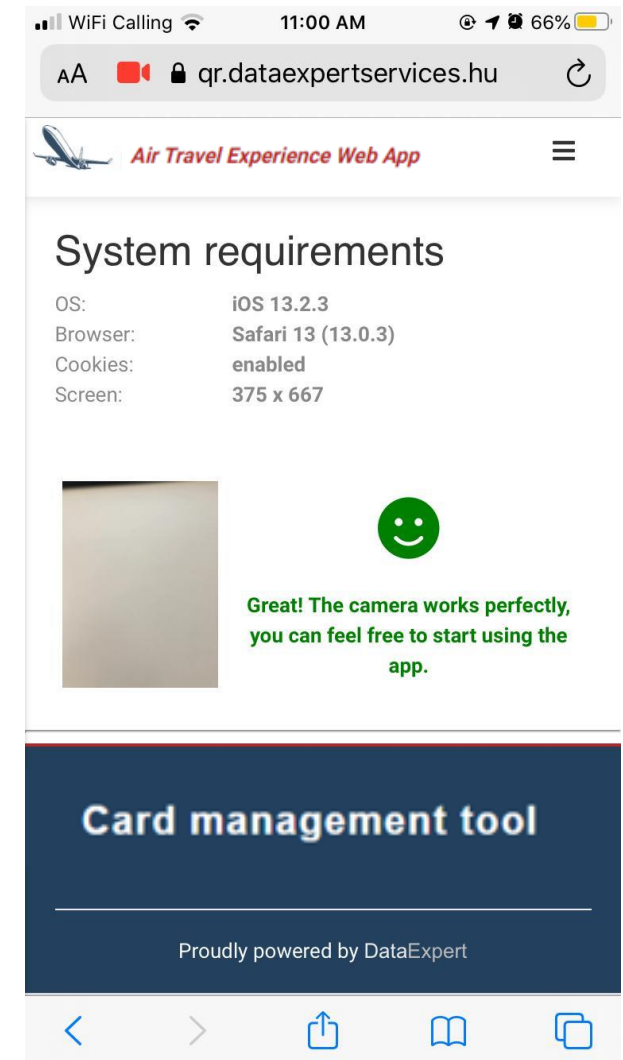
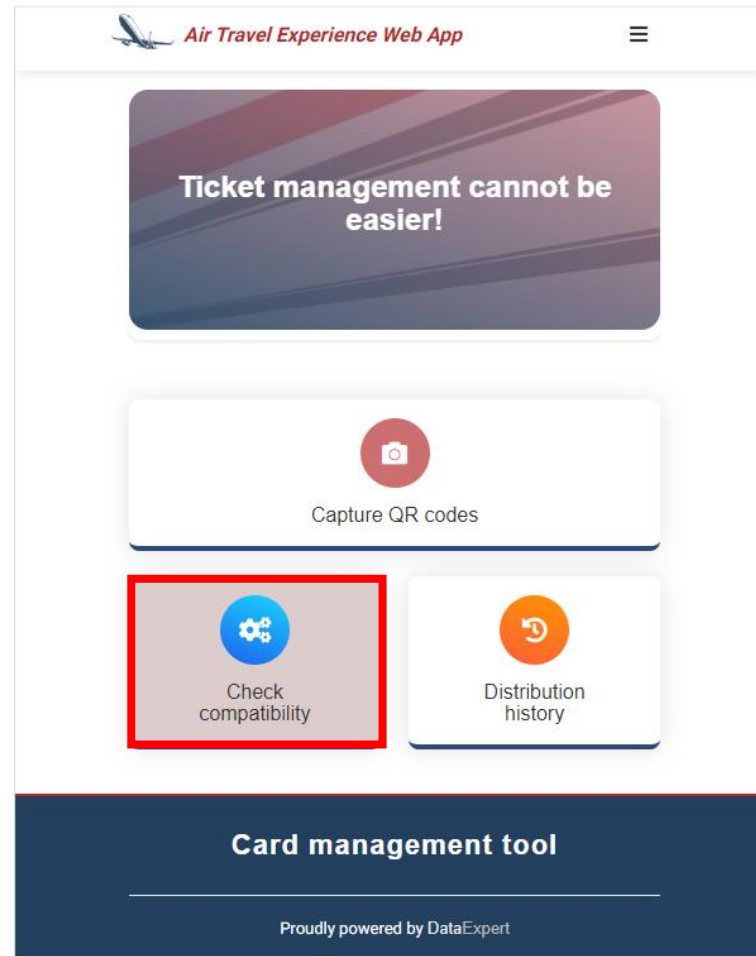
→ When prompted, allow the app to access your camera



Web Application – Check compatibility (only needs to be done once)



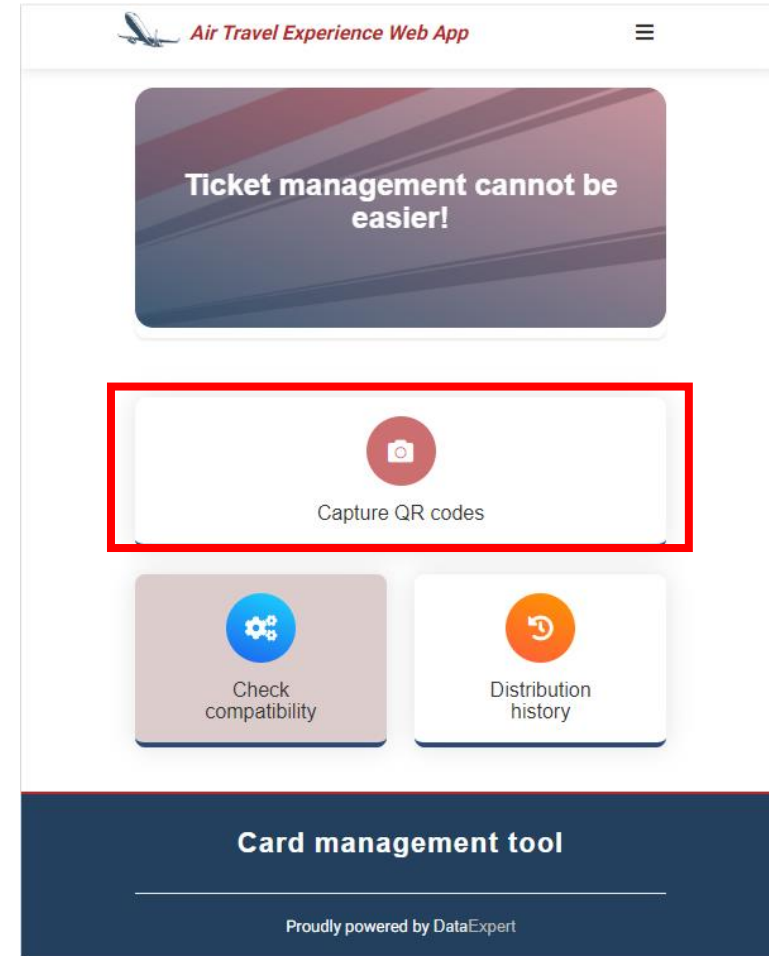
→ Click on “Check Compatibility” to see if your device is functional



Web Application – Starting to record flights



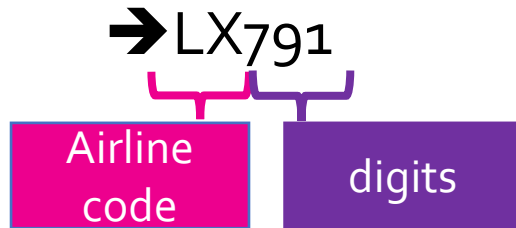
➔ When you arrive at the gate of the flight which you want to cover, click on **Capture QR codes**



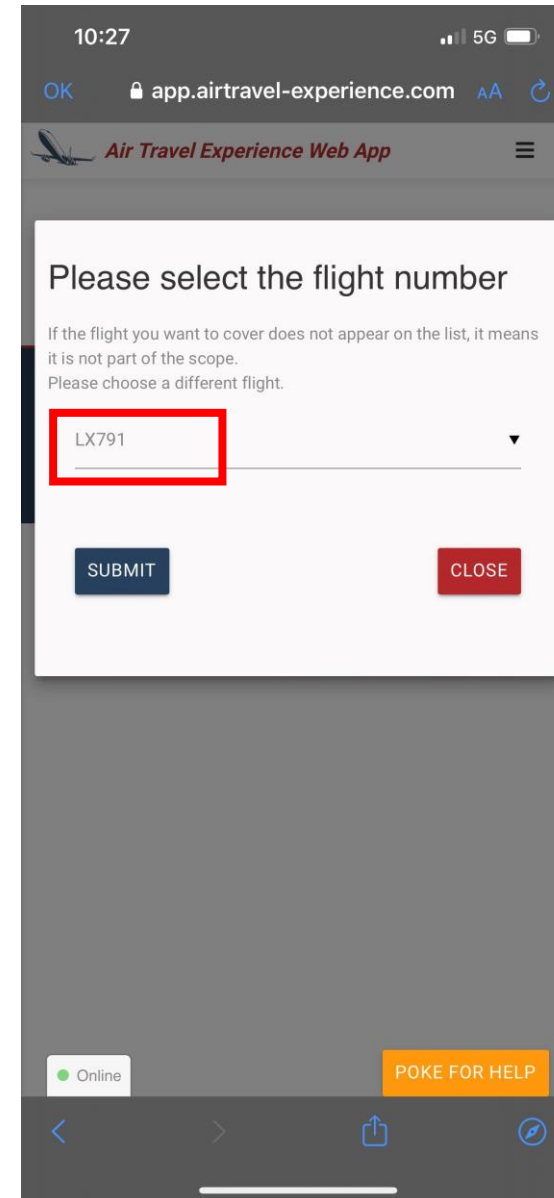
Web Application - Flight Number (1/3)



- Enter the flight number that you are about to survey, and then click on submit



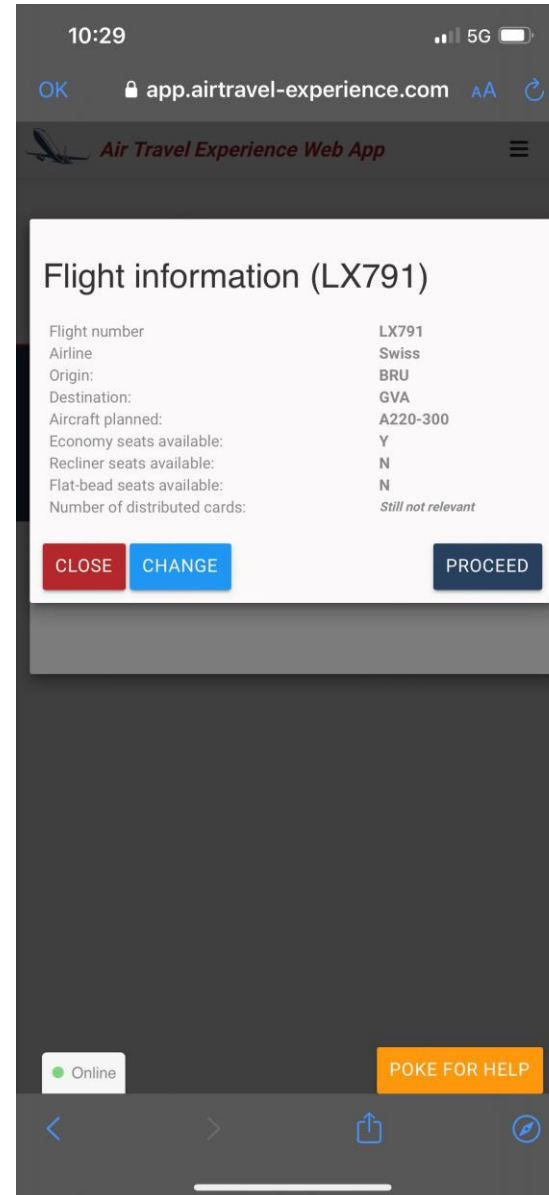
- You can see and select the flights of the day, as well as the flights of the next day until 3am



Web Application - Flight Number (2/3)



➔ Summary of the flight you are about to survey. If it's correct, click on "Proceed"

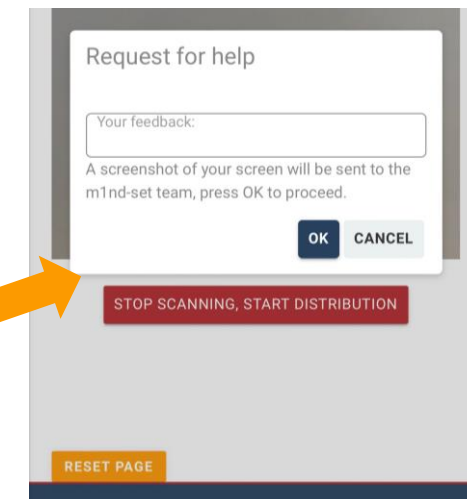
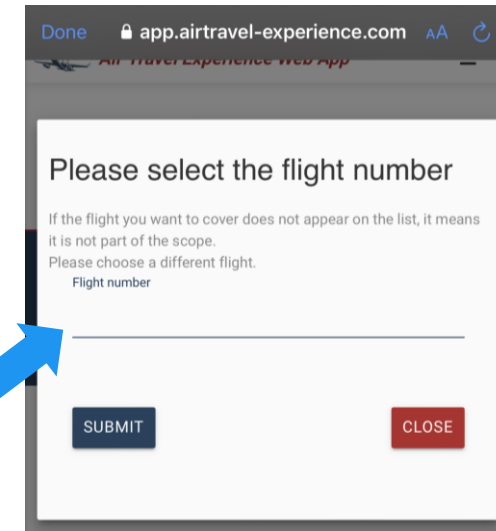
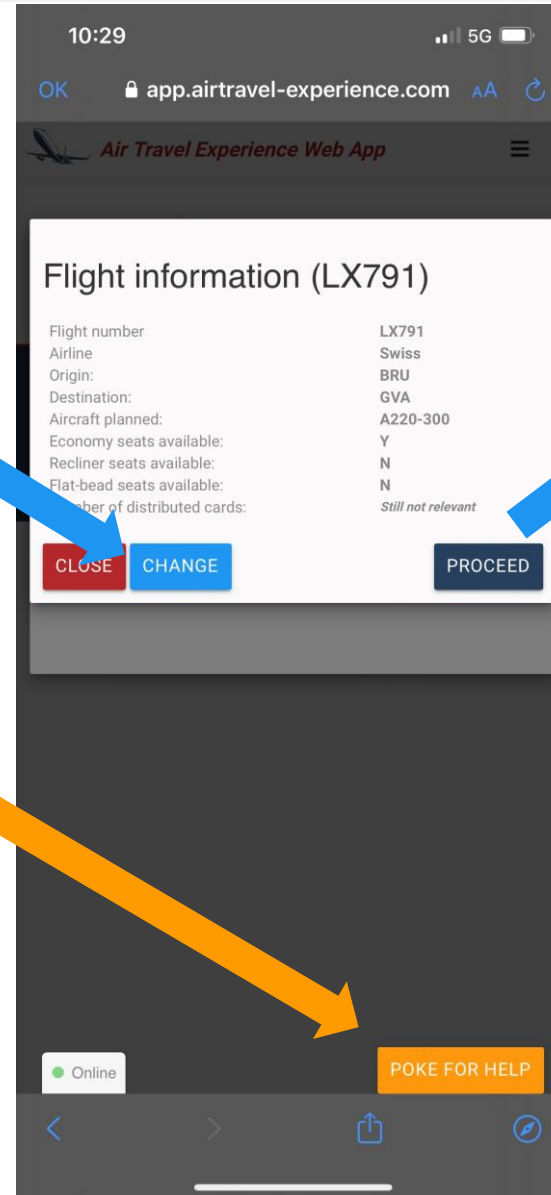


Web Application - Flight Number (3/3)



→ If not correct, you can **CHANGE IT**

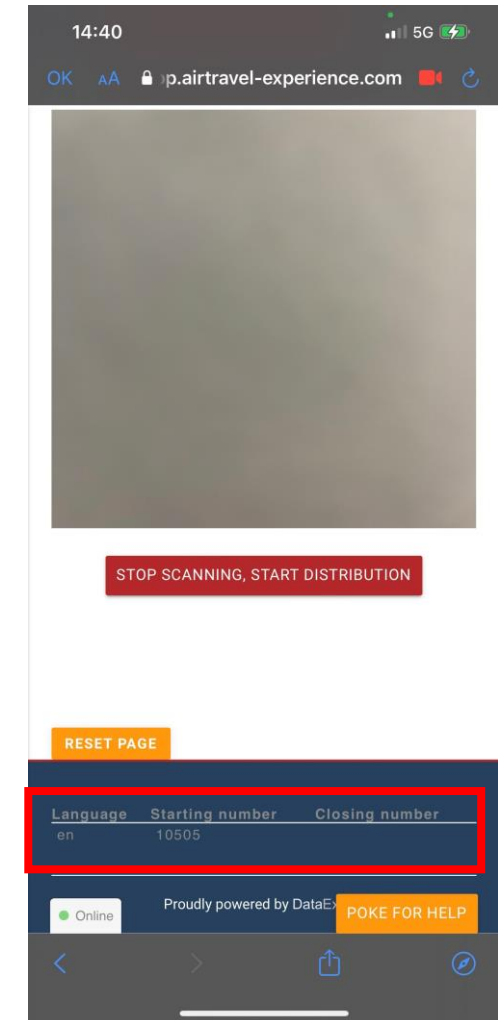
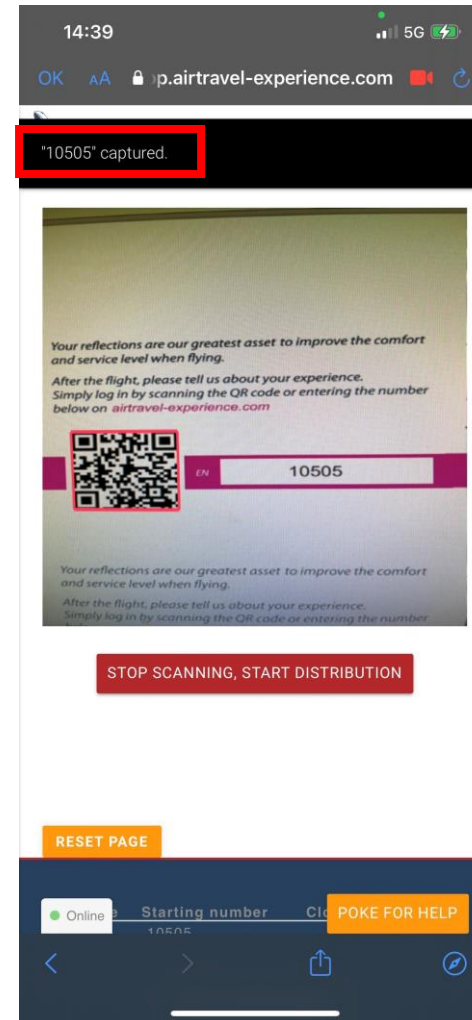
→ If any issues: **POKE FOR HELP**



Web Application - Scanning the first cards



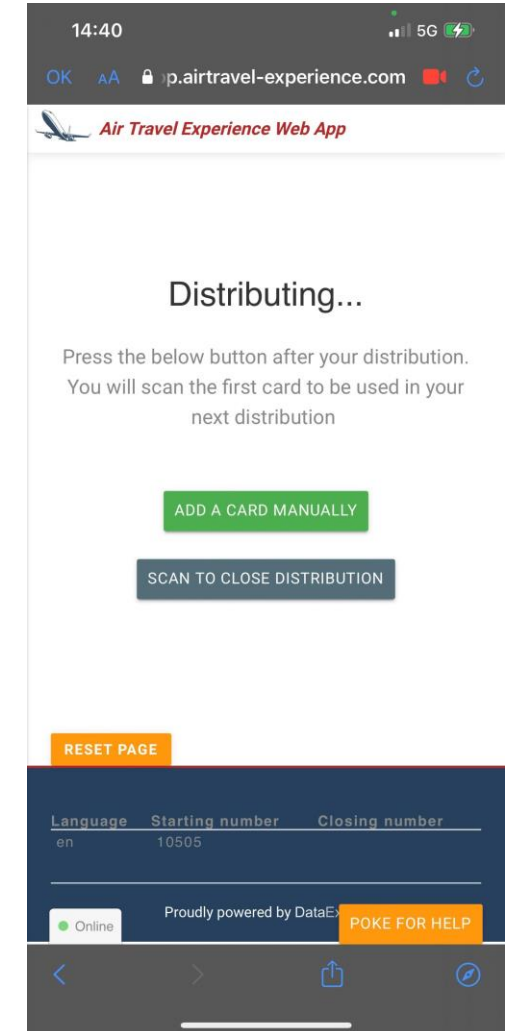
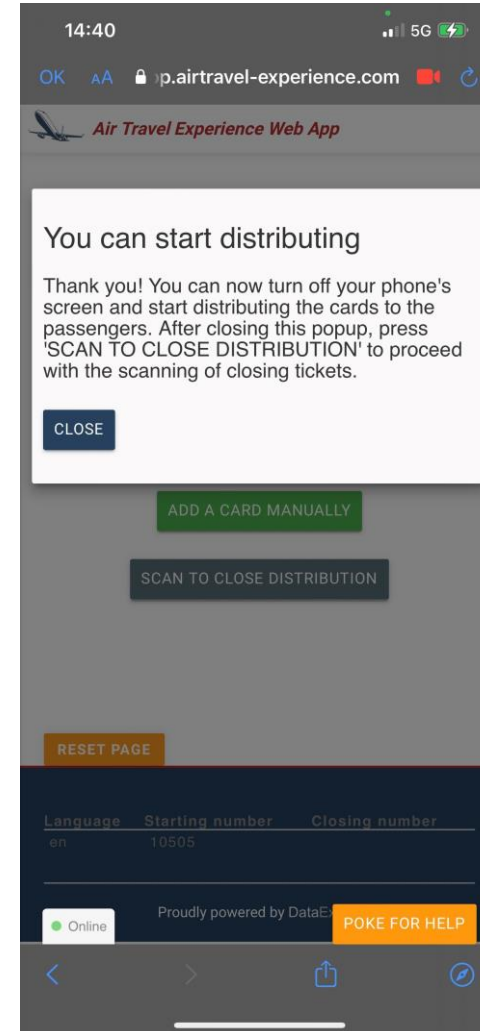
- Scan the **first card before you start distributing**
 - Here: **10505**
- When the **scan is successful**, it will push a notification saying: **“captured”**.
- It will then appear at the **bottom of the page**, in the column **“starting number”**



Web Application - Distribution



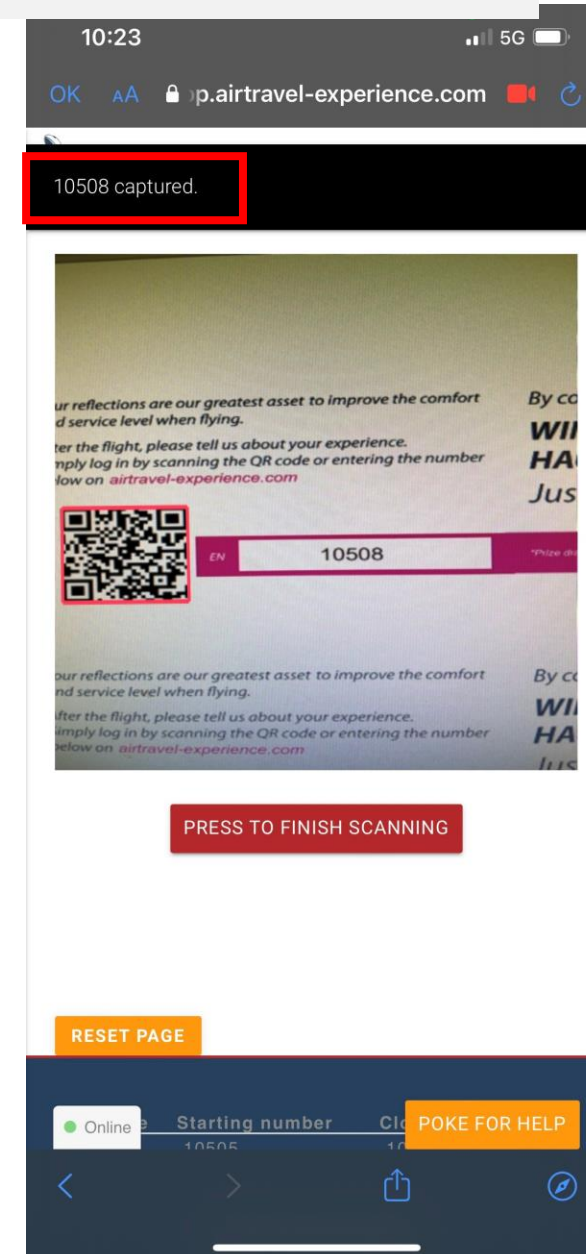
- A message will pop up saying that you can start distributing cards
- We recommend you **not to leave the app!** Just lock your phone's screen and start distributing



Web Application - Scanning the last cards(1/2)



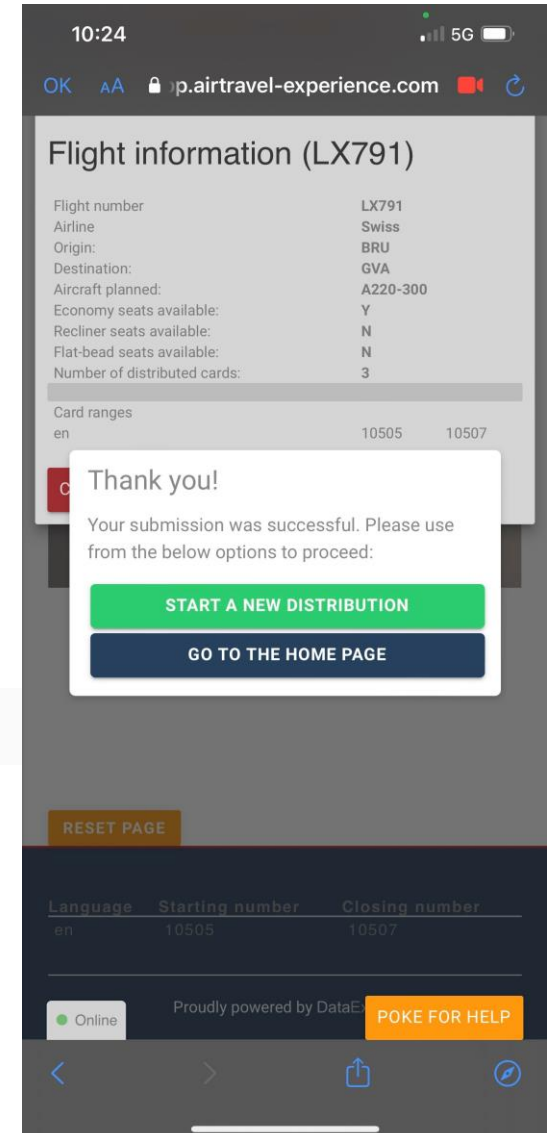
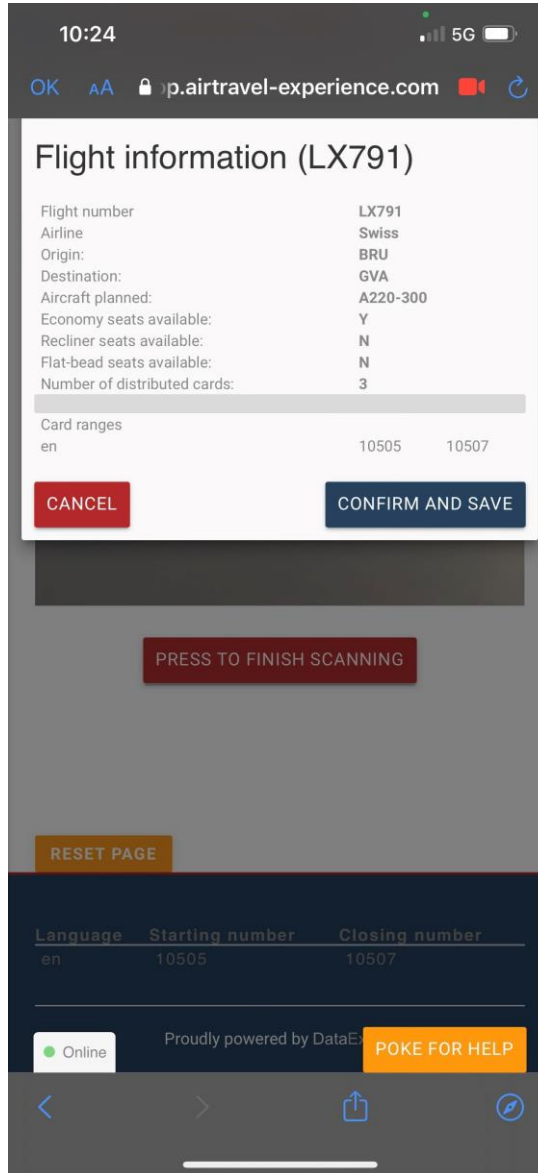
- When you are done distributing, scan the **first card which is remaining**
 - Here: 10508
- When the **scan is successful**, it will pop a notification saying: **"10508 captured"**.
- In our example, it means that we **distributed cards 10505 to 10507**.



Web Application - Scanning the last cards(2/2)



- Summary of everything you did on the app:
 - Flight information
 - Number of cards distributed
- All this information will **directly be linked** with the webtool **ONLY IF** you click on **CONFIRM AND SAVE**



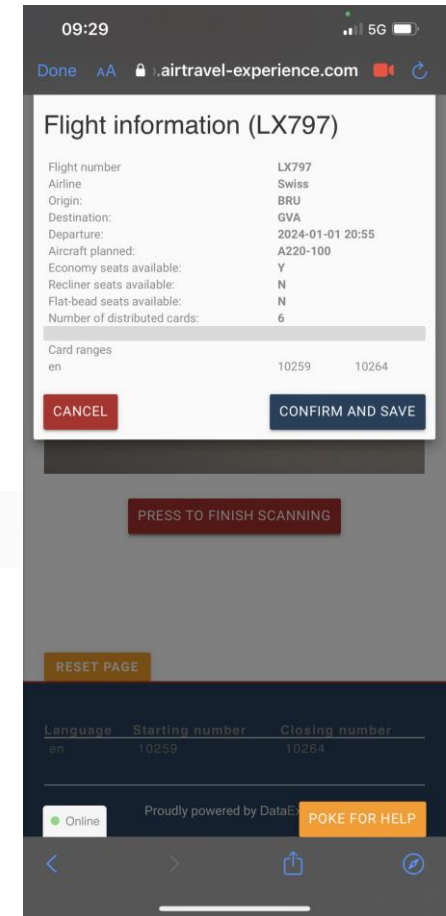
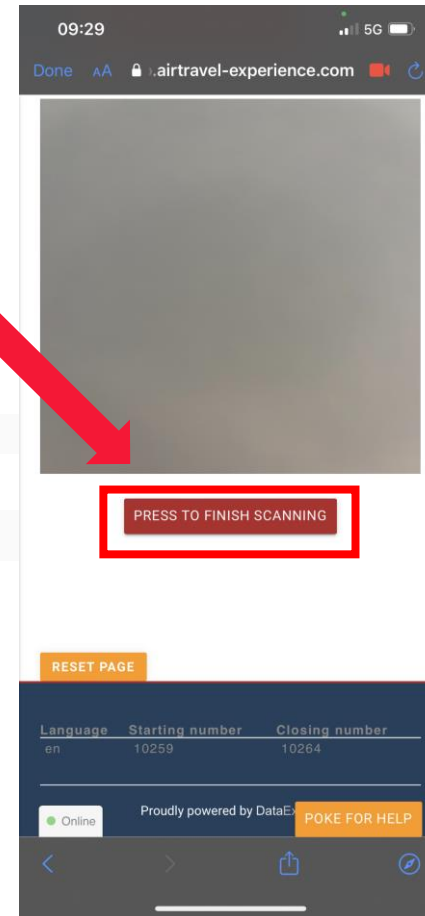
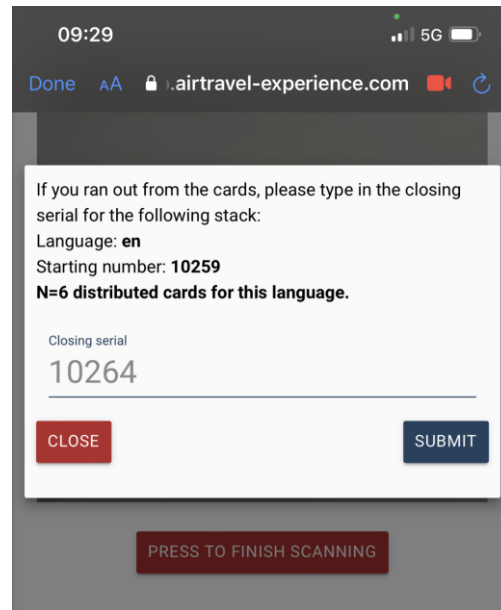
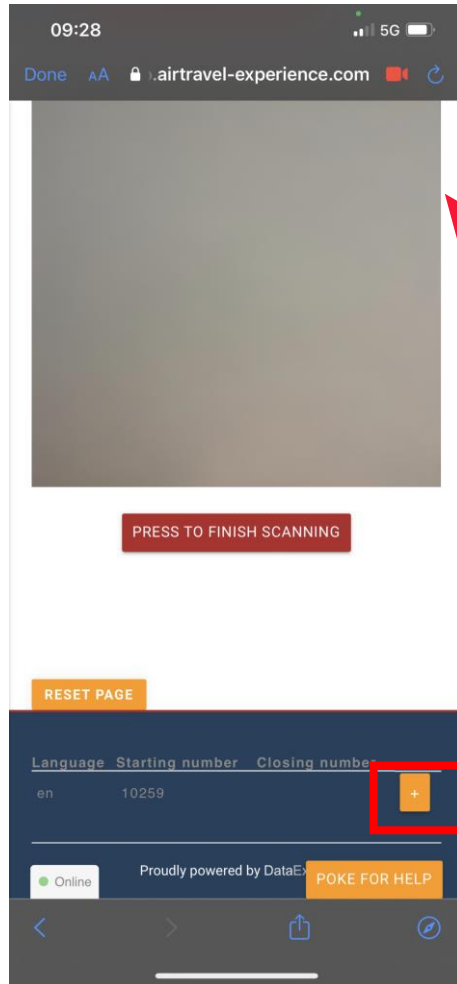
Web Application - Close the range manually



“What do we do if we have distributed all cards from a stack (i.e. we don't have a “next remaining card” available to scan)?”

We have included an option to close the range manually, instead of by scanning a card.

1. Click on the "+" button
2. Add the card number manually and "submit"
3. Do not forget to click on "press to finish scanning"
4. Confirm and save



Important: Storing the cards



- It is very important that you store the cards and **share the cards amongst interviewers keeping them in consecutive order.**
- **If the cards get mixed up, you won't be able to scan first and last card!**

Practical info

IF THE APP DOESN'T WORK / YOU HAVE TECHNICAL ISSUES – WRITE DOWN THE FOLLOWING INFO FOR EACH FLIGHT – AND THEN SEND IT TO US ASAP

- **Date**
- **Interviewer ID**
- **Airline**
- **Destination**
- **Flight #**
- **Serial number of the first and last card distributed (Important to make sure they are in consecutive order!)**

Date | Interviewer |

Airline	Destination	Flight #	1st Card #	Last Card #
Finnair	HEL	AY066	276251	276261

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FOLLOWING
COMPLETION



Following the completes



- Once you have distributed the cards, we need to wait a few days to see how many of those distributed cards turn into completes.
- We will share a link with you where you can see the number of completed interviews (overall and for each aircraft x type of seat combination).
- Additionally, we will give you regular updates on the response rate by airport and individual interviewer.

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Details on target sample
for each airport



Total – Across 5 airports



	B787	B737	A350	A320	TOTAL PER SEATTYPE
Standard economy/coach seat	1000	500	1000	500	3000
Recliner seat	300	0	300	0	600
Flat-bed seat	400	300	400	300	1400
TOTAL PER AIRCRAFT	1700	800	1700	800	5000



To prevent over-sampling of airlines for each aircraft and seat type, we'd like to have the following max quotas (completed surveys) in place for **any one airline for each seat type**:

- **Flat-bed:**
 - Max. 15% for **787** and **A350**
 - Max. 40% for **737** and **A320/321**
- **Recliner:**
 - Max. 20% for **787, A350, 737, and A320/321**
- **Economy:**
 - Max. 15% for **787, A350, 737, and A320/321**

i.e. No need to worry too much about this from the beginning, we will give you updates if anything needs to be changed. However, please keep it in mind and diversify the distribution across airlines as much as possible.



COMPLETES	B787	B737	A350	A320	TOTAL PER SEAT TYPE
Standard economy/coach seat	200	25	340	75	640
Recliner seat	60	0	50	0	110
Flat-bed seat	60	0	70	120	250
TOTAL PER AIRCRAFT	320	25	460	195	1000

FLIGHTS AVAILABLE OVER AUGUST-NOVEMBER 2024	B787	B737	A350	A320
Standard economy/coach seat	3505	609	3583	5727
Recliner seat	2611	266	3081	999
Flat-bed seat	3502	0	3583	366



- **Flat-bed** seats for flights **A320** will be quite difficult to cover, so it will be very important to be focus on it at the beginning of the study
- To target **recliner seats**, it will be interesting to ask directly people that are in Premium Eco.



Based on the Excel file with the detailed schedule of flights, please make a sampling plan so that each day you know which flights each interviewer needs to cover.