10 TOP TIPS TO MAXIMIZE YOUR HOLIDAY INFLIGHT EXPERIENCE

News / Airlines

For many holiday-goers jetting off to their dream destinations this summer, their vacation begins when they catch their flight.

A colorful new infographic from connected aircraft technology specialists SITAONAIR showcases 10 top ways that airlines can ensure the passenger experience is truly top flight for those heading off on hard-earned holidays.

“In the hyper-competitive business of air travel, passenger satisfaction ratings are king,” says Dominique El Bez, Vice President of Strategy, SITAONAIR. “Airlines across the world have to work harder than ever to give passengers the best-possible inflight experience, and to win – and keep – their customers’ loyalty.

“SITAONAIR works with hundreds of airlines around the globe, innovating bespoke services and solutions to improve airline passenger comfort and engagement.

“There are many different ways today’s airlines can enhance their inflight experience offer to

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passengers. More and more airlines are investing to deliver high-speed onboard internet services for connected passengers; develop exclusive airline internet apps for customers to surf the web, chat and stream inflight; and equip pilots with cutting-edge weather avoidance technologies to fly the smoothest course.

“Passengers can be rewarded with special inflight shopping treats, sent straight to their devices; aircraft can be retrofitted with 3G/4G voice-calling telephony, so passengers can stay connected in the clouds; and cabin crews can ‘go digital’, to deliver a more personalized and efficient customer service.

“Whatever an airline’s ambitions, SITAONAIR’s unrivalled industry heritage and expertise means we can support airlines to deliver their passenger experience goals.”

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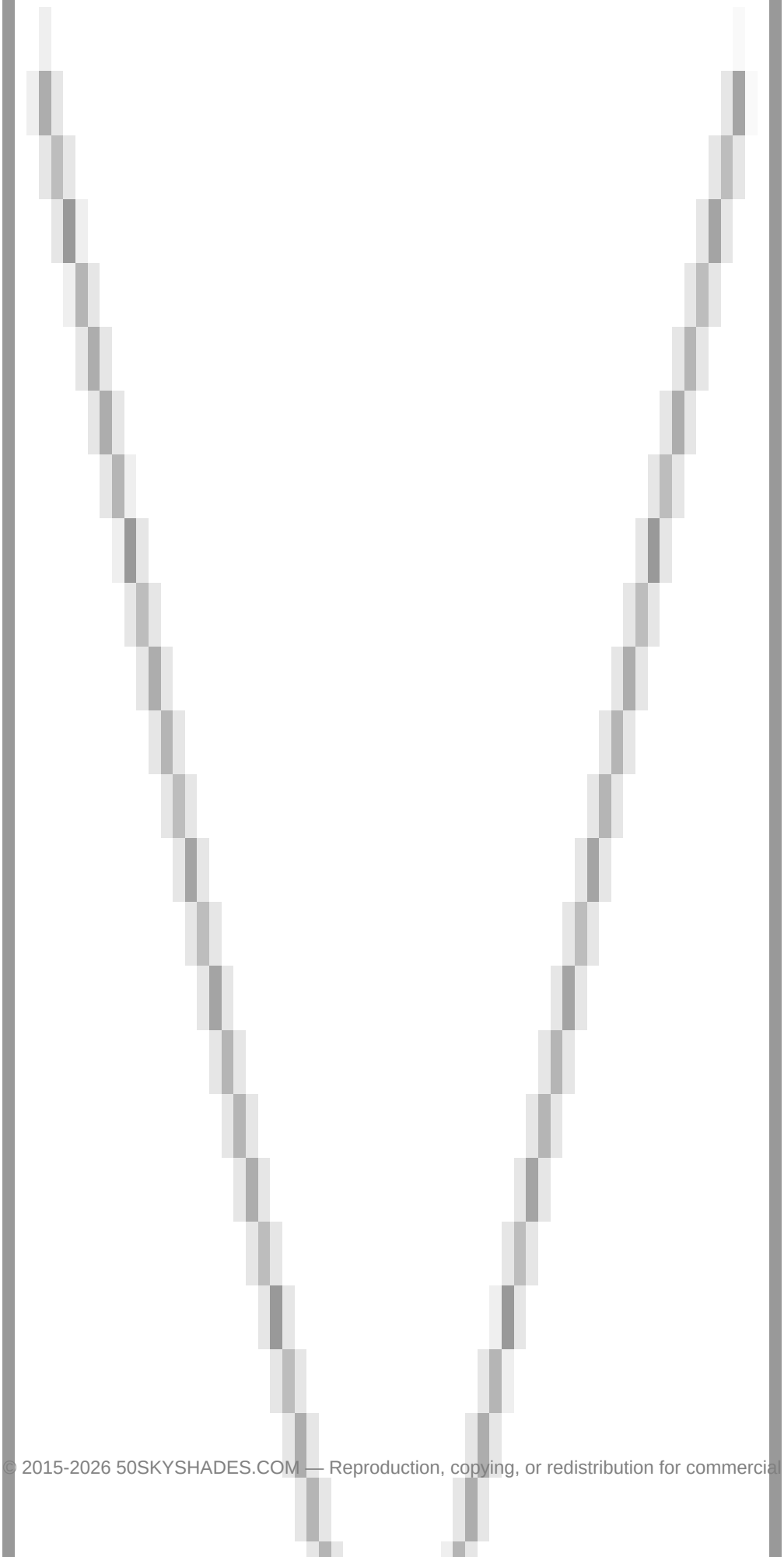

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