



# e-THAI Customer Satisfaction Survey (e-TCSS)

## October-December 2018

### All Classes

Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

Customer Service Quality Department (BKKSZTG)

Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

**e-TCSS** contains confidential data which is intended to be used internally within THAI. Please do not disclose the data to any other outside THAI.

## Background

- e-TCSS/THAI Customer Satisfaction Survey started to renew the project since 2012.
- e-TCSS covers all classes of travel: Royal First Class, Royal Silk Class, Premium Economy Class and Economy classes.
- It also covers all THAI's **Routes**.

## Tools and Methodology

- Data collection is accomplished by questionnaire distribution through selected sampled flights and selected sampled seats.
- Sampling procedure: Stratified random sampling for each route by class.
- Seat sampling employs probability random sampling: Simple random sampling
- Sample size: Not less than 12,000 passengers for each quarter (more than 95% significance, error less than 5%)
- Weighting of data: Results are weighted according to number of passengers of each route.
- **e-TCSS Scale**
  - 5 = Totally satisfied
  - 4 = Satisfied
  - 3 = Fair
  - 2 = Dissatisfied
  - 1 = Totally dissatisfied
- **Customer Satisfaction Index (CSI)** is percentage of satisfied respondents (respondents who have rated Totally satisfied (5) and Satisfied (4)).
- **Mean scores** is used by the weighted-average of 5 point rating scales.

# Overall Customer Satisfaction Index Trend

Weighted Sample Size

	Q417	Q118	Q218	Q318	Q418
<b>Total CL</b>	77.00	76.41	77.46	78.93	77.69
<b>F/CL</b>	87.03	82.93	77.21	86.16	83.03
<b>C/CL</b>	75.58	75.06	77.67	78.13	76.58
<b>U/CL</b>	87.79	89.49	81.81	85.22	91.04
<b>Y/CL</b>	77.20	76.54	77.41	79.02	77.88

Remark : Customer Satisfaction Index (CSI) = % Satisfied Passengers ( % of customers who have rated "Totally Satisfied" & "Satisfied")

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# Pre-Flight Service Item CSI Trend

Weighted Sample Size

Service Item / Class / CSI		Q417	Q118	Q218	Q318	Q418
Reservation & Ticketing	Total CL	86.76	86.06	86.92	88.03	87.78
	F/CL	90.86	79.51	83.97	89.60	80.78
	C/CL	84.47	84.91	85.46	85.82	87.20
	U/CL	92.24	91.10	90.98	82.79	93.77
	Y/CL	87.27	86.29	87.18	88.50	87.94
Website	Total CL	68.21	67.41	69.22	70.40	68.98
Check-in	Total CL	82.92	81.08	82.10	83.27	83.67
	F/CL	88.83	88.75	90.36	91.41	89.68
	C/CL	86.07	84.85	85.65	85.40	87.27
	U/CL	90.43	91.15	86.83	86.84	84.78
	Y/CL	81.92	80.30	81.37	82.76	82.73
Lounge	Total CL	57.87	56.97	58.07	60.76	60.98
	F/CL	79.44	79.36	73.62	77.46	80.44
	C/CL	55.20	51.85	54.93	57.11	57.99
Boarding	Total CL	76.28	75.59	76.80	78.67	78.12
	F/CL	82.65	86.33	78.20	85.23	91.27
	C/CL	74.26	72.73	73.13	75.15	76.38
	U/CL	74.17	78.47	84.26	91.14	87.48
	Y/CL	76.77	75.98	77.43	79.29	78.42
Irregularity Handling	Total CL	40.47	38.34	38.88	40.60	41.28
	F/CL	61.77	57.04	32.62	54.77	66.71
	C/CL	40.70	35.64	40.64	39.05	40.48
	U/CL	29.48	32.24	34.80	37.32	37.58
	Y/CL	40.17	38.65	38.57	40.85	41.35

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# In-Flight Service Item CSI Trend

Weighted Sample Size

Service Item / Class / CSI		Q417	Q118	Q218	Q318	Q418
Cabin Crew	Total CL	80.71	80.03	80.29	81.66	81.89
	F/CL	93.10	88.59	93.04	98.83	93.55
	C/CL	84.30	84.38	85.07	85.95	86.10
	U/CL	91.34	94.27	90.24	94.19	91.04
	Y/CL	79.49	79.11	79.28	80.61	80.74
In-flight Announcement	Total CL	74.97	73.76	75.81	75.93	76.11
Food	Total CL	58.27	56.94	57.55	59.16	58.51
	F/CL	73.52	73.03	72.53	76.35	72.60
	C/CL	62.02	62.35	62.74	64.15	64.35
	U/CL	61.83	61.61	60.18	64.48	69.33
	Y/CL	57.00	55.78	56.47	57.98	56.92
Beverages	Total CL	70.19	68.01	69.68	70.75	70.68
	F/CL	88.13	79.44	85.86	90.89	78.96
	C/CL	73.70	73.03	73.39	75.03	75.24
	U/CL	72.34	70.25	73.25	76.46	71.16
	Y/CL	68.97	66.99	68.85	69.69	69.49
IFE	Total CL	49.32	48.57	51.14	49.76	50.84
	F/CL	46.96	53.19	44.67	39.24	38.94
	C/CL	44.45	44.97	47.53	46.65	45.76
	U/CL	56.67	59.71	55.59	72.99	48.59
	Y/CL	50.67	49.12	51.84	50.38	52.20

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# In-Flight Service Item CSI Trend

Weighted Sample Size

Service Item / Class / CSI		Q417	Q118	Q218	Q318	Q418
Reading Materials	Total CL	39.88	37.62	39.53	38.24	37.55
	F/CL	44.66	50.83	47.08	53.83	45.45
	C/CL	43.66	40.73	45.06	41.33	40.91
	U/CL	45.71	35.49	36.93	44.39	47.72
	Y/CL	38.72	36.94	38.45	37.47	36.63
Cabin Ambience	Total CL	76.18	75.29	75.57	76.47	76.34
	F/CL	85.19	83.24	79.10	86.88	83.63
	C/CL	75.94	76.76	75.02	75.73	75.26
	U/CL	90.16	89.88	86.62	93.07	93.61
	Y/CL	76.04	74.89	75.61	76.49	76.50
Seat	Total CL	62.98	62.31	63.66	63.75	63.25
	F/CL	88.96	75.15	70.48	82.82	84.15
	C/CL	69.03	71.25	71.11	69.52	67.83
	U/CL	91.20	91.81	90.28	91.14	93.74
	Y/CL	60.79	60.48	62.16	62.32	61.88

# Post-Flight & Other Service Item CSI Trend

Weighted Sample Size

Service Item / Class / CSI		Q417	Q118	Q218	Q318	Q418
Customer Relations	Total CL	66.95	67.54	67.96	69.08	67.50
	F/CL	53.27	57.25	57.28	76.41	63.93
	C/CL	65.11	65.49	67.55	64.80	67.66
	U/CL	67.64	71.77	65.17	81.03	68.29
	Y/CL	67.63	68.02	68.19	70.02	67.49
Arrival	Total CL	72.33	69.67	73.42	74.17	73.89
	F/CL	82.31	83.54	85.33	93.04	81.23
	C/CL	76.05	73.27	76.18	76.69	78.09
	U/CL	85.62	82.10	80.28	83.48	93.74
	Y/CL	71.08	68.84	72.79	73.47	72.75
ROP Program (Select only member)	Total CL	56.37	54.89	56.24	58.16	56.82
	F/CL	68.61	59.91	65.67	68.22	56.88
	C/CL	61.43	60.52	61.60	61.95	61.30
	U/CL	64.31	66.08	71.27	63.80	59.95
	Y/CL	54.37	53.46	54.85	56.94	55.38
Sensation about "Touches of Thai"	Total CL	42.07	41.37	43.70	43.93	41.81

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# Demographics

**All Demographics are un-weighted Sample Size**

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Oct-Dec18



Age	(%)
Under 22	1.0
22 - 34	21.4
35 - 44	26.5
45 - 54	25.1
55 - 64	16.1
Over 64	10.0
<b>No. of Respondents</b>	<b>11,924</b>

Gender	(%)
Male	66.0
Female	34.0
<b>No. of Respondents</b>	<b>11,924</b>

ROP	(%)
1. Member	44.5
1.1 Platinum	1.4
1.2 Gold	20.3
1.3 Silver	37.7
1.4 Basic	34.0
1.5 Unidentified Tier	6.5
2. Non Member	55.5
<b>No. of Respondents</b>	<b>11,414</b>

Reason for taking this trip	(%)
Business	26.1
Holiday	55.6
Visit friends / relatives	16.2
Others	2.1
<b>No. of Respondents</b>	<b>11,924</b>

Class of travel	(%)
Royal First	0.8
Royal Silk	19.3
Premium - Economy	0.3
Economy	79.7
<b>No. of Respondents</b>	<b>11,924</b>

Occupation	(%)
Specialist / professional (Lawyer, Doctor, etc.)	15.1
Management	22.7
Entrepreneur	11.1
Employee	26.5
Retired	9.8
Student	2.6
Government Office	3.4
Others	8.7
<b>No. of Respondents</b>	<b>11,924</b>

Experience of Flying THAI ( times)	(%)
1 - 2 times	56.1
3 - 5 times	26.5
6 - 10 times	10.7
11 - 20 times	4.0
more than 20 times	2.7
<b>No. of Respondents</b>	<b>11,236</b>

**Remark : Reasons for choosing THAI**  
**Respondents may choose more than one option.**

Nationality	(%)
Thai	23.3
Asian (Non-Thai)	30.5
European	33.3
North American	3.7
Central American	0.1
South American	0.2
Australian & New Zealander	8.0
African	0.2
Others	0.7
<b>No. of Respondents</b>	<b>11,924</b>

Reason for choosing THAI	(%)
Previous good experience with THAI	45.46
Direct flight (Non - stop)	34.01
Price	33.76
Frequent flyer / mileage program	29.77
Convenient schedule	29.00
Safety and reliability	26.87
In - flight service	26.67
Star alliance network	23.53
Best for connecting flights	23.32
Offer good value for money	17.72
Nationality of the airline	15.08
Brand image of the airline	12.07
Aircraft type	11.28
Recommended by travel agent / friends / relatives	6.99
<b>No. of Respondents</b>	<b>11,924</b>

Customer Satisfaction R

# ความจงรักภักดีของลูกค้าแบ่งออกเป็น 4 ระดับ ดังนี้

ระดับความจงรักภักดีของลูกค้าที่มีต่อการบินไทย	ความหมาย
LOYAL	ความจงรักภักดีสูงมาก ลูกค้าอยู่กับ TG แน่นอน
POSITIVE	ความจงรักภักดีค่อนข้างสูง ถ้าให้บริการดี ลูกค้าจะอยู่กับ TG แต่ถ้าคู่แข่งมีข้อเสนอที่ดีกว่า ลูกค้าอาจจะเปลี่ยนใจได้
HESITANT	ความจงรักภักดียังกำกวมและลังเล โดยโอกาสที่จะไปและอยู่มีเท่ากัน ถ้าให้บริการไม่ถูกใจหรือไม่ปรับปรุงอะไร ลูกค้าพร้อมจะจากไป
AT RISK	กลุ่มลูกค้าจากไปแล้วและคงไม่กลับมาใช้บริการอีก ต้องใช้ความพยายามสูง มีการแก้ไขปรับปรุงในสิ่งที่ลูกค้ากลุ่มนี้คาดหวัง จึงจะดึงกลับมาได้

# Customer Loyalty by Route

Unweighted Sample Size

	Overall		Europe		Australia		Indochina	
	# of customers	Percentage	# of customers	Percentage	# of customers	Percentage	# of customers	Percentage
LOYAL	2,345	21.10	686	24.95	194	24.43	86	19.55
POSITIVE	5,836	52.51	1,492	54.27	362	45.59	228	51.82
HESITANT	1,635	14.71	324	11.79	119	14.99	84	19.09
AT RISK	1,299	11.69	247	8.99	119	14.99	42	9.55
Total	11,115	100.00	2,749	100.00	794	100.00	440	100.00

	Western		Southern		Middle East		Northern		Domestic	
	# of customers	Percentage	# of customers	Percentage	# of customers	Percentage	# of customers	Percentage	# of customers	Percentage
LOYAL	217	18.90	303	17.46	41	27.70	371	16.22	447	24.64
POSITIVE	533	46.43	911	52.51	72	48.65	1,269	55.49	969	53.42
HESITANT	212	18.47	264	15.22	19	12.84	380	16.62	233	12.84
AT RISK	186	16.20	257	14.81	16	10.81	267	11.67	165	9.10
Total	1,148	100.00	1,735	100.00	148	100.00	2,287	100.00	1,814	100.00

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# Net Promoter Scores

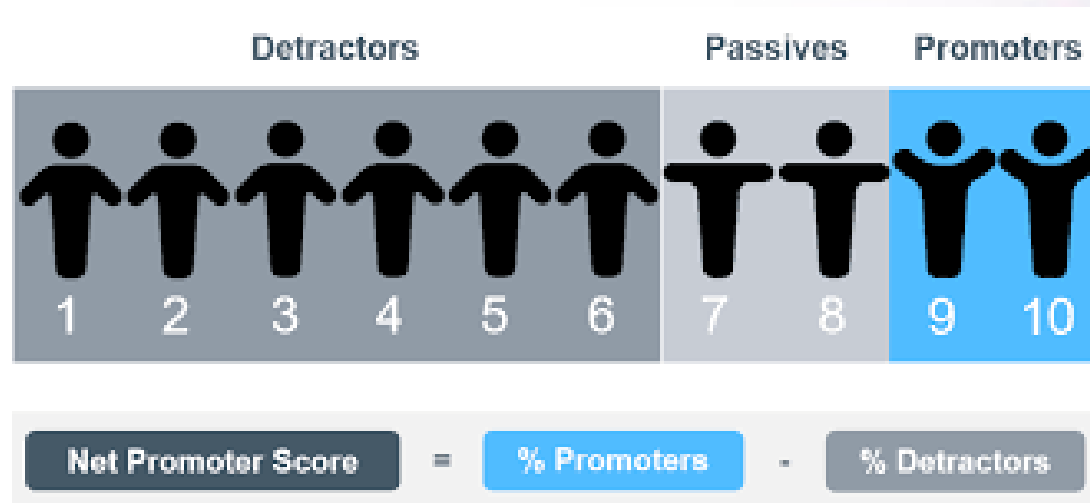
Unweighted Sample Size

The Net promoter Score is based on the fundamental perspective that every company's customers can be divide in to three categories: Promoters, Passives and Detractors.

Question asked:

How likely are you to recommend THAI to others?

Rating Scale:

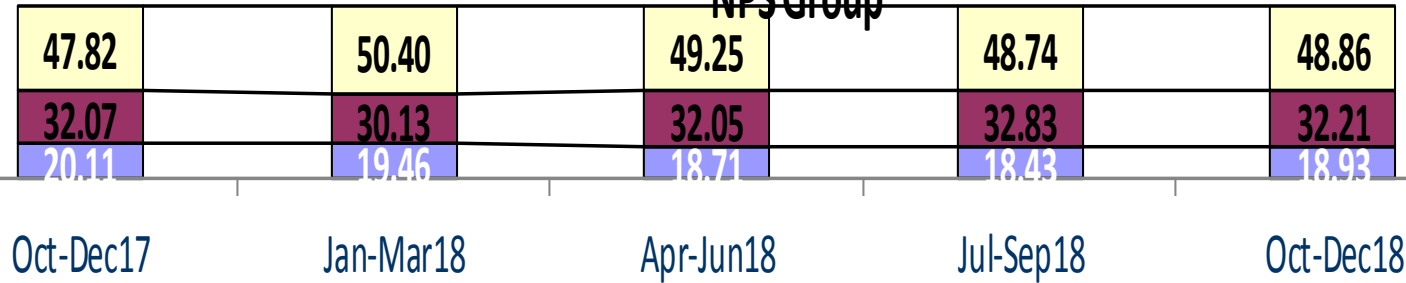


# Net Promoter Scores

Unweighted Sample Size

(%)

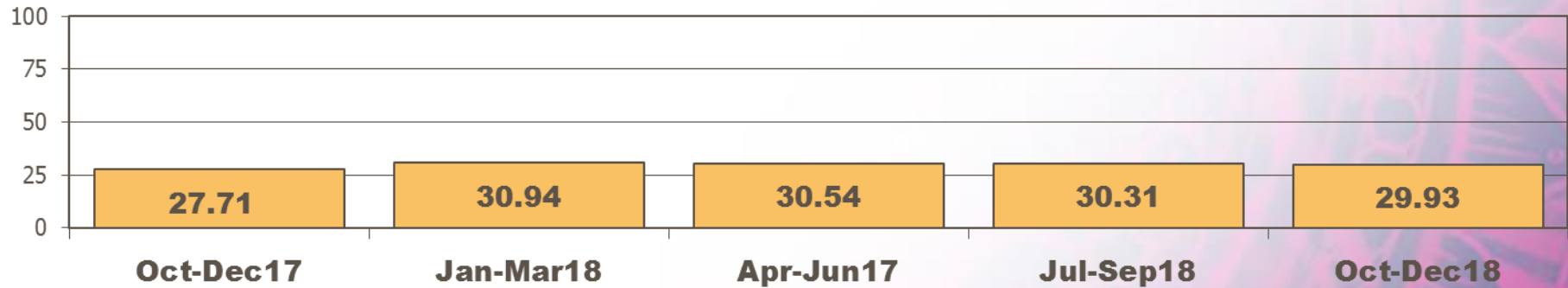
NPS Group



□ PROMOTERS  
■ PASSIVES  
■ DETRACTORS

(%)

NPS Score



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# Total Class

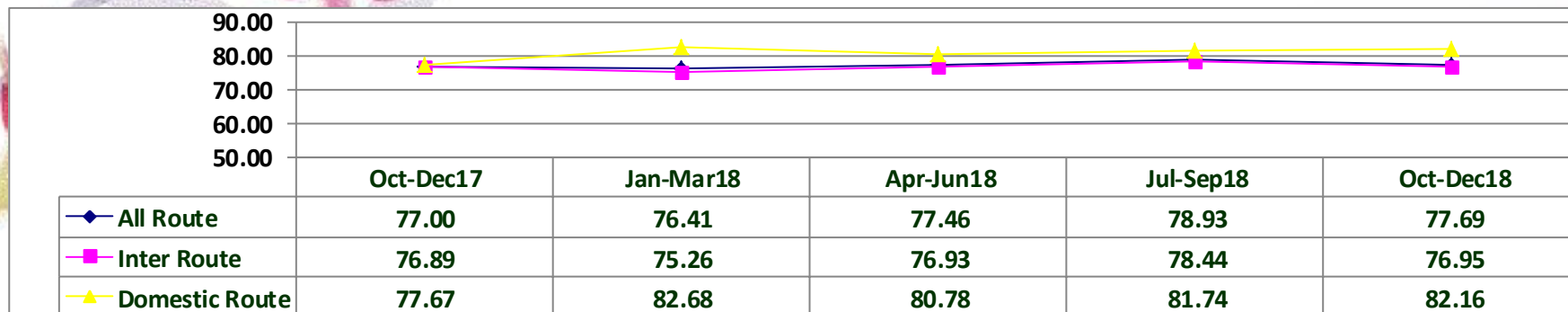
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# Overall Satisfaction with THAI

## CSI Trend Total Class

Weighted Sample Size



# respondent	Oct-Dec17	Jan-Mar18	Apr-Jun18	Jul-Sep18	Oct-Dec18
All Route	15,307	16,235	11,761	10,169	11,234
Inter Route	14,054	13,691	10,030	8,502	9,396
Domestic Route	1,253	2,544	1,731	1,667	1,838

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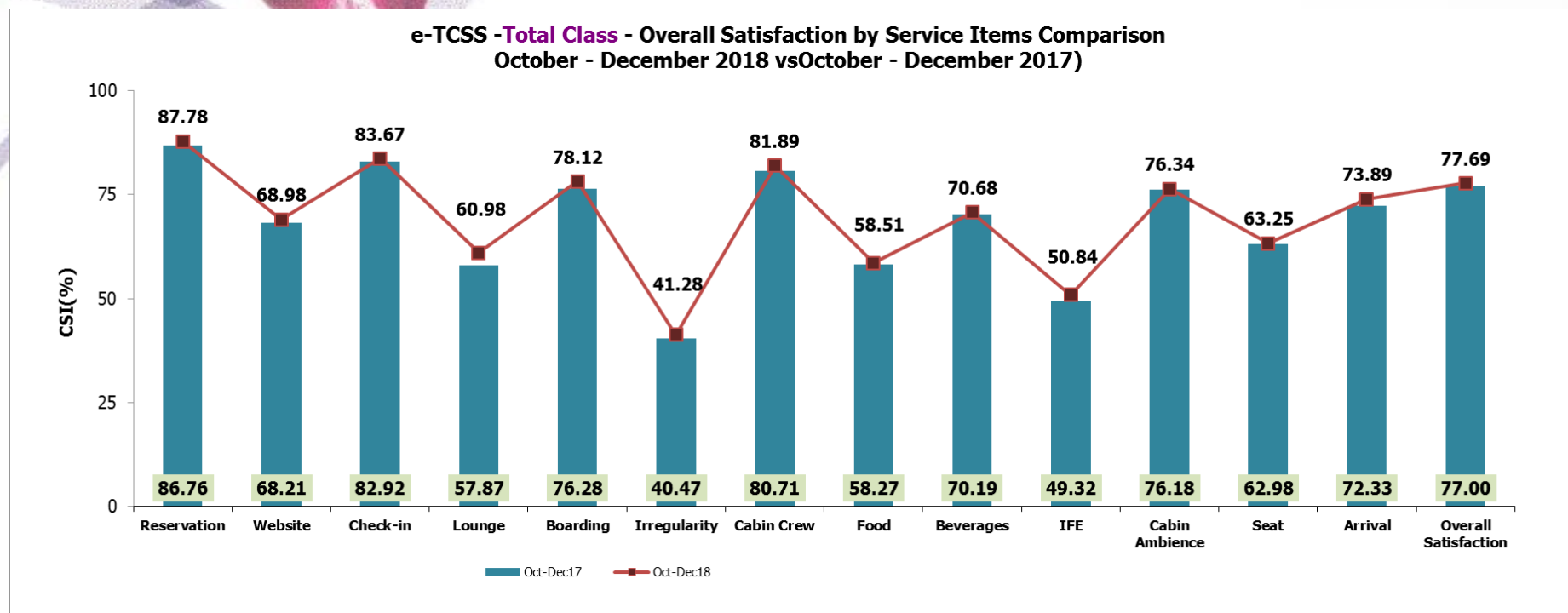
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# Overall Rating Satisfaction by Touch point

CSI Trend **Total Class**

Weighted Sample Size



Service Items	Reservation	Website	Check-in	Lounge	Boarding	Irregularity	Cabin Crew	Food	Beverages	IFE	Cabin Ambience	Seat	Arrival	Overall Satisfaction
Oct-Dec18	87.78	68.98	83.67	60.98	78.12	41.28	81.89	58.51	70.68	50.84	76.34	63.25	73.89	77.69
Oct-Dec17	86.76	68.21	82.92	57.87	76.28	40.47	80.71	58.27	70.19	49.32	76.18	62.98	72.33	77.00
% of diff (Oct-Dec18-Oct-Dec17)	1.02	0.77	0.75	3.11	1.84	0.81	1.18	0.24	0.49	1.52	0.16	0.27	1.56	0.69

Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

Oct-Dec18

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# Top Factors Affecting Overall Satisfaction

## Total Class

Weighted Sample Size

Service Items	Correlation	Mean Scores
1. Cabin Crew	0.619	4.11
2. Cabin Ambience & Cleanliness	0.599	3.95
3. Boarding	0.555	3.98
4. Seat Features	0.555	3.69

### Remarks:

- Top factors, which are calculated from Pearson Correlations that equal or greater than 0.500 are used to prioritize products and services to be improved.

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# Royal First Class



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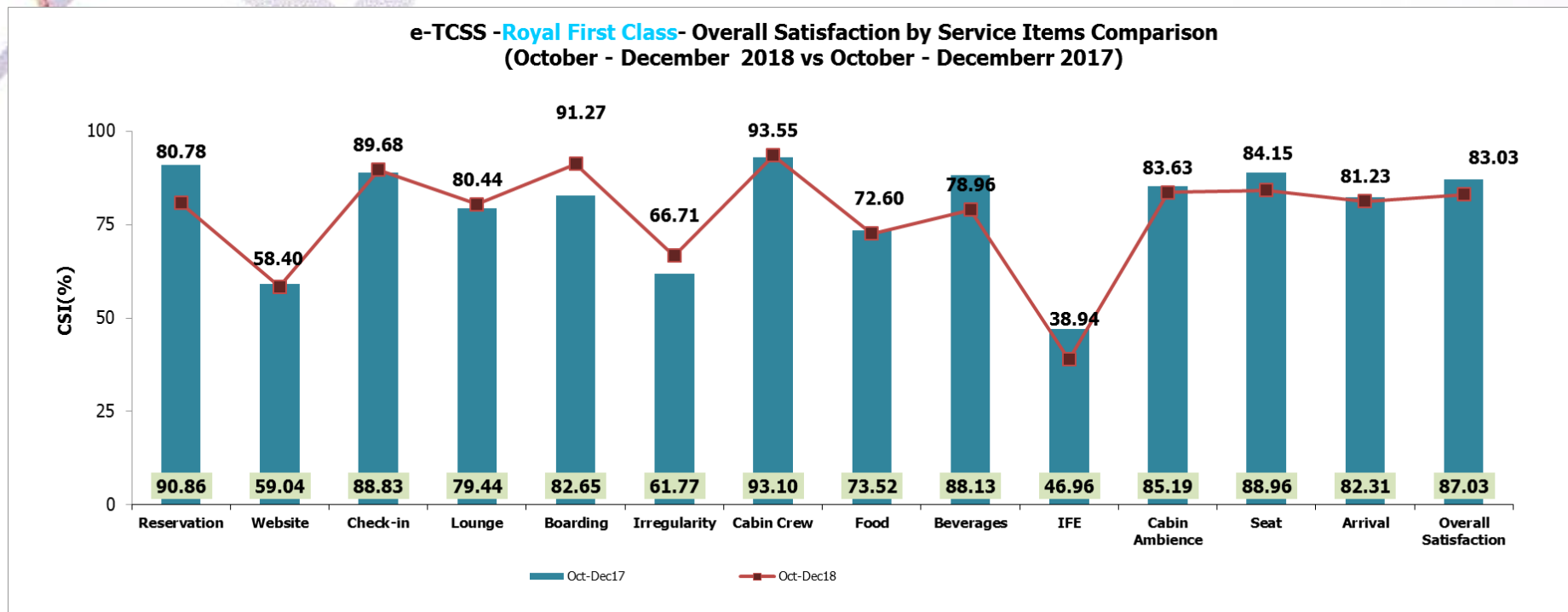
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# Overall Rating Satisfaction by Touch point

CSI Trend **Royal First Class**

Weighted Sample Size



Service Items	Reservation	Website	Check-in	Lounge	Boarding	Irregularity	Cabin Crew	Food	Beverages	IFE	Cabin Ambience	Seat	Arrival	Overall Satisfaction
<b>Oct-Dec18</b>	<b>80.78</b>	<b>58.40</b>	<b>89.68</b>	<b>80.44</b>	<b>91.27</b>	<b>66.71</b>	<b>93.55</b>	<b>72.60</b>	<b>78.96</b>	<b>38.94</b>	<b>83.63</b>	<b>84.15</b>	<b>81.23</b>	<b>83.03</b>
Oct-Dec17	90.86	59.04	88.83	79.44	82.65	61.77	93.10	73.52	88.13	46.96	85.19	88.96	82.31	87.03
% of diff (Oct-Dec18-Oct-Dec17)	-10.08	-0.64	0.85	1.00	8.62	4.94	0.45	-0.92	-9.17	-8.02	-1.56	-4.81	-1.08	-4.00

Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

Oct-Dec18

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# Top Factors Affecting Overall Satisfaction

## Royal First Class

Weighted Sample Size

Service Items	Correlation	Mean Scores
1. Lounge	0.608	4.04
2. Cabin Ambience & Cleanliness	0.568	4.05
3. Food	0.565	3.86
4. Beverages	0.542	4.08
5. Boarding	0.508	4.22

### Remarks:

- Top factors, which are calculated from Pearson Correlations that equal or greater than 0.500 are used to prioritize products and services to be improved.

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# Royal Silk Class



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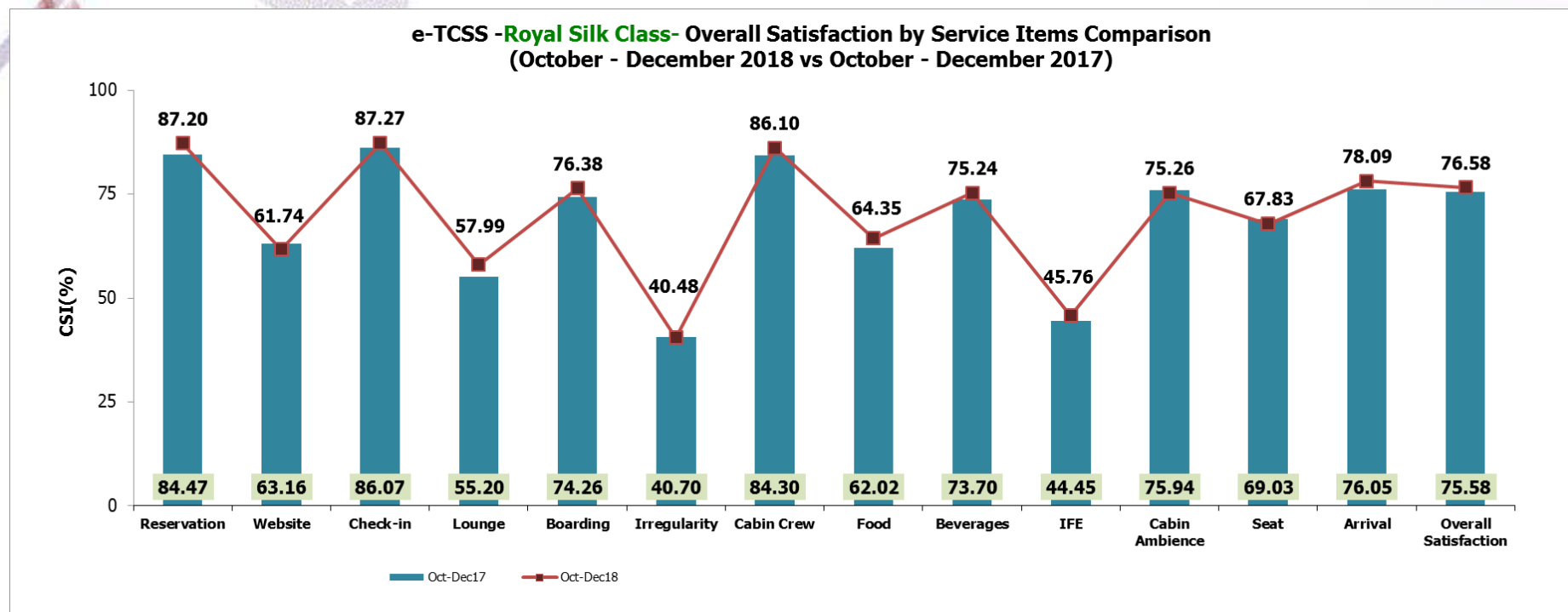
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Oct-Dec18

# Overall Rating Satisfaction by Touch point

CSI Trend **Royal Silk Class**

Weighted Sample Size



Service Items	Reservation	Website	Check-in	Lounge	Boarding	Irregularity	Cabin Crew	Food	Beverages	IFE	Cabin Ambience	Seat	Arrival	Overall Satisfaction
Oct-Dec18	87.20	61.74	87.27	57.99	76.38	40.48	86.10	64.35	75.24	45.76	75.26	67.83	78.09	76.58
Oct-Dec17	84.47	63.16	86.07	55.20	74.26	40.70	84.30	62.02	73.70	44.45	75.94	69.03	76.05	75.58
% of diff (Oct-Dec18-Oct-Dec17)	2.73	-1.42	1.20	2.79	2.12	-0.22	1.80	2.33	1.54	1.31	-0.68	-1.20	2.04	1.00

Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

Oct-Dec18

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# Top Factors Affecting Overall Satisfaction

## Royal Silk Class

Weighted Sample Size

Service Items	Correlation	Mean Scores
1. Cabin Ambience & Cleanliness	0.609	3.93
2. Cabin Crew	0.601	4.25
3. Seat Features	0.568	3.79
3. Food	0.529	3.69
4. Lounge	0.516	3.58
5. Boarding	0.513	3.97

### Remarks:

- Top factors, which are calculated from Pearson Correlations that equal or greater than 0.5, are used to prioritize products and services to be improved.





# Premium Economy Class



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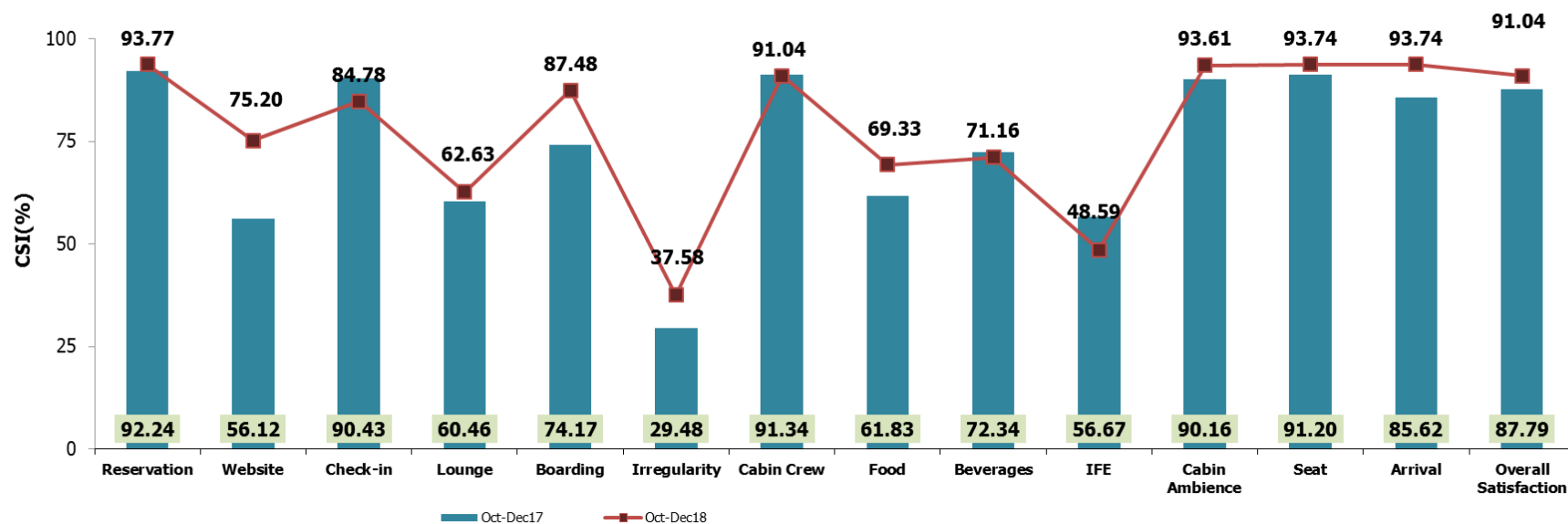
Oct-Dec18

# Overall Rating Satisfaction by Touch point

## CSI Trend Premium-Economy Class

Weighted Sample Size

e-TCSS -Premium-Economy Class- Overall Satisfaction by Service Items Comparison  
(October - December 2018 vs October - December 2017)



Service Items	Reservation	Website	Check-in	Lounge	Boarding	Irregularity	Cabin Crew	Food	Beverages	IFE	Cabin Ambience	Seat	Arrival	Overall Satisfaction
Oct-Dec18	93.77	75.20	84.78	62.63	87.48	37.58	91.04	69.33	71.16	48.59	93.61	93.74	93.74	91.04
Oct-Dec17	92.24	56.12	90.43	60.46	74.17	29.48	91.34	61.83	72.34	56.67	90.16	91.20	85.62	87.79
% of diff (Oct-Dec18-Oct-Dec17)	1.53	19.08	-5.65	2.17	13.31	8.10	-0.30	7.50	-1.18	-8.08	3.45	2.54	8.12	3.25

Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

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Oct-Dec18

# Top Factors Affecting Overall Satisfaction Premium Economy Class

Weighted Sample Size

Service Items	Correlation	Mean Scores
1. Cabin Ambience & Cleanliness	0.612	4.31
2. Seat features	0.536	4.37
3. THAI Website	0.535	3.65

## Remarks:

- Top factors, which are calculated from Pearson Correlations that equal or greater than 0.5, are used to prioritize products and services to be improved.



# Economy Class



Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

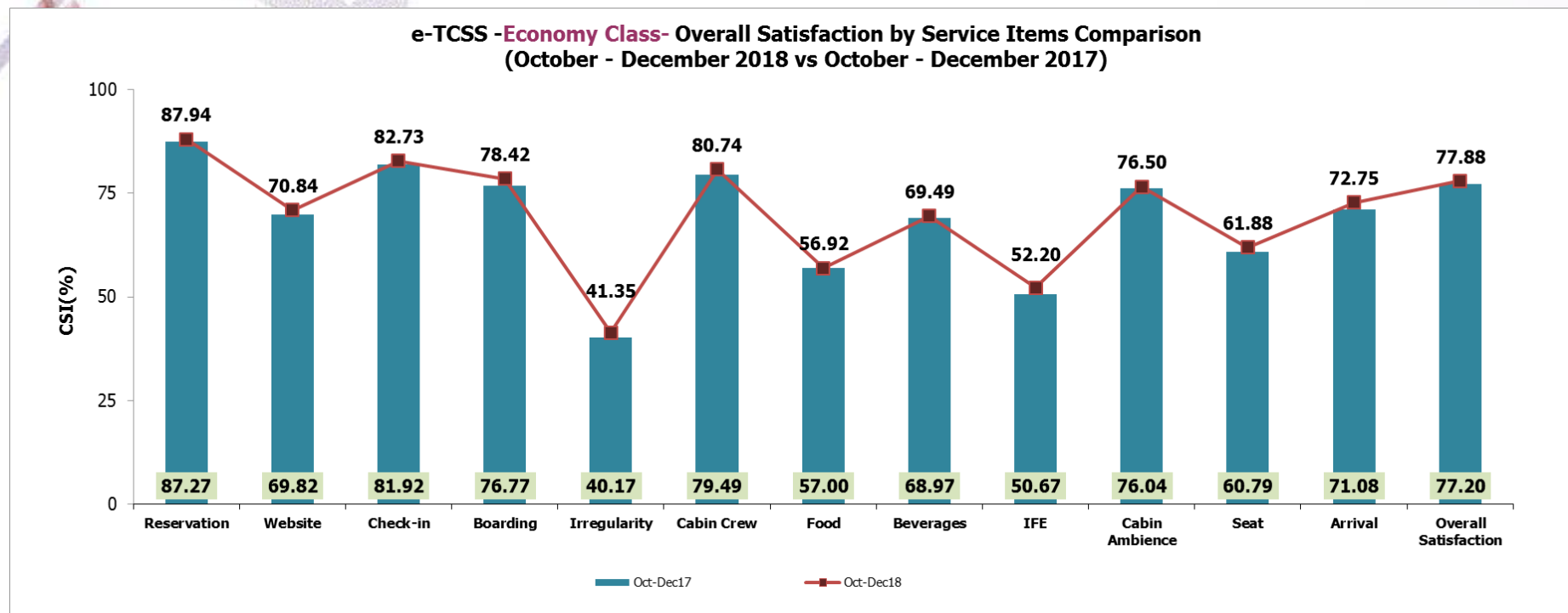
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Oct-Dec18

# Overall Rating Satisfaction by Touch point

CSI Trend **Economy Class**

Weighted Sample Size



Service Items	Reservation	Website	Check-in	Boarding	Irregularity	Cabin Crew	Food	Beverages	IFE	Cabin Ambience	Seat	Arrival	Overall Satisfaction
<b>Oct-Dec18</b>	<b>87.94</b>	<b>70.84</b>	<b>82.73</b>	<b>78.42</b>	<b>41.35</b>	<b>80.74</b>	<b>56.92</b>	<b>69.49</b>	<b>52.20</b>	<b>76.50</b>	<b>61.88</b>	<b>72.75</b>	<b>77.88</b>
Oct-Dec17	87.27	69.82	81.92	76.77	40.17	79.49	57.00	68.97	50.67	76.04	60.79	71.08	77.20
% of diff (Oct-Dec18-Oct-Dec17)	<b>0.67</b>	<b>1.02</b>	<b>0.81</b>	<b>1.65</b>	<b>1.18</b>	<b>1.25</b>	<b>-0.08</b>	<b>0.52</b>	<b>1.53</b>	<b>0.46</b>	<b>1.09</b>	<b>1.67</b>	<b>0.68</b>

Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

Oct-Dec18

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# Top Factors Affecting Overall Satisfaction

## Economy Class

Weighted Sample Size

Service Items	Correlation	Mean Scores
1. Cabin Crew	0.629	4.07
2. Cabin Ambience & Cleanliness	0.597	3.95
3. Boarding	0.568	3.99
4. Seat Features	0.554	3.66

### Remarks:

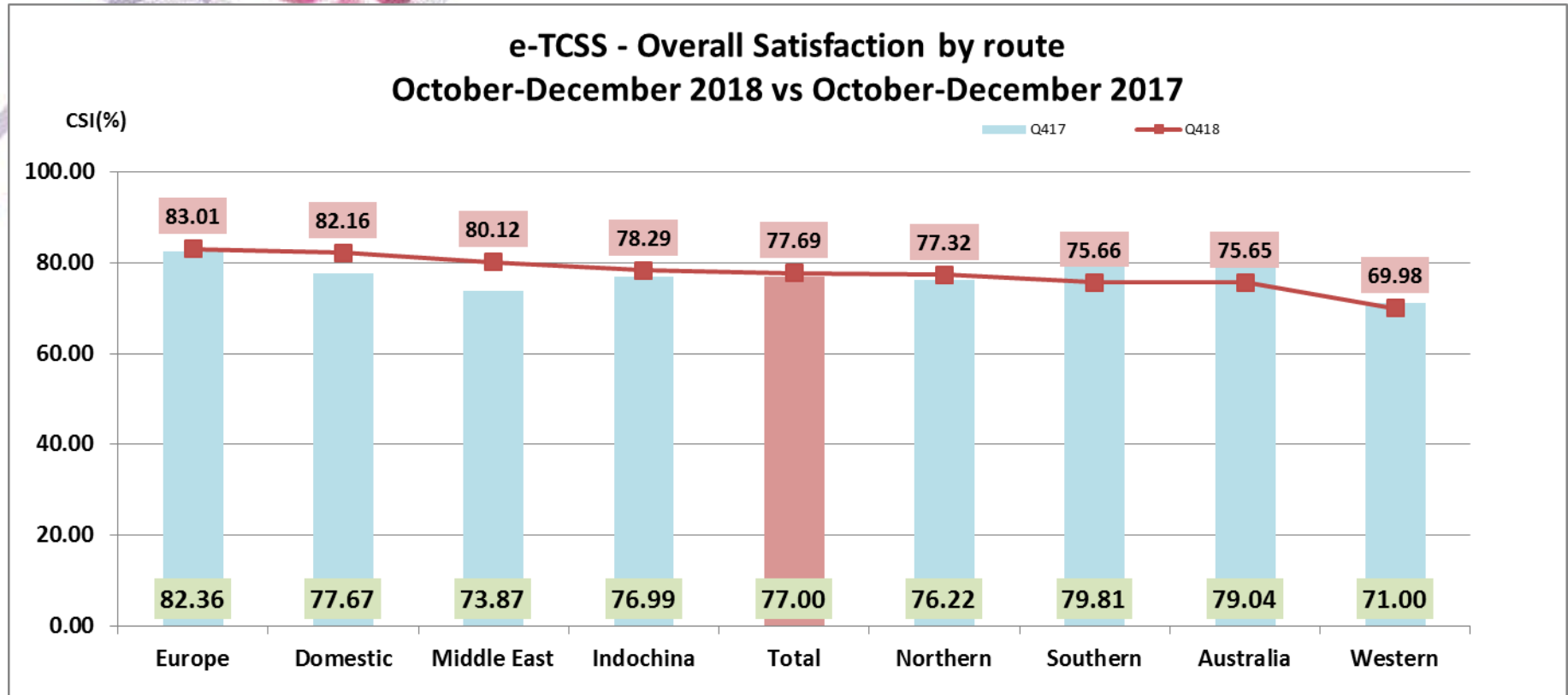
- Top factors, which are calculated from Pearson Correlations that greater than 0.50, are used to prioritize products and services to be improved.

# Overall Satisfaction with THAI by Route

## Ranked by CSI (% Totally Satisfied and Satisfied)

### Total Class

Weighted Sample Size



Route	Europe	Domestic	Middle East	Indochina	Total	Northern	Southern	Australia	Western
Q418	2,773	1,838	150	446	11,234	2,312	1,752	799	1,164
Q417	4,278	1,253	286	545	15,307	4,480	1,419	1,525	1,521

Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)

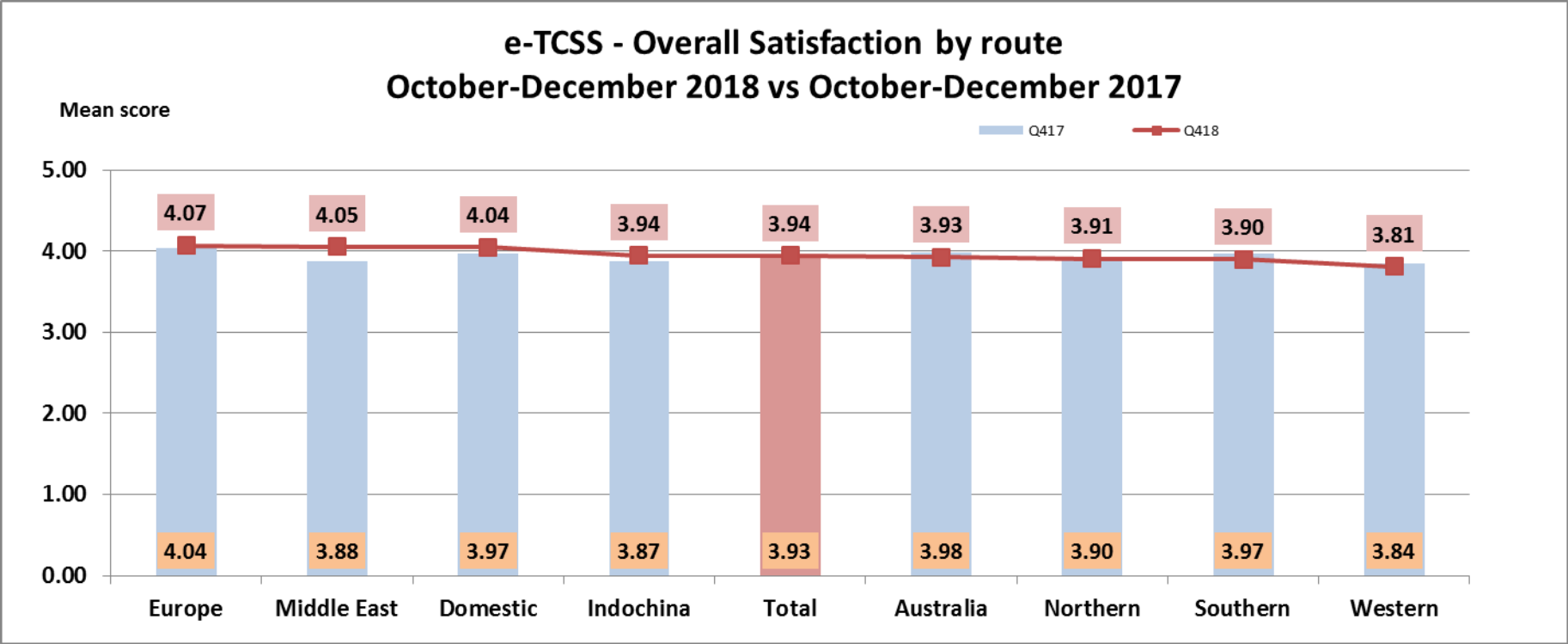
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# Overall Satisfaction with THAI by Route

## Ranked by Mean Scores

### Total Class

Weighted Sample Size



Route	Europe	Middle East	Domestic	Indochina	Total	Australia	Northern	Southern	Western
Q418	2,773	150	1,838	446	11,234	799	2,312	1,752	1,164
Q417	4,278	286	1,253	545	15,307	1,525	4,480	1,419	1,521

# Domestic Route

## Weighted Sample Size

CSI(%)	Res & Ticketing	Website	Check – in	Lounge	Boarding	Irregularity	Cabin ambience	Seat	Cabin crew	IFE	Food	Beverages	Arrival	Overall THAI
<b>Total Class</b>	<b>90.42</b>	<b>73.81</b>	<b>87.83</b>	<b>66.02</b>	<b>80.10</b>	<b>42.05</b>	<b>82.18</b>	<b>71.22</b>	<b>84.27</b>	<b>46.27</b>	<b>51.09</b>	<b>63.49</b>	<b>71.64</b>	<b>82.16</b>
Business Class	92.14	69.54	87.62	59.67	76.09	41.91	80.98	77.87	87.91	39.78	57.44	62.11	70.34	79.76
Economy Class	90.06	74.67	87.87	73.67	80.92	42.08	82.42	69.89	83.55	47.57	49.81	63.76	71.90	82.65

# res	Res & Ticketing	Website	Check - in	Lounge	Boarding	Irregularity	Cabin ambience	Seat	Cabin crew	IFE	Food	Beverages	Arrival	Overall THAI
<b>Total Class</b>	<b>1,471</b>	<b>1,856</b>	<b>1,958</b>	<b>555</b>	<b>1,954</b>	<b>724</b>	<b>1,947</b>	<b>1,936</b>	<b>1,927</b>	<b>1,905</b>	<b>1,891</b>	<b>1,891</b>	<b>1,885</b>	<b>1,838</b>
Business Class	258	313	331	303	331	125	327	324	323	320	318	318	318	313
Economy Class	1,213	1,543	1,627	252	1,623	599	1,620	1,612	1,604	1,585	1,573	1,573	1,567	1,525



# COMMENT

**Please see all comment at**

**[http:// thaispheretique.thaiairways.co.th/thaifamily/sz-r/homepage/E-Report/TCSS/Overall\\_TCSS/eTCSS\\_CommentQ418.pdf](http://thaispheretique.thaiairways.co.th/thaifamily/sz-r/homepage/E-Report/TCSS/Overall_TCSS/eTCSS_CommentQ418.pdf)**

**Customer Satisfaction Research and Analysis Department (BKKSZ-RTG)**

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**Oct-Dec18**

## **Reservation**

### **คำชม**

1. พนักงานมีความเป็นมืออาชีพในการให้บริการและให้ความช่วยเหลือเป็นผู้โดยสารเป็นอย่างดี

- Very professional and courteous.(TG116/15-Oct-18/BKK-CNX/RoyalSilk class)
- A top service (TG477/02-Oct-18/BKK-BNE/RoyalSilk class)
- Excellent personnel (TG462/03-Oct-18/MEL-BKK/RoyalSilk class)
- Great staff at Auckland office(TG492/18-Oct-18/AKL-BKK/Economy class)
- Friendly and helpful (TG471/18-Oct-18/BKK-SYD/Economy class)
- Very polite and helpful (TG431/08-Oct-18/BKK-DPS/Economy class)
- Booking via call center is easy and helpful (TG117/ 02-Oct-18/CNX-BKK/Economy class)
- Great service (TG215/26-Nov-18/BKK-HKT/RoyalSilk Class)
- Professional and helpful(TG465/17-Nov-18/BKK-MEL/Economy class)
- Very happy with service from the Thai office in Oslo and Stockholm.(TG960/11-Nov-18/BKK-ARN/Economy class)
- THAI CONTACT staff is very helpful and provide excellent service (TG415/25-Dec-18/BKK-KUL/RoyalSilk class)
- Reaching the customer care executive in Korea was really challenging in case of getting clarification or changing the ticket or seats(TG211/23-Dec-18/BKK-HKT/RoyalSilk class)
- Totally satisfied, especially with the Thai Airways Phuket Office. Great service. (TG410/21-Dec-18/SIN-BKK/RoyalSilk class)
- Fantastic and helpful team at Thai Air office in Singapore (TG910/10-Dec-18/BKK-LHR/RoyalSilk class)
- Very helpful and courteous staff(TG110/11-Dec-18/BKK-CNX/Economy class)
- Nice service and warm hospitality(TG401/11-Dec-18/BKK-SIN/Economy class)

2. การสำรองตั๋วเดินทางผ่านเว็บไซต์ สามารถทำได้ง่าย สะดวก รวดเร็ว ช่องทางจ่ายเงินสะดวก ใช้งานง่าย

- User friendly as I am the first time to book air tickets online(TG601/08-Oct-18/HKG-BKK/RoyalSilk class)
- both reservation & ticketing via TG office or website are really nice to contact(TG417/19-Oct-18/BKK-KUL/Economy class)
- Excellent payment method and easy to understand (TG435/43393/BKK-CGK/Economy class)



- Very easy and a breeze(TG407/18-Oct-18/BKK-SIN/Economy class)
- Website is user friendly and the whole process is simple and smooth. (TG416/16-Oct-18/KUL-BKK/Economy class)
- User friendly website showing all-inclusive ticket price(TG414/ 07-Oct-18/SIN-BKK/Economy class)
- It's easy to book ticket with Thai air website.(TG403/ 26-Nov-18/BKK-SIN/Economy class)
- The whole process of booking the ticket was pleasant(TG407/ 26-Nov-18/BKK-SIN/Economy class)
- Excellent & user friendly website & flight reservations' booking(TG475/ 20-Nov-18/BKK-SYD/Economy class)
- Easy and fast (TG417/1-Nov-18/BKK-KUL/Economy class)
- Easy to make reservation - fast (TG116/24-Dec-18/BKK-CNX/Economy class)
- Easy to book(TG403/22-Dec-18/BKK-SIN/Economy class)
- Very Easy to do (TG921/16-Dec-18/FRA-BKK/Economy class)
- Convenient and efficient process through website.(TG326/11-Dec-18/BLR-BKK/Economy class)
- The processes of reservation and ticketing were impressive. After having filled out the ROP number, everything was so easy and reliable that international standards were met.(TG944/12-Dec-18/BKK-FCO/Economy class)

## คำติ

### 1. ระบบสำรองที่นั่งผ่านเว็บ ใช้งานยาก

- The website layout and functionality is less than optimal.(TG606/ 26-Nov-18/BKK-HKG/Royal Silk Class)
- difficult to find business option in booking process (TG940/ 17-Nov-18/BKK-MXP/Royal Silk Class)
- The homepage is not very customer friendly(TG409/21-Dec-18/BKK-SIN/Economy class)
- Website is not so clear, and takes considerable time.(TG662/11-Dec-18/BKK-PVG/Royal Silk class)

### 2. เพิ่มช่องทางในการชำระเงินด้วยบัตรต่างๆ / ราคาของตั๋วโดยสารไม่คงที่ มีการเปลี่ยนแปลงในหน้าชำระเงิน เพิ่มสกุลเงินของการชำระเงิน

- Could have billing in more than Thai Baht(TG466/16-Oct-18/MEL-BKK/Royal Silk class)
- Payment in Euro would be great (cost reduction)(TG925/09-Oct-18/MUC-BKK/Economy class)
- Website does not accept JCB credit card.(TG673/ 07-Oct-18/KIX-BKK/Economy class)
- There should be option of Net banking (TG326/25-Nov-18/BLR-BKK/Economy class)

- Limited payment channel(TG607/26-Nov-18/HKG-BKK/Economy class)
- Cannot cancel ticket online; rebooking can't pay online but have to visit the office to wipe the card(TG308/20-Nov-18/CMB-BKK/Royal Silk Class)
- Please allow more payment methods(TG621/13-Nov-18/MNL-BKK/Economy class)
- Should offer PayPal option (TG663/4-Nov-18/PVG-BKK/Royal Silk Class)
- You cannot pay in Euros, it's paid in Baths and the bank take commissions (TG925/16-Dec-18/MUC-BKK/Royal Silk class)
- Online Payment not possible / No Fair optimization(TG662/16-Dec-18/BKK-PVG/Economy class)
- Struggled to pay using my debit card which was refused several times (it always works everywhere). Thank goodness you have a feature to save and pay later.(TG221/12-Dec-18/BKK-HKT/Economy class)
- It is so awesome that you support PayPal payout now(TG121/12-Dec-18/CNX-BKK/Economy class)
- Payment should be taken through a Singapore merchant bank to avoid bank charges like every other airline.(TG621/6-Dec-18/MNL-BKK/Economy class)

3. ไม่สามารถเลือกที่นั่ง และอาหารได้ไม่สามารถเปลี่ยนแปลงเที่ยวบินผ่านเว็บไซต์ การจัดการการจอง (Manage Booking) ในบางส่วนทำได้ยากหรือมีข้อจำกัดหลายอย่าง ไม่สามารถแก้ไขได้ด้วยตัวเองผ่านเว็บไซต์

- I could not find special booking for food(TG922/ 04-Oct-18/BKK-FRA/Economy class)
- I was unable to change meals options (TG917/ 03-Oct-18/LHR-BKK/Economy class)
- Did not find seat reservation when booking the ticket(TG955/ 01-Oct-18/OSL-BKK/Economy class)
- Difficult to do any changes online. This should be enhanced forth future (TG250/ 11-Nov-18/KBV-BKK/Economy class)
- little inconvenience from your website: if I want to change date or flight hour I can't go back, it will direct me to error page and I need to re do it from home all over again(TG935/1-Nov-18/BRU-BKK/Economy class)
- Was Not possible to choose seats on this side(TG922/26-Nov-18/BKK-FRA/Economy class)
- Selection of seat can only be done after having reservation code and have to do it at Thai Airways website instead of e-booking website. Incontinence.(TG416/25-Nov-18/KUL-BKK/Economy class)
- Seat selection is not user-friendly on the mobile website(TG416/25-Nov-18/KUL-BKK/Economy class)
- Not easy to navigate the pre-order of kid meal. So end up i couldn't manage to order(TG316/17-Dec-18/DEL-BKK/Royal Silk class)
- Problems with advance food selection. Unable to edit selection once made - after calling the hotline the entire customer profile was reset (born 1 Jan 2000, both passengers male etc.(TG432/17-Dec-18/DPS-BKK/Economy class)

- Had to change flight. Could only do this by visiting office in Cambodia(TG414/2-Dec-18/SIN-BKK/Economy class)
  - Unable to book seat on line for some reason on SYD to BKK(TG930/12-Dec-18/BKK-CDG/Royal Silk class)
  - Reserving seats is a hassle (TG402/3-Dec-18/SIN-BKK/Economy class)
  - Booking seats was not as easy as it should have been(TG317/3-Dec-18/BKK-BOM/Economy class)
  - I couldn't choose a seat at the time of booking(TG585/2-Dec-18/PNH-BKK/Economy class)
4. ควรมีการพัฒนาระบบให้ทันสมัย ระบบช้า เครือข่ายไม่เสถียร
- Mobile Website has occasionally thrown errors.(TG111/21-Oct-18/CNX-BKK/Royal Silk class)
  - website error(TG116/19-Oct-18/BKK-CNX/Royal Silk class)
  - Sometimes errors when proceeding to the next steps, had to start the booking from the beginning; 2. Complication with buying insurance and online payment and payment at TG office (TG431/ 08-Oct-18/BKK-DPS/Economy class)
  - TG web is very old when booking multi city you can't chose different flight options, when booking a transit you can stop over etc. Please look at LH and SQ for richness of web interface and options (TG322/6-Nov-18/DAC-BKK/Economy class)
  - Thai booking website often fails, especially on payments (TG584/4-Nov-18/BKK-PNH/Royal Silk Class)
  - Website is not so clear, and takes considerable time.(TG662/11-Dec-18/BKK-PVG/Royal Silk class)
  - sometimes showed error on the webpage(TG633/4-Dec-18/TPE-BKK/Economy class)
5. พนักงานไม่สนใจให้บริการ
- very bad service from Thai office in Zurich(TG971/02-Oct-18/ZRH-BKK/Royal Silk class)
6. Mobile App และ Website ไม่ทันสมัย เมื่อเทียบกับสายการบินอื่น
- The mobile apps are outdated. During booking , the app basically not user friendly and is linked to webpage instead (TG418/ 14-Oct-18/KUL-BKK/Economy class)
  - Website is not that easy compared to other airlines.(TG212/ 15-Oct-18/HKT-BKK/Economy class)
  - I don't like when the pop-up after searching for ticket, it supposed to be in the same page. The design of the web is quite old.(TG662/ 11-Oct-18/BKK-PVG/Economy class)
  - website can be approved compare to others airlines(TG602/ 03-Oct-18/BKK-HKG/Economy class)

### ข้อเสนอแนะ

- It would have been nice to book a seat earlier than 24 hours before departure(TG635/ 20-Nov-18/TPE-BKK/Economy class
- The price should show at least +/- 3 days of searched date for me to choose a good option.(TG971/5-Dec-18/ZRH-BKK/Royal Silk class)
- Reservation system did not ask for meal choice while booking(TG910/10-Dec-18/BKK-LHR/Royal Silk class)
- Offer upgrade options on app to be more accessible(TG417/26-Dec-18/BKK-KUL/Economy class)
- The payment amount and user interface can be improved in terms of clarity and promptness(TG341/7-Dec-18/BKK-KHI/Economy class)

## **Website**

### **คำชม**

#### **1. เว็บไซต์ ออกแบบมาได้ง่ายต่อการใช้งาน และการหาข้อมูลเพิ่มเติม**

- I can find all the information on the website, then telephone to make booking with upgrades. Very convenient. (TG934/BKK-BRU/04-Oct-18/RoyalSilk class)
- Very nice website, you can get much information there. (TG923/FRA-BKK/04-Oct-18/Economy class)
- Perfect, all the information can be obtained easily. (TG937/VIE-BKK/07-Oct-18/Economy class)
- Easy to use website with nice design. (TG676/BKK-NRT/08-Oct-18/Economy class)
- Very well designed and user-friendly. One of the best I have used so far. (TG665/PVG-BKK/18-Oct-18/Economy class)
- Well organized (TG349/5-Nov-18/BKK-IST/Economy class)
- Great service (TG911/7-Nov-18/LHR-BKK/Economy class)
- Sincerely say, better and better compare with past.(TG305/8-Nov-18/BKK-RGN/RoyalSilk Class)
- Excellent website ease of use (TG910/8-Nov-18/BKK-LHR/Economy class)
- Easy and reliable (TG970/8-Nov-18/BKK-ZRH/Economy class)
- Easy to follow (TG917/26-Nov-18/LHR-BKK/Economy class)
- Compares well with other airlines' websites.(TG475/16-Dec-18/BKK-SYD/RoyalFirst class)
- Changing ticket is a challenge on website(TG216/ 27-Dec-18/HKT-BKK/RoyalSilk class)
- Fantastic (TG326/ 17-Dec-18/BLR-BKK/RoyalSilk class)
- Visuals are very well done,.(TG321/ 10-Dec-18/BKK-DAC/RoyalSilk class)
- useful information(TG950/ 4-Dec-18/BKK-CPH/RoyalSilk class)
- Thai Airways website have useful information (TG321/ 28-Dec-18/BKK-DAC/Economy class)
- Finding information on the Thai airways website was never a problem for me.(TG116/ 24-Dec-18/BKK-CNX/Economy class)
- Very easy process(TG483/ 22-Dec-18/BKK-PER/Economy class)

## คำติ

1. การออกแบบเว็บไซต์ ยากต่อการใช้งานและหาข้อมูล/ เกิดเหตุขัดข้องระหว่างการใช้งานเว็บไซต์
  - Complicated structure; required information difficult to find. (TG475/BKK-SYD/14-Oct-18/RoyalFirst class)
  - It's always stuck, not working properly and really don't like mobile application not user-friendly at all. (TG664/BKK-PVG/03-Oct-18/RoyalSilk class)
  - It's not the easiest site to navigate, too many big pictures, booking info should be central on the screen not in the bottom. (TG910/BKK-LHR/02-Oct-18/Economy class)
  - Website is not efficient in searching for flights, managing ROP, managing booked flights. (TG970/BKK-ZRH/06-Oct-18/Economy class)
  - Many times the website crashes or takes more time to load than expected. (TG628/BKK-ICN/21-Oct-18/Economy class)
  - The site looks a bit old fashioned. (TG418/2-Nov-18/KUL-BKK/Economy class)
  - Graphics of the website can be improved on, more simplistic.(TG917/2-Nov-18/LHR-BKK/Economy class)
  - Limited functionalities. When are you going to improve? You are a decade away behind your competitors Websites. (TG662/13-Nov-18/BKK-PVG/Economy class)
  - You have just updated it(TG218/ 13-Nov-18/HKT-BKK/Economy class)
  - It's a bit confusing - It needs a small redesign to make it more simple(TG951/ 13-Nov-18/CPH-BKK/Economy class)
  - Webpage needs to be improved to match competitors (TG465/ 2-Nov-18 /BKK-MEL/Economy class)
  - It is not super friendly (TG465/2-Nov-18/BKK-MEL/Economy class)
  - It is not user friendly (TG318/10-Nov-18/BOM-BKK/RoyalSilk Class)
  - Should be more user friendly (TG561/10-Nov-18/HAN-BKK/Economy class)
  - Website not user friendly to find information, I could not find the option to search flights for different classes (TG910/ 4-Nov-18/BKK-LHR/Economy class)
  - Needs to be brought up-to-date (modernized)(TG911/ 5-Dec-18/LHR-BKK/RoyalFirst class)
  - Very old fashioned. (TG307/ 24-Dec-18/BKK-CMB/RoyalSilk class)
  - A bit old fashioned look but useful information(TG950/ 4-Dec-18/BKK-CPH/RoyalSilk class)
  - Worst website of an airline industry (TG410/ 11-Dec-18/SIN-BKK/Economy class)
  - Not user-friendly. Difficult to navigate and find information (TG911/ 5-Dec-18/LHR-BKK/RoyalFirst class)
  - Couldn't find a way to pre-book a vegetarian meal when buying ticket. Managed to do it for this flight – The meal was poor in taste and variety - same meal served to me on both flights.(TG317/ 24-Dec-18/BKK-BOM/RoyalSilk class)



- It's quite difficult to access and use mileage program(TG601/ 7-Dec-18/HKG-BKK/RoyalSilk class)
- Could be more user friendly(TG585/ 7-Dec-18/PNH-BKK/RoyalSilk class)
- Not user friendly (TG346/ 4-Dec-18/LHE-BKK/RoyalSilk class)
- Not intuitive enough. Too many steps to get to information required (TG601/ 28-Dec-18/HKG-BKK/Economy class)
- Not sure why you have a different web site for member information.(TG203/ 17-Dec-18/BKK-HKT/Economy class)
- and limit to choose the flight is not convenient and more details to fill on personal passenger information Which take time a lot more than previous web page (TG404/ 16-Dec-18/SIN-BKK/RoyalSilk class)

## 2. ข้อมูลต่างๆที่ให้บริการบนเว็บไซต์ ไม่ครอบคลุมต่อการใช้งานของผู้โดยสารเท่าที่ควร

- Allowed luggage size is not easy to find and for onboard package not available at all. (TG925/MUC-BKK/02-Oct-18/Economy class)
- No e-mail contact available, difficult to choose in-flight service, confusing information about our check-in/seats and meals possibility. (TG924/BKK-MUC/02-Oct-18/Economy class)
- Terms and conditions could be displayed more prominently. (/TG407/BKK-SIN/04-Oct-18/Economy class)
- Baggage restriction for things like batteries couldn't be found very easily. (TG923/FRA-BKK/04-Oct-18/Economy class)
- Very difficult to find a phone number, lots of unclear information about luggage. (TG917/LHR-BKK/12-Oct-18/Economy class)
- Links and headers subject tiles are sometimes a bit obtuse(TG432/ 20-Nov-18/DPS-BKK/RoyalSilk Class)
- I think the layout of the website is not so user friendly. hard to find things that we need, always error too (TG415/ 25-Nov-18/BKK-KUL/Economy class)
- Could not easily find change/cancellation conditions(TG584/43421/BKK-PNH/Economy class)
- Changing the new webpage (TG404/ 16-Dec-18/SIN-BKK/RoyalSilk class)
- Several needed functions are misplaced or hidden(TG315/ 11-Dec-18/BKK-DEL/RoyalSilk class)
- Some information hard to locate..(TG321/ 10-Dec-18/BKK-DAC/RoyalSilk class)
- Error pages, no actual information (TG923/ 4-Dec-18/FRA-BKK/RoyalSilk class)
- Find difficult with mileage problem with family members (TG917/ 7-Dec-18/LHR-BKK/Economy class)

## 3. ระบบการจองบัตรโดยสารใช้งานยาก

- I would like to see improvement on seat selection and changing. I had to go through THAI sales office to select my seats. (TG607/HKG-BKK/06-Oct-18/RoyalSilk class)
- Couldn't edit seats directly from web, needed to contact THAI agent. (TG306/RGN-BKK/11-Oct-18/Economy class)

- “Manage booking” page is too messy with tie-in products (hotel/car rental) which make it daunting to make changes to booking, such as seat and meal selection. (TG408/SIN-BKK/18-Oct-18/Economy class)
  - Change seat option not working well and very limited also on mobile. (TG936/BKK-VIE/21-Oct-18/Economy class)
  - The booking via your website was very in intuitive. And finding info like baggage allowance, check in etc was not straight forward. (TG326/ 2-Nov-18 /BLR-BKK/Economy class)
  - When on website on my account, difficult to book flight (TG931/ 6-Nov-18/CDG-BKK/Royal Silk Class)
  - Unable to see notifications, unable to manage the booking like rescheduling or re issuing the updated ticket. (TG346/ 12-Nov-18/LHE-BKK/Economy class)
  - Seat reservation function is often not functioning, something which would be a very important function for premium customers! (TG921/ 1-Dec-18/FRA-BKK/Royal First class)
  - Feels hard to find basic info like booking, seat assignments(TG475/ 16-Dec-18/BKK-SYD/Royal Silk class)
  - Not easy to change your ticket online, which is not satisfying.(TG415/ 6-Dec-18/BKK-KUL/Royal Silk class)
  - Seat selection is not always available (TG226/ 7-Dec-18/HKT-BKK/Royal Silk class)
  - Very hard to choose seats always get error saying seat map not available(TG917/ 7-Dec-18/LHR-BKK/Royal Silk class)
  - Changing an existing booking is difficult with Thai(TG484/4 22-Dec-18/PER-BKK/Royal Silk class)
  - Manage booking option and seat selection was not available for longer period(TG636/ 16-Dec-18/BKK-TPE/Economy class)
  - The overall experience about searching flights, booking and managing booking could be improved (TG111/ 6-Dec-18/CNX-BKK/Economy class)
4. การทำงานของระบบซ้ำ ระบบไม่ทำงาน การเชื่อมต่อล่าช้า เชื่อมต่อไม่ได้
- Often not working. Lack of transparency in special offers. They are promoted but don't come up when reserving. (TG916/ 4-Nov-18/BKK-LHR/Economy class)
  - does not work with edge(TG930/10-Nov-18/BKK-CDG/Economy class)
  - Too hard to navigate (TG474/ 7-Nov-18/BNE-BKK/Royal Silk Class)
  - Difficult to navigate around (TG911/ 12-Nov-18/LHR-BKK/Economy class)
  - Sometimes hang (TG404/19-Nov-18/SIN-BKK/Economy class)
  - Some information hard to locate. Visuals are very well done, but response time/speed can be vastly improved. (TG321/ 10-Dec-18/BKK-DAC/Royal Silk class)
  - Sometimes the web site loading is too late(TG217/ 15-Dec-18/BKK-HKT/Economy class)

- interface is more difficult than many other airlines(TG465/ 17-Dec-18/BKK-MEL/Economy class)
- page often has errors(TG319/ 16-Dec-18/BKK-KTM/Economy class)
- The website is a bit slow(TG218/ 11-Dec-18/HKT-BKK/Economy class)
- Often slow to respond(TG917/ 12-Dec-18/LHR-BKK/Economy class)
- difficult to navigate(TG476/ 10-Dec-18/SYD-BKK/Economy class)

#### 5. การใช้งานบน Mobile App ไม่ดี

- Thai website doesn't fit iphonex screen (TG250/ 11-Nov-18/KBV-BKK/Royal Silk Class)
- Mobile version for iOS is very weak.(TG432/ 20-Nov-18/DPS-BKK/Economy class)
- App is poorly designs. Multiple functions that do not work. Ended up emailing customer service. (TG917/ 26-Nov-18/LHR-BKK/Economy class)
- Unable to connect and view miles on the Thai airways mobile app (TG584 /4-Nov-18/BKK-PNH/Royal Silk Class)
- The mobile version needs improvement. The font size is very small (TG659/ 7-Nov-18/ICN-BKK/Economy class)
- Mobile should improve.(TG640/ 2-Dec-18/BKK-NRT/Royal Silk class)
- I use mobile device. The page doesn't display properly (TG402/ 3-Dec-18/SIN-BKK/Royal Silk class)
- Make your mobile site better(TG462/ 12-Dec-18/MEL-BKK/Economy class)

### ข้อเสนอแนะ

#### 6. ควรปรับปรุง website ให้มีเนื้อหา และข้อมูลที่เป็นประโยชน์ รวมถึงหน้าตาที่สวยงามและทันสมัย

- You need a total revamp. Not cosmetic or look but usability and self service functions.(TG960/ 16-Dec-18/BKK-ARN/Royal Silk class)
- Would be nice to be able to reserve seats(TG215/ 1-Dec-18/BKK-HKT/Royal Silk class)
- The new website design has gotten much better.(TG550/ 22-Dec-18/BKK-SGN/Economy class)
- If you want to find contact offices in other countries just search contact on other websites but your website not even have a contact option (TG925/ 16-Dec-18/MUC-BKK/Economy class)
- bit complicated when compared to other airline sites (TG337/2-Nov-18/BKK-MAA/Economy class)

## Check-in

### คำชม

#### 1. ผู้โดยสารสามารถทำการเช็คอินได้อย่างสะดวก รวดเร็ว ไม่ซับซ้อน

- Dedicated check-in counter for Business, First and Gold card makes it very easy and quicker. (TG934/BKK-BRU/04-Oct-18/RoyalSilk class)
- Very easy to handle, all data is listed, no additional work needed. (TG482/PER-BKK/01-Oct-18/Economy class)
- This all ran very smoothly and we were very tired from long haul flights so were pleased with check-in. (TG477/BKK-BNE/02-Oct-18/Economy class)
- Check-in with Gold Star Alliance. Very smooth process. (TG471/BKK-SYD/06-Oct-18/Economy class)
- Automatic check-in system is so good. (TG642/BKK-NRT/22-Oct-18/Economy class)
- Can easily check-in by mobile application & selecting desire seat(TG250/26-Dec-18/KBV-BKK/RoyalSilk class)
- Convenient & smooth check-in.(TG345/15-Dec-18/BKK-LHE/Economy class)
- Very good with silk gold check in(TG304/16-Dec-18/RGN-BKK/Economy class)

#### 2. พนักงาน ณ จุดให้บริการเคาน์เตอร์เช็คอิน ให้ความช่วยเหลือและบริการแก่ผู้โดยสารเป็นอย่างดี

- I upgraded and the staff were very helpful and seating and information regarding luggage drop off and the lounge to use. (TG911/LHR-BKK/07-Oct-18/RoyalSilk class)
- The check-in staff member I dealt with was extremely helpful and when he saw how tall I and my family was, He suggested an exit row seat which was fantastic and I didn't expect to be able to get these seats. He went above and beyond. (TG491/BKK-AKL/07-Oct-18/RoyalSilk class)
- My wife forgot to bring passport and needed to change to next available flight, the entire process only took us 5 minutes or less. Very good work for your staff. (TG418/KUL-BKK/14-Oct-18/Economy class)
- Lovely people at check-in, where able to explain to me what I needed to do and where to go. (TG955/OSL-BKK/15-Oct-18/Economy class)
- Very friendly and helpful staff that is willing to go the extra mile to satisfy customer request. (TG665/PVG-BKK/18-Oct-18/Economy class)
- Check in staff was good I was Flying F/Class of course.(TG475/ 11-Nov-18/BKK-SYD/RoyalFirst Class)

- Thank you for the good service(TG606/ 03-Nov-18/BKK-HKG/RoyalSilk Class)
- Excellent service, friendly & efficient(TG931/ 10-Nov-18/CDG-BKK/RoyalSilk Class)
- I am very pleased with the quick check-in kind staff.(TG650/ 11-Nov-18/BKK-PUS/RoyalSilk Class)
- Liked the staff attitude and high standard of service(TG409/ 13-Nov-18/BKK-SIN/RoyalSilk Class)
- Very professional staff(TG491/ 04-Nov-18/BKK-AKL/Economy class)
- One of your staff at Singapore Changi Airport, Norizwan Rahman, was the most helpful and called up passengers who had already checked in to ask if they were willing to change their seats to accommodate my family's needs. I applaud her efforts, and hope you will give her the commendation she so rightfully deserves(TG414/ 04-Nov-18/SIN-BKK/Economy class)
- Counter staff very professional & helpful, kindness to disable person is greatly appreciated.(TG105/ 07-Nov-18/CNX-BKK/Economy class)
- Very efficient. Plenty of staff on hand to assist. Helpful and polite.(TG917/ 26-Nov-18/LHR-BKK/Economy class)
- The staff at Narita was better than those from KLIA.(TG222/16-Dec-18/HKT-BKK/RoyalSilk class)
- Service is good and efficient. Staff is courteous.(TG910/10-Dec-18/BKK-LHR/RoyalSilk class)
- Very pleasant and supportive staff (TG677/9-Dec-18/NRT-BKK/RoyalSilk class)
- Staff at Narita Airport were amazing and very polite.(TG321/28-Dec-18/BKK-DAC/Economy class)
- always very helpful when I request exit row for leg room(TG550/22-Dec-18/BKK-SGN/Economy class)
- Very pleased with service I received (TG320/16-Dec-18/KTM-BKK/Economy class)
- Amazing Staff , Was Met By A Woman At The Counter Named Mara And A Make Whom I Think His Name Was John (TG250/11-Dec-18/KBV-BKK/Economy class)
- Very helpful and friendly (TG911/2-Dec-18/LHR-BKK/Economy class)

## คำติ

1. จำนวนเคาน์เตอร์และเจ้าหน้าที่ให้บริการ ไม่เพียงพอต่อปริมาณของผู้โดยสาร ส่งผลให้บริการล่าช้า ทำให้ผู้โดยสารต้องรอคิวนาน
  - In prime time, flow is too slow. Maybe not enough counter or speed of staff??? (TG413/BKK-SIN/02-Oct-18/Economy class)
  - Internet check-in (drop baggage) took longer than normal line and slow respond from officer to alternate to different lane. (TG433/BKK-CGK/05-Oct-18/Economy class)
  - Had to wait 1 hour in line. Not enough people to help with the check-in. (TG472/SYD-BKK/07-Oct-18/Economy class)

- A very long row for checking in. Not many counters available. Only 2 for internet check-in, one for airport check-in, one Royal Silk and one Orchid. (Economy/TG432/DPS-BKK/08-Oct-18)
- The queue is too long, many of staff is quiet slow because lack of people to put on the luggage tag. (Economy/TG662/BKK-PVG/11-Oct-18)
- A bit long queue from Mel to Bkk (returned 16 Dec)(TG584/22-Dec-18/BKK-PNH/Economy class)
- The lane for online check-in (counter) has never fast and always mess-up esp. airport. (TG432/21-Dec-18/DPS-BKK/Economy class)
- Long queue even with e-check-in is frustrating. (TG409/11-Dec-18/BKK-SIN/Economy class)
- Online check in is good however I had to wait 1 hour line at Melbourne airport to drop my luggage. It takes far too long. There must be a better system.(TG413/15-Dec-18/BKK-SIN/Economy class)
- Checking in at Denpasar was unacceptable, I queued for 90 mins(TG325/11-Dec-18/BKK-BLR/Economy class)

## 2. เกิดเหตุขัดข้องบางอย่าง ทำให้ไม่สามารถเช็คอินออนไลน์ได้

- We were unable to complete check-in online for the next leg, Bangkok to London. (Economy/TG466/MEL-BKK/05-Oct-18/RoyalSilk class)
- Could not check-in even within 24 hours of departure for both ways. Customer service team can't assist. Had to check-in at airport both ways. (TG417/BKK-KUL/05-Oct-18/Economy class)
- Not possible for me to check-in online, had to go to counter. (TG600/BKK-HKG/08-Oct-18/Economy class)
- Cannot check-in using Google Chrome, need to use Internet Explorer. (TG418/KUL-BKK/19-Oct-18/Economy class)
- Cannot check-in online for flight contain Thai Smile and Thai Airways. (TG618/BKK-CTU/21-Oct-18/Economy class)
- Check in wasn't very smooth as system was hanged (TG476/15-Dec-18/SYD-BKK/RoyalFirst class)
- Don't understand why some flight the online/mobile boarding pass cannot be issued. Would have been much better. (TG465/11-Dec-18/BKK-MEL/RoyalSilk class)
- Could not check in 2 bags in machine. Then at counter I had to argue with staff from SAS that I can check in 2 bags and 30kg(TG116/10-Dec-18/BKK-CNX/RoyalSilk class)
- Boarding pass could only be printed at airport counter after checking in online. And long waiting time at airport counter defeats the purpose.(TG473/5-Dec-18/BKK-BNE/RoyalSilk class)
- No online boarding pass (TG110/23-Dec-18/BKK-CNX/Economy class)
- I couldn't check in by smart phone application from Japan. Needed to use web side.(TG416/16-Dec-18/KUL-BKK/Economy class)
- Your online check in website had error and not working, result = missed 2 connecting flights to Paris



(TG462/12-Dec-18/MEL-BKK/Economy class)

3. พนักงานไม่ยิ้มแย้มแจ่มใส ขาด Service mind ในการให้บริการ/ไม่สนใจให้บริการ ไม่มีความรู้ในงาน

- My check-in was a disaster, they did not let me board even though I had clear onwards proof of travel. I had to book another last minute ticket, I almost missed my flight and the agent was exceptionally rude. (TG624/BKK-MNL/22-Oct-18/Royal Silk Class)
- The guy at the counter was a bit impatient and not forthcoming at all. (TG475/BKK-SYD/04-Oct-18/Economy class)
- Unfriendly Thai Airways check-in staff at Bangkok airport. (TG417/BKK-KUL/08-Oct-18/Economy class)
- At Bangkok airport, the counter at check-in staff counter who has checked in my friend, Kabali Balasubramani, was found chewing bubble while attending the customer. A briefing to the customer service staff at the counters will be more helpful. (TG337/BKK-MAA/19-Oct-18/Economy class)
- No smile (TG601/ 10-Nov-18/HKG-BKK/Royal Silk Class)
- The check-in staff at FCO airport were busy chatting among themselves, should give more attention to waiting customers (TG102/ 12-Nov-18/BKK-CNX/Royal Silk Class)
- Not helpful when I explained I had already added the bag through the website. Basically the website error caused a massive delay in checking in and staff were not helpful / did not know what was going on (TG305/ 03-Nov-18/BKK-RGN/Economy class)
- ICN counter staff was so slow while checking luggage's (TG635/ 06-Nov-18/ICN-TPE/Economy class)
- The ground staff is not polite by asking impolite question (TG633/ 12-Nov-18/TPE-BKK/Economy class)
- Staff doesn't know that Yoyo trolley can go to the plane. Long minutes to discuss with staff to finally call the manager. Unpleasant and wasted time for everyone (TG304/5-Dec-18/RGN-BKK/Royal Silk class)
- Check in staff closed out monitor when I want to view vacant seat. Terrible experience for those who travel alone and did not want to sit next to stranger (TG408/24-Dec-18/SIN-BKK/Economy class)

ข้อเสนอแนะ

1. ขยายระยะเวลาให้ผู้โดยสารสามารถเช็คอินได้ล่วงหน้ามากกว่า 24 ชั่วโมง

- Online check-in opens too late (24 hrs.) (TG921/FRA-BKK/06-Oct-18/Economy class)
- 24 hrs. limits should be increased to 48 hrs. (TG614/BKK-PEK/07-Oct-18/Economy class)
- Suggest online check-in to be opened 48 hrs. before departure. (TG416/KUL-BKK/16-Oct-18/Economy class)

## Lounge

### คำชม

#### 1. Lounge ดีเยี่ยม ชอบสปา

- I love the spa services in BKK unfortunately my return from FRK to PEN not entitle spa in BKK(TG921/ 17-Nov-18/FRA-BKK/Royal Silk Class)
- Spa is fantastic (TG410/ 27-Dec-18/SIN-BKK/RoyalSilk class)
- The one exception is the Spa Lounge at Bangkok airport which is excellent in the service it provides.(TG614/ 7-Dec-18/BKK-PEK/Royal Silk class)

#### 2. พนักงานบริการดี

- Staff is courteous (TG648/22-Oct-18/BKK-FUK/RoyalSilk class)
- Lovely Staff at the Krabi Thai Business Lounge and appropriate catering.(TG241/ 13-Oct-18/BKK-KBV/RoyalSilk class)
- Staff was very unfriendly.(TG222/ 17-Nov-18/HKT-BKK/RoyalSilk Class)
- I was impressing with the courteous reception and the variety of tasty food. available(TG410/ 11-Dec-18/SIN-BKK/RoyalSilk class)

#### 3. เมนูอาหารที่ให้เลือกลำสนใจ

- Good choice of food and beverages (TG935/18-Oct-18/BRU-BKK/RoyalSilk class)

### คำติ

#### 1. Lounge มีขนาดเล็ก เก่า ควรปรับปรุงห้องน้ำ ผู้โดยสารค่อนข้างเยอะ ที่นั่งไม่เพียงพอ ผู้โดยสารหนาแน่น

- Too Crowded (TG917/22-Oct-18/LHR-BKK/Economy class)
- caters for large number of passengers, doesn't feel very exclusive(TG471/18-Oct-18/BKK-SYD/Economy class)
- Not enough seating for the customers (TG418/19-Oct-18/KUL-BKK/Economy class)
- Too many people there, it took 10 mins to find empty seat(TG518/19-Oct-18/DXB-BKK/RoyalSilk class)
- too many people(TG476/26-Dec-18/SYD-BKK/RoyalFirst class)

- Lounges are tired - wear and tear Lounge C.(TG476/15-Dec-18/SYD-BKK/RoyalFirst class)
- Very busy. Tables left with plates. Lack of food. (TG410/27-Dec-18/SIN-BKK/RoyalSilk class)
- Very old fashioned and there is no wow at the lounge. Look at the Cathay Pacific Lounge as a good example.(TG203/23-Dec-18/BKK-HKT/RoyalSilk class)
- and it was very crowded(TG211/23-Dec-18/BKK-HKT/RoyalSilk class)
- Toilets are old and need update,(TG629/ 16-Dec-18/HKG-BKK/RoyalSilk class)
- The restrooms, particularly the flush system in the toilets are terrible and not improved after many years. This basic commodity needs to be addressed - FYI even Eva Air lounge has good working, wash let systems for comfort and convenience. This needs to be(TG601/ 12-Dec-18/HKG-BKK/RoyalSilk class)
- Extremely dirty seats at the lounge on concourse C(TG415/ 6-Dec-18/BKK-KUL/RoyalSilk class)
- We moved from lounge E to lounge D after researching availability of another lounge. Lounge in section E is substandard. Furniture is dirty and worn out, personnel unhelpful. Lounge In section D is much better.(TG911/ 2-Dec-18/LHR-BKK/RoyalSilk class)

## 2. การตกแต่ง และเฟอร์นิเจอร์เก่า

- has to be updated, according to furniture and design(TG922/26-Nov-18/BKK-FRA/RoyalSilk Class)
- Thai airways lounge are quite aged and really need a good facelift. And the variety of the food and drinks are need to improve (TG303/26-Nov-18/BKK-RGN/Economy class)
- All the Royal Silk lounges in Suvarnabhumi airport are in desperate need of updating. They are outdated and tired.(TG465/ 17-Nov-18/BKK-MEL/RoyalSilk Class)
- ที่นั่งไม่เพียงพอ นั่งไม่สบาย
- No space in the lounge(TG110/25-Nov-18/BKK-CNX/RoyalSilk Class)
- Small, cramped, uncomfortable(TG621/ 13-Nov-18/MNL-BKK/RoyalSilk Class)
- Crowded temporary lounge. (TG685/ 12-Nov-18/HKT-BKK/RoyalSilk Class)
- There were not enough seats available.(TG650/ 11-Nov-18/BKK-PUS/RoyalSilk Class)

3. อาหารไม่อร่อย คุณภาพไม่ดี ไม่มีความหลากหลาย ตัวเลือกอาหารมีจำกัด มีให้เลือกน้อย เครื่องดื่มมีน้อย เมนูอาหารไม่น่าสนใจ เมนูเดิมๆ ควรมีการปรับปรุง

- Food options could be more lounges can be improved with more quite areas, maybe massage facilities (TG345/ 09-Oct-18 /BKK-LHE/Royal Silk class)
- need better food selection and better magazines and newspapers(TG641/18-Oct-18/NRT-BKK/Economy class)
- Less choice of food on that day(TG911/21-Oct-18/LHR-BKK/Royal Silk class)
- Hot Food selection was sad. (TG325/21-Oct-18/BKK-BLR/Royal Silk class)
- Not enough variety of food(TG492/18-Oct-18/AKL-BKK/Economy class)
- Coffee was of low quality. (TG466/20-Oct-18/MEL-BKK/Royal Silk class)
- Poor food selection in Melbourne lounge. Hardly any decent hot food. I would rather have used my diners club and used a different lounge. The lounge chairs are quite uncomfortable. (TG465/ 16-Oct-18/BKK-MEL/Royal Silk class)
- No vegetarian food available(TG471/18-Oct-18/BKK-SYD/Royal Silk class)
- No wine or champagne(TG936/ 04-Oct-18/BKK-VIE/Royal Silk class)
- Food selection scarce, drinks okay(TG338/21-Nov-18/MAA-BKK/Royal Silk Class)
- The choice of food is always the same, as a frequent flyer I am rather dissatisfied.(TG550/26-Nov-18/BKK-SGN/Economy class)
- food is a little boring(TG116/26-Nov-18/BKK-CNX/Royal Silk Class)
- And the variety of the food and drinks are need to improve (TG303/26-Nov-18/BKK-RGN/Economy class)
- Choices of food and beverages are even lesser than that offered by lounge of Priority Pass (TG606/ 13-Nov-18/BKK-HKG/Royal Silk Class)
- Your food choices have significantly improved from last year. Thank you.(TG662/ 13-Nov-18/BKK-PVG/Economy class)
- Lack of food & beverage options.(TG685/ 12-Nov-18/HKT-BKK/Royal Silk Class)
- There isn't enough choice for vegetarian persons. Also, most of the time, it is like snacks, not full meal (TG318/ 10-Nov-18/BOM-BKK/Royal Silk Class)
- No vegetarian options in the lounge (TG211/23-Dec-18/BKK-HKT/Royal Silk class)
- no wine available in business lounge in Bangkok(TG602/ 20-Dec-18/BKK-HKG/Royal Silk class)
- Food options quite limited (TG475/4 16-Dec-18/BKK-SYD/Royal Silk class)
- Should offer more choices for Thai or Asian food (TG920/ 15-Dec-18/BKK-FRA/Royal Silk class)
- can offer more choices of food(TG682/ 2-Dec-18/BKK-HND/Royal Silk class)

- No wine available, limited choice of food and drinks(TG561/ 8-Dec-18/HAN-BKK/RoyalSilk class)
  - Poor choice of alcohol (TG492/3-Dec-18/AKL-BKK/RoyalSilk class)
4. กลิ่นการปรุงอาหารสดในห้องรับรองติดเสื้อผ้า
- Food smell stains on our clothing especially the deep fried food, hope you can improve on the preparation.(TG404/ 19-Nov-18/SIN-BKK/RoyalSilk Class)

### คำแนะนำ

1. ให้อุดการบริการของสายการบินคู่แข่ง
  - Well behind Singapore, Qantas,(TG910/21-Oct-18/BKK-LHR/RoyalFirst class.)
  - Some improve can be made on the quality of the F&B. a good benchmark could be the Singapore Airlines bungalows which offer a good spread of F&B.(TG665/18-Oct-18/PVG-BKK/Economy class)
  - ANA Lounge's quality is much better than THAI.(TG661/ 14-Oct-18/HND-BKK/RoyalSilk class)
  - compare with Singapore airline or Turkish Airline or Bangkok Airways, THAI lounge is less variety of food & beverage and crowded (TG551/ 06-Oct-18/SGN-BKK/Economy class)
  - Thai Lounges don't compare well to other Star Alliance Lounges like Singapore Air and EVA (TG923/ 04-Oct-18/FRA-BKK/RoyalSilk class)
  - The ANA Lounge and staff at NRT was much superior than the Thai lounges(TG476/26-Dec-18/SYD-BKK/RoyalSilk class)
  - I use the EVA lounge as food and Bev are much better(TG483/ 15-Dec-18/BKK-PER/RoyalSilk class)
  - The bungalows are generally not as good as those of CX, SQ or EK. (TG614/ 7-Dec-18/BKK-PEK/RoyalSilk class)
2. ควรมีห้องอาบน้ำและช่องเสียบ USB
  - Was nice to be able to shower. USB charging areas would have been appreciated as we were connecting from Bangkok and didn't have an appropriate charging plug(TG466/20-Oct-18/MEL-BKK/RoyalSilk class)
3. ขยายเวลาการใช้ห้องรับรองฟรีสำหรับบัตรเครดิต
  - Hope the airlines continue free lounge access with Kbank card holders.(TG329/ 28-Dec-18/BKK-HYD/RoyalSilk class)

## **Boarding**

### **คำชม**

1. ทำงานได้ดี พนักงานมีอัธยาศัย ให้การช่วยเหลือเป็นอย่างดี
  - nice and friendly staff(TG970/ 19-Oct-18/BKK-ZRH/Economy class)
  - polite and friendly(TG916/ 07-Oct-18/BKK-LHR/Economy class)
  - Some staffs were very polite and kind. (TG688/16-Dec-18/BKK-ICN/Economy class)
  - Completed with ease. Well organized(TG917/ 12-Dec-18/LHR-BKK/Economy class)
  - Very family friendly (TG925/12-Dec-18/MUC-BKK/Economy class)
  - Appreciate your quality (TG585/7-Dec-18/PNH-BKK/Economy class)
2. จัดการได้อย่างรวดเร็ว
  - fast and efficient boarding in Switzerland(TG971/ 02-Oct-18/ZRH-BKK/Royal Silk class)
  - Boarding was well managed and orderly.(TG550/ 18-Oct-18/BKK-SGN/Economy class)
  - Boarding was good(TG924/ 19-Oct-18/BKK-MUC/Economy class)
  - Boarding was fast, calling customer based on seat sequence, smooth process (TG416/ 16-Oct-18/KUL-BKK/Economy class)
  - Boarding was easy, I loved that they board all the rows from the back first to save long lines of trying to get to seat (TG955/ 15-Oct-18/OSL-BKK/Economy class)
  - Keep up the good work (TG332/8-Nov-18/DEL-BKK/Economy class)



- Very good. Keep up the good work.(TG518/12-Nov-18/DXB-BKK/Economy class)
- Satisfied (TG345/17-Nov-18/BKK-LHE/Economy class)
- Being Gold level member is vastly better (TG462/21-Nov-18/MEL-BKK/Royal Silk Class)
- I'm disabled and Thai airways were very helpful(TG916/4-Nov-18/BKK-LHR/Economy class)
- Friendly and helpful crew (TG911/12-Nov-18/LHR-BKK/Economy class)
- All staff were helpful and always polite (TG475/1-Nov-18/BKK-SYD/Economy class)
- Very polite and helpful staff. Quickly boarded. Assisted with luggage. Moved to a better seat with more legroom due to height (TG917/26-Nov-18/LHR-BKK/Economy class)

### **คำติ**

#### **1. ระยะเวลารอคิวขึ้น ไม่มีการบริหารจัดการคิวที่ดี**

- No 1st or business special lane (TG910/ 21-Oct-18/BKK-LHR/Royal First class.)
- No separate line for business class(TG346/ 20-Oct-18/LHE-BKK/Royal Silk class)
- Chaotic boarding at Kathmandu. No clear priority boarding for business class passengers. Poor announcement and lack of information (TG465/ 16-Oct-18/BKK-MEL/Royal Silk class)
- Boarding procedure is not very orderly. (TG462/ 03-Oct-18/MEL-BKK/Royal Silk class)
- massy boarding procedure, always unorganized(TG550/ 22-Oct-18/BKK-SGN/Economy class)

- Too long queuing during check-in... Only 2 counters open.(TG332/13-Nov-18/DEL-BKK/Economy class)
- Chinese people all over the place, no queue, no system (TG607/26-Nov-18/HKG-BKK/Economy class)
- Should be better signage to avoid disappointed economy passengers in First queue  
(TG911/4-Nov-18/LHR-BKK/RoyalFirst Class)
- They really need to manage the lines better so there are separate lines for Biz/Gold+ it is so messy  
(TG662/13-Nov-18/BKK-PVG/Economy class)
- There is no separate line for business class check-in at BKK(TG102/12-Nov-18/BKK-CNX/RoyalSilk Class)
- It was unclear where to line up and was confusing to many passengers.(TG111/25-Nov-18/CNX-BKK/Economy class)
- First class boarding could have a separate line with business class and other lower tier elites  
(TG476/15-Dec-18/SYD-BKK/RoyalFirst class)
- No separate or no priority for Business Class passengers. No aerobridge provided. Very shabby boarding process  
(TG329/28-Dec-18/BKK-HYD/RoyalSilk class)
- Quite messy at boarding as all passengers were crowding at the gate and poor control by ground staff  
(TG409/21-Dec-18/BKK-SIN/RoyalSilk class)
- Very messy boarding. Staff had little control and priority passengers were overrun by other passengers  
(TG320/16-Dec-18/KTM-BKK/RoyalSilk class)
- you should have separate queue lines clearly identified (TG610/16-Dec-18/BKK-XMN/RoyalSilk class)

- Priority Boarding is never efficiently practiced (TG202/16-Dec-18/HKT-BKK/RoyalSilk class)
- need more special signs boards for business travelers (TG201/8-Dec-18/BKK-HKT/RoyalSilk class)
- Sometimes, no announcement and don't allow Gold card to board first.(TG620/6-Dec-18/BKK-MNL/RoyalSilk class)
- Should strictly practice boarding by seat zones or by rows (TG620/6-Dec-18/BKK-MNL/Economy class)

## 2. พนักงานไม่มีความเป็นมืออาชีพ /ไม่มีการจัดการปัญหาที่ดี

- Economy customers were queuing up at the Business class section and the staff did not avoid it. Should have walked the queue and asked Business and Gold customers to come to the front.(TG208/ 21-Oct-18/HKT-BKK/RoyalSilk class)
- Your staff seems to feel that they are only required to be present at boarding counters. Beyond that they don't own up any responsibility. Particularly, when the flight seems to be getting delayed, it should be their duty to keep the passengers informed.(TG316/ 21-Oct-18/DEL-BKK/Economy class)
- Staff was holding onto certain rows to board but it wasn't followed (TG671/ 06-Oct-18/CTS-BKK/Economy class)

## 3. พนักงานไม่สุภาพ ไม่ยิ้มแย้ม

- Staff were not very friendly (TG472/ 22-Oct-18/SYD-BKK/Economy class)
- The ground staff is not polite, with bad face, not helping spirit (TG633/12-Nov-18/TPE-BKK/Economy class)
- To be honest, at Bangkok airport staff was not so helpful or friendly. I believe that is airport staff

(TG349/9-Nov-18/BKK-ISB/Economy class)

- Staff not smile (TG431/20-Nov-18/BKK-DPS/Economy class)
- Some staffs did not smile at all. (TG688/16-Dec-18/BKK-ICN/Economy class)
- Totally shit! Attitude of staff, who is checking the boarding pass and passport, is shitty. I have a baby and try to boarding with priority, she said: SHIT ! UNBELIEVEABLE!!! (TG249/ 1-Dec-18/BKK-KBV/Economy class)

4. การขึ้นเครื่องด้วยรถบัส ทำให้ไม่สะดวก/ไม่มีการแยกบัสระหว่าง Business class กับ Economy class

- I DONT LIKE TAKING THE BUS TO THE PLANE(TG329/ 18-Oct-18/BKK-HYD/RoyalSilk class)
- had to take bus.(TG416/ 03-Oct-18/KUL-BKK/RoyalSilk class)
- No attempt to board business class first. no separate bus for business class. (TG415/ 03-Oct-18/BKK-KUL/RoyalSilk class)
- Stop making us take the bus to the planes you are a national carrier not low budget  
(TG413/ 19-Oct-18/BKK-SIN/Economy class)
- Long Bus ride to Aircraft(TG974/ 08-Oct-18/BKK-DME/Economy class)
- Old bus followed by stairs(TG303/ 05-Oct-18/BKK-RGN/Economy class)
- Don't like getting bused to the plane.(TG304/ 2-Nov-18/RGN-BKK/RoyalSilk Class)
- Why airplane always parked so far away and the bus transfers are really troublesome. Please look into this. As the Thai national airline, priority parking to the nearest gate should be available.(TG407/ 2-Nov-18/BKK-SIN/Economy class)

- Only bus gate is not okay. The rest is good(TG564/ 26-Nov-18/BKK-HAN/Economy class)
- Did not like that we had to take a bus and then carry our heavy bags up stairs(TG602/20-Dec-18/BKK-HKG/RoyalSilk class)
- When no bridge, business passenger together with econ in one bus (TG920/15-Dec-18/BKK-FRA/RoyalSilk class)
- Boarding on return flight: very bad; Aircraft not at contact. Bus to reach to the aircraft. Packed.  
(TG930/4-Dec-18/BKK-CDG/RoyalSilk class)
- always outer positions (bus)(TG664/ 15-Dec-18/BKK-PVG/Economy class)
- I dislike Bussing and climbing stairs to enter the airplane(TG954/ 15-Dec-18/BKK-OSL/Economy class)
- No proper announcement to passengers(TG329/ 15-Dec-18/BKK-HYD/Economy class)
- Boarding announcements were difficult to hear, and the business/priority lane wasn't marked as such, meaning that myself and several other passengers joined the wrong queue, causing us all unnecessary annoyance  
(TG491/ 12-Dec-18/BKK-AKL/Economy class)
- In Chiang Mai, no English announcements made prior to boarding(TG111/ 11-Dec-18/CNX-BKK/Economy class)

5. ไม่มีการประกาศ/เสียงประกาศไม่ชัดเจน

- Boarding at return flight was delayed for more than 40 mins. Without proper announcement.  
(TG922/ 13-Oct-18/BKK-FRA/RoyalSilk class)
- Very hard to hear boarding announcements. The P.A system seems inadequate(TG916/ 22-Oct-18/BKK-LHR/Economy class)

- Chaotic and announcements in bad English (TG491/ 07-Oct-18/BKK-AKL/Economy class)

### ข้อเสนอแนะ

- It would be helpful if there are two separate boarding queues at BKK airport, one for economy and one for business/first class. Before boarding business class passengers have to fight their way to the front because economy passengers all line up near the door before the call for business class passengers to board the plane. It would be good if you can fix this problem.  
(TG971/ 15-Oct-18/ZRH-BKK/Royal Silk class)
- Boarding by seats number did not work well(TG432/ 13-Oct-18/DPS-BKK/Economy class)



## **Irregularity Handling**

### **คำชม**

1. ทำงานได้ดี พนักงานมีอัธยาศัย พนักงานให้ความช่วยเหลือดีมาก

- Helpful staff.(TG332/DEL-BKK/03-Oct-18/Economy class)
- Phuket Ground staff helpful in organizing alternative flight to BKK to connect with BKK - Mel flight as original was delayed and may have caused connection issue. (TG216/HKT-BKK/09-Oct-18/Economy class)
- I received an incorrect SMS for flight delay. My flight was also delayed and when I called the call center the person was very helpful and friendly. (TG414/SIN-BKK/13-Oct-18/Economy class)
- Keep up the good work (TG332/8-Nov-18/DEL-BKK/Economy class)
- Very good. Keep up the good work.(TG518/12-Nov-18/DXB-BKK/Economy class)
- Satisfied (TG345/17-Nov-18/BKK-LHE/Economy class)
- Being Gold level member is vastly better (TG462/21-Nov-18/MEL-BKK/Royal Silk Class)
- I'm disabled and Thai airways were very helpful(TG916/4-Nov-18/BKK-LHR/Economy class)
- Friendly and helpful crew (TG911/12-Nov-18/LHR-BKK/Economy class)
- All staff were helpful and always polite (TG475/1-Nov-18/BKK-SYD/Economy class)
- Very polite and helpful staff. Quickly boarded. Assisted with luggage. Moved to a better seat with more legroom due to height .(TG917/26-Nov-18/LHR-BKK/Economy class)
- Staff at Bangkok Airport supplied rapid transportation plus rapid security Checks. Very good service(TG551/1-Dec-18/SGN-BKK/Royal Silk class)

### **คำติ**

1. ไม่มีพนักงานดูแลจัดการและให้การช่วยเหลือ ไม่มีการประกาศ ไม่มีการสื่อสารที่ชัดเจนเกี่ยวกับเที่ยวบินล่าช้าและถูกยกเลิกเที่ยวบิน

- No information provided at boarding. Waiting in line without information.(TG606/BKK-HKG/16-Oct-18/ Royal Silk class)
- No information was provided for the delays caused by the aircraft which skid off the runway earlier during the day. So many flight delays and information should be forthcoming. (TG409/BKK-SIN/09-Oct-18/Economy Class/)
- No information for the reason of our late start 2 hours later. (TG935/BRU-BKK/18-Oct-18/Economy Class/)
- Delay flight 35minutes without any information and compensation. (TG561/HAN-BKK/18-Oct-18/Economy Class/)
- The information was not announced using speaker only by piece of board attached to the boarding gate.

- (TG435/BKK-CGK/20-Oct-18/ Economy Class)
- Dubai management of Thai is not helpful at all they did not give u a proper information or giving another option to solve the problem. (TG620/BKK-MNL/21-Oct-18/Economy Class/)
  - Staff in BKK were exceptional in helping us make our connection, plus get the baggage transferred (TG633/13-Nov-18/TPE-BKK/Royal Silk Class)
  - It was unclear where to line up and was confusing to many passengers.(TG111/25-Nov-18/CNX-BKK/Economy class)
  - Staff is not friendly(TG633/1-Nov-18/TPE-BKK/Economy class)
  - Staff don't know anything (TG111/13-Nov-18/CNX-BKK/Economy class)
  - I did not see any extra staff to deal with irregularity.(TG607/26-Nov-18/HKG-BKK/Royal Silk Class)
  - Both international flights were late, the return one an hour late no explanation until near the end. (TG104/25-Nov-18/BKK-CNX/Economy class)
  - Provide reason for late departure. Advise clients on connecting / transit flights that flight should make up the lost time and arrive on time. Communication is everything!!(TG102/12-Nov-18/BKK-CNX/Economy class)
  - More information / communication would have been nice. It was very limited.(TG431/20-Nov-18/BKK-DPS/Royal Silk Class)
  - no information(TG492/TG492/AKL-BKK/Royal Silk class)
  - No information and no compensation provided during 3 hour delay. No food served and no access to toilets (TG329/TG329/BKK-HYD/Royal Silk class)
  - We had a delay of 3 hours because of snow and ice in Germany and anti-icing had to be done. But the stuff didn't serve nuts or drinks during the waiting time(TG921/TG921/FRA-BKK/Royal Silk class)
  - 15 min delay boarding, not a big deal but no information provided (TG465/11-Dec-18/BKK-MEL/Royal Silk class)
  - Delay not mentioned by staff in Saigon, during flight no Information on Connections. (TG551/1-Dec-18/SGN-BKK/Royal Silk class)
  - Couldn't hear the announcements in London. No announcements in Bangkok.(TG910/ 2-Dec-18/BKK-LHR/Royal Silk class)
  - Lack of announcement or if there was, I couldn't hear it(TG601/ 28-Dec-18/HKG-BKK/Economy class)
  - Flight delay by one hour. Gate door opened 20 minutes late for morning flight. After getting in plane, it took another 30 minutes to take off. Captain did not announce reason. Though, I noticed flying time was fast and captain took speed, it was delayed. (TG104/ 16-Dec-18/BKK-CNX/Economy class)

2. พนักงานไม่เป็นมิตรและไม่ให้ความช่วยเหลือ และ ไม่สามารถแก้ปัญหา และ การใช้ภาษาอังกฤษต้องปรับปรุง

- Staff announcements in English were impossible to understand in many cases.  
(TG414/SIN-BKK/13-Oct-18/ Economy Class)
- My flight to BKK was delayed and I was told my connecting flight is also delayed. When I reached BKK, the flight departed 2 hours ago. I wasn't told of this and I was left to roam around to look for staff instead of staff looking for me and the ground handling sucks big time and TG staff lies and not professional and in my opinion totally useless.  
(TG414/SIN-BKK/13-Oct-18/Economy Class)
- There was a total insertion of the staff when the flight was delayed for more than a day. No information was given at all. Some passengers got meal vouchers, others didn't. On my and many other passengers' request to get a hotel for the night, the answer was negative. Later a hotel room was provided anyway, but that was not announced. The group already left. I had to beg an unfriendly staff-member to take me to the group and finally i got to the hotel too. The next morning I presented myself at the reception of the hotel a bit earlier than the time announced for taking the bus back to the airport. However the bus was already gone. Together with some other mislead passengers we managed to get a bus to the airport after all. (TG414/SIN-BKK/13-Oct-18/Economy Class)
- I think Thai staff can't do anything, it was an external problem. We have a drink for waiting.  
(TG414/SIN-BKK/13-Oct-18/Economy Class)
- TG staffs at the gate was suck and incapable to solve any problems. (TG414/SIN-BKK/13-Oct-18/Economy Class)
- As I have already said, when I compare your staff to other airlines, Thai staff is not helpful and are rude. They do not understand English very well. (TG414/SIN-BKK/13-Oct-18/Economy Class)
- Due to delay, I had to take other airline to get my destination. Later I got to know mileage was not added so tried to contact your staffs do many time but still no response. (Economy/TG414/SIN-BKK/13-Oct-18/Economy Class)

ข้อเสนอแนะ

1. ควรจัดเจ้าหน้าที่พาไปพักที่ห้องรับรอง

- If you know you will fly one hour later then alert people in the lounges (TG970/7-Nov-18/BKK-ZRH/Economy class)

## **Cabin Ambience**

### **คำชม**

#### **1. ห้องน้ำสะอาด และมีกลิ่นหอม ผู้โดยสารพึงพอใจในบริการ**

- Only used toilet half way through flight and there was urine on the floor (TG481/BKK-PER/01-Oct-18/Economy class)
- The toilets were the cleanest I've seen on ANY flight! Wow. Other airlines can learn from Thai (TG910/BKK-LHR/02-Oct-18/Economy class)
- It is quite Clean in toilet (TG923/FRA-BKK/04-Oct-18/Economy class)
- Toilets were kept very clean during flight(TG483/BKK-PER/09-Oct-18/Economy class)
- Clean toilets n total cabin ambience(TG415/BKK-KUL/16-Oct-18/Economy class)
- Good fragrance in toilets(TG304/RGN-BKK/18-Oct-18/Economy class)
- Everything very good nothing to complain about (TG961/1-Nov-18/ARN-BKK/Economy class)
- In flight experience was excellent(TG551/4-Nov-18/SGN-BKK/Economy class)
- I like that the toilet is spacious-a very welcome convenience!(TG116/26-Nov-18/BKK-CNX/Economy class)
- Staff showed great attention to passenger needs, and to keep lavatories clean at all times (TG951/17-Nov-18/CPH-BKK/Economy class)
- The staff were very good at keeping the toilets clean, but were too enthusiastic with using the perfume in the bathrooms (TG417/26-Dec-18/BKK-KUL/RoyalSilk class)
- Everything was clean.(TG473/24-Dec-18/BKK-BNE/RoyalSilk class)
- Nice clean aircraft(TG466/17-Dec-18/MEL-BKK/RoyalSilk class)
- The cabin is clean, (TG315/11-Dec-18/BKK-DEL/RoyalSilk class)
- So clean cabin (TG971/1-Dec-18/ZRH-BKK/RoyalSilk class)

#### **2. ชอบเครื่องบินรุ่นใหม่**

- Leg room in A350 was awesome(TG936/BKK-VIE/04-Oct-18/Economy class)
- New Plane Airbus A350 Very Nice ! (TG641/NRT-BKK/18-Oct-18/Economy class)
- A350 is a good plane. The 777's are useless.( TG518/DXB-BKK/19-Oct-18/Economy class)

#### **3. ห้องโดยสารสะอาด**

- Older plane but kept clean. The screen in front was totally washed out.(TG211/BKK-HKT/02-Oct-18/Economy class)
- The plan on the BKK-KUL sector was clean and well designed.( TG417/BKK-KUL/05-Oct-18/Economy class)
- Clean interiors and washroom. Great scented cologne too.( TG621/MNL-BKK/16-Oct-18/Economy class)

- Very well maintained cabin and hardworking cabin crews to upkeep the cleanliness during the flight. Well done. ( TG665/PVG-BKK/18-Oct-18/Economy class)
- Very good cabin design and clean.( TG635/ICN-TPE/19-Oct-18/Economy class)
- Everything new, clean, enough place.( TG937/VIE-BKK/21-Oct-18/Economy class)

4. ขอบการออกแบบภายในห้องโดยสาร

- One of the main reasons I chose Thai was because they still use the A380 which I like (TG431/BKK-DPS/02-Oct-18/Economy class)
- I like the vibrant color settings.( TG911/LHR-BKK/15-Oct-18/Economy class)
- Beautiful design and ambiance, one of the best aircraft I got the chance to fly into. ( TG934/BKK-BRU/18-Oct-18/Economy class)
- Very good cabin design and clean.( TG635/ICN-TPE/19-Oct-18/Economy class)

## คำติ

1. ห้องน้ำไม่สะอาด มีกลิ่นเหม็น มีกลิ่นรบกวนผู้โดยสารที่นั่งใกล้ ชำรุดและไม่เพียงพอต่อความต้องการ

- Economy class passengers are using the business class toilettes and the THAI staff is doing nothing against. As business class passenger I needed to wait for going to toilette because of several economy class passengers, which are too lazy to walk to the back of the airline (it was free) or they just want to use the larger toilette. This is not OK! They pay less, so they should be satisfied with the normal toilet. (TG669/CAN-BKK/14-Oct-18/Royal Silk class)
- Less toilet for business class in B747. (TG924/BKK-MUC/15-Oct-18/Royal Silk class)
- CNX to BKK on Smile flight, the plane is old, toilets are dirty. (TG110/BKK-CNX/21-Oct-18/Economy class)
- One toilet sink is broken and one toilet locks so broken. (TG466/MEL-BKK/20-Oct-18/Economy class)
- The toilets could have been better clean done during the flight. (TG222/HKT-BKK/20-Oct-18/Economy class)
- Used it once, and the toilet was unclean, and flight was uncomfortable going to Thailand. (TG307/BKK-CMB/13-Oct-18/Economy class)
- Sometimes toilets are smelly. (TG665/PVG-BKK/03-Oct-18/Economy class)
- Not enough toilets for economy. Toilet paper ran out. (TG461/BKK-MEL/03-Oct-18/Economy class)
- Some toilets not open for use. (TG465/BKK-MEL/05-Oct-18/Economy class)
- Toilet appeared someone had leaked all over floor; drain on basin was full of tissue that blocked waste water to drain. (TG481/BKK-PER/01-Oct-18/Economy class)
- Toilet floor is sticky. (TG676/BKK-NRT/08-Oct-18/Economy class)

- It will be better to have freshener due to many people using toilet often and it will be good for those sit nearby.(TG415/17-Nov-18/BKK-KUL/Economy class)
- Toilet not up to standard, the toilet seat not clean(TG603/ 6-Nov-18 /HKG-BKK/Economy class)
- Toilet floor was wet; (TG917/ 19-Nov-18/LHR-BKK/Economy class)
- The table and the bathroom were very dirty.(TG671/5-Dec-18/CTS-BKK/RoyalSilk class)
- Toilets are dirty on TG670(TG409/21-Dec-18/BKK-SIN/Economy class)
- toilet smelly(TG102/21-Dec-18/BKK-CNX/Economy class)

2. เครื่องบินเก่า การออกแบบและตกแต่งภายในเครื่องบินเก่า ควรปรับปรุง

- Booked on Airbus A380 but it was changed to an older Boeing 747. Very Disappointed. (TG408/SIN-BKK/04-Oct-18/Economy class)
- The aircraft inside the cabin looked old and tired with many scuff marks and frayed carpets. It did not give a good impression.( TG207/BKK-HKT/05-Oct-18/Economy class)
- Old 747 is fine for daytime flight, awful for night flight.(TG471/BKK-SYD/06-Oct-18/RoyalSilk class)
- The older 747 is not as comfortable as Thai Newer aircraft(TG431/BKK-DPS/08-Oct-18/RoyalSilk class)
- Plane and facilities are quite old.( TG960/BKK-ARN/11-Oct-18/RoyalSilk class)
- Cabin a bit old and run down.( TG922/BKK-FRA/13-Oct-18/RoyalSilk class)
- Old business class(TG475/25-Dec-18/BKK-SYD/RoyalFirst class)
- The plane is getting old. I had the old first class cabin.(TG476/26-Dec-18/SYD-BKK/RoyalFirst class)
- Your aircraft need up gradation. Very old configuration and old seats(TG669/20-Dec-18/CAN-BKK/RoyalSilk class)
- Interior is quite old(TG971/15-Dec-18/ZRH-BKK/RoyalSilk class)
- Cabin design is outdated(TG465/17-Dec-18/BKK-MEL/Economy class)
- material looking old.(TG676/ 5-Nov-18/BKK-NRT/RoyalFirst Class)

3. ภายในห้องโดยสารและที่นั่งไม่สะอาด

- Very old cabin and seats. Old planes overall, need refurbishment (TG607/26-Nov-18/HKG-BKK/Economy class)
- Some stains on the pouch pocket of chair(TG625/8-Dec-18/MNL-BKK/RoyalSilk class)

## Seat

### คำชม

#### 1. ที่นั่งมีความสะดวกสบายกว้างขวาง และใช้งานง่าย พอใจกับที่นั่งที่ได้รับ

- Pretty old plane. But very happy with first chair as business class traveler. (TG431/BKK-DPS/02-Oct-18/Royal Silk class)
- Lie flat bed is very comfortable. (TG341/BKK-BRU/04-Oct-18/Royal Silk class)
- It had lots place and was very comfortable. (TG434/CGK-BKK/05-Oct-18/Royal Silk class)
- I usually can't sleep on flights but slept for 5 hours! Very happy. (TG477/BKK-BNE/02-Oct-18/Economy class)
- I was flying economy class and everything met my expectations. (TG350/ISB-BKK/05-Oct-18/Economy class)
- On the flight from Sydney to Bangkok we elected an emergency exit seat, to have extra legroom -as we are both very tall- though I found the seat a bit too narrow for me. What we did enjoy was the contact with the steward and stewardess on board. Both were incredibly friendly. (TG471/BKK-SYD/06-Oct-18/Economy class)
- Had exit row seats, very satisfied with that! (TG575/VIE-BKK/14-Oct-18/Economy class)
- Everything is function well. Space is good. Leg stretch is satisfied, better than Airasia. (TG416/KUL-BKK/16-Oct-18/Economy class)
- Seats in the economy class were comfortable as well. (TG620/BKK-MNL/16-Oct-18/Economy class)
- Very comfortable and well built. (TG934/BKK-BRU/18-Oct-18/Economy class)
- Again I will say I always get offered exit seat because of my height so leg room for me is excellent. (TG916/BKK-LHR/22-Oct-18/Economy class)
- legroom and seat comfort wonderful (TG910/2-Nov-18/BKK-LHR/Economy class)
- 180 flatbed would be good for night flight (TG307/10-Nov-18/BKK-CMB/Royal Silk Class)
- Comfortable journey for such a long trip (TG350/2-Nov-18/ISB-BKK/Economy class)
- Seats was quiet comfortable and was spacious with enough legroom.(TG620/25-Nov-18/BKK-MNL/Economy class)
- Extreme comfort (TG418/2-Nov-18/KUL-BKK/Economy class)
- Seat was much more comfortable than other airlines (TG337/ 21-Dec-18/BKK-MAA/Economy class)



## คำติ

### 1. ที่นั่งเก่าและสกปรก

- The older seats need to be changed. (TG341/BKK-KHI/01-Oct-18/Royal Silk class)
- Planes are old and seats need to be upgraded. I'm business class all seats should have options to become flat beds even in short haul flights. I couldn't even put my feet up. (TG345/BKK-LHE/09-Oct-18/Royal Silk class)
- Seats are old and worn out. Fabric torn in some places. Not good. (TG408/SIN-BKK/12-Oct-18/Royal Silk class)
- I was in business class and on flight Zurich-Bangkok; the old model airplane meant seat could not go completely flat. Was a bit disappointing for overnight flight. (TG971/ZRH-BKK/23-Oct-18/Royal Silk class)
- Old, could not lay flat out, uncomfortable for my 183 size. (TG970/BKK-ZRH/23-Oct-18/Royal Silk class)
- Seat is totally old and replacement is overdue. Cleanliness total dissatisfying: food rests, shapes of cans and glasses on table, overall dirty. (TG925/MUC-BKK/02-Oct-18/Economy class)
- Seats in business class are now very outdated (TG462/12-Dec-18/MEL-BKK/Royal Silk class)

### 2. ที่นั่งไม่สะดวกสบาย

- Unfortunately this time seat was not so comfortable. Maybe seat was somehow loose or something else. It wasn't really good as it was last time (TG349/9-Nov-18/BKK-ISB/Economy class)
- Leg room stretch is not good for flight from Pakistan to Thai although huge number of Pakistani travel through Thai to all over the world, please consider it (TG346/17-Nov-18/LHE-BKK/Economy class)
- Seat quality needs improvement (TG326/21-Nov-18/BLR-BKK/Economy class)
- The flipping arm rest is a bit of hassle. It doesn't hold in place and kept folding down. When it does it is not comfy. Folding table is cool and soft closing is really convenient. Sound jack is not functioning well in 2 legs of my flight. (TG341/11-Nov-18/BKK-KHI/Royal Silk Class)
- Uncomfortable seats on smaller Airbus to south Asian destinations (TG492/25-Dec-18/AKL-BKK/Royal Silk class)
- Seats uncomfortable (TG211/23-Dec-18/BKK-HKT/Royal Silk class)
- Seats in business class uncomfortable on an overnight flight (TG462/12-Dec-18/MEL-BKK/Royal Silk class)
- Seat is too hard for overnight sleep (TG625/15-Dec-18/MNL-BKK/Royal Silk class)
- Unable to fully raise and extend leg support to allow comfortable sitting position (TG601/7-Dec-18/HKG-BKK/Royal Silk class)
- the chair was too old and too often used - not comfortable anymore for almost 14 hrs sitting (TG685/6-Dec-18/HKT-BKK/Royal Silk class)
- Seats are not much comfortable like emirates (TG924/16-Dec-18/BKK-MUC/Economy class)

3. เบาะที่นั่งเก่า ควรปรับปรุง

- The cushion cover looks dirty, if TG wants to use it, please compare to EVA or ANA. Furthermore, to have sleeping suit like EVA is good idea (TG971/13-Nov-18/ZRH-BKK/Royal Silk Class)
- Old and not good space.(TG401/4-Nov-18/BKK-SIN/Economy class)
- Headset quality needs to be renewed.(TG602/25-Nov-18/BKK-HKG/Economy class)
- very old seats.(TG431/20-Nov-18/BKK-DPS/Royal Silk Class)

4. พื้นที่วางขาไม่ค่อยเกินไป ที่นั่งแคบ และอึดอัด

- Not a competitive J class seat, very uncomfortable not lies flat. Will fly SIN, C or QF. Painful journey and no sleep because of out of date seat. (TG478/BEN-BKK/02-Oct-18/Royal Silk class)
- For a business class, I expect a flat chair. But the Thai Airways Business Class Chair is very uncomfortable. (TG669/CAN-BKK/14-Oct-18/Royal Silk class)
- At 183 cm tall, I was on the limit of the space provided. (TG911/LHR-BKK/15-Oct-18/Royal Silk class)
- Feet room a little tight. (TG465/BKK-MEL/16-Oct-18/Royal Silk class)
- Seats/beds in BC a little short for people over 190cm. (TG960/BKK-ARN/19-Oct-18/Royal Silk class)
- Although I am 6'3, it was slightly frustrating that the leg room at the foot of the flat bed narrowed off under the table of the seat in front. It made it a little cramped. (TG466/MEL-BKK/20-Oct-18/Royal Silk class)
- Seats could be little more comfortable in the base or bottom area. (TG481/BKK-PER/01-Oct-18/Economy class)
- With the lack of space for your legs it's better to remove all papers in the front seat bag to gain some more extra centimeters. It's also not very comfortable to change the seats position knowing that the person behind you suffers the same space problem. (TG482/PER-BKK/01-Oct-18/Economy class)
- The seat pocket is so cramped with useless magazines and advertising there is no room for possessions such as book or wallet etc., the seat in front of me would not go into upright position, the tables are too small to eat comfortably. (TG475/BKK-SYD/04-Oct-18/Economy class)
- I need a little more leg room on flights of 12hrs duration. (TG916/BKK-LHR/07-Oct-18/Economy class)
- A little more space for stretching the legs would be better suddenly when you sit in the middle. (TG432/DPS-BKK/08-Oct-18/Economy class)
- The most cramped, uncomfortable seats I have ever experienced on a long- haul flight. Very surprised given Thai airways reputation. I will be very hesitant about flying Thai again. (TG409/BKK-SIN/16-Oct-18/Economy class)
- Space between seat and front seat too small. Especially when front seat opens for relaxing position and my not.(TG922/26-Nov-18/BKK-FRA/Economy class)
- Seats are old and DIRTY(TG111/ 13-Nov-18/CNX-BKK/Economy class)
- Seat pocket was not cleaned up. (TG917/19-Nov-18/LHR-BKK/Economy class)
- I felt the galley areas were a little bit dirty and floors needed cleaning.(TG910/11-Nov-18/BKK-LHR/Economy class)
- Not enough room for my legs (I'm 1,85 m tall)(TG585/17-Nov-18/PNH-BKK/Economy class)
- I need more room for my knees(TG923/6-Nov-18/FRA-BKK/Economy class)

- Unclean seats, no leg space(TG600/26-Nov-18/BKK-HKG/Economy class)
- Too small for tall person (TG601/ 12-Dec-18/HKG-BKK/Royal Silk class)
- Seats are too narrow; legroom is limited(TG317/8-Dec-18/BKK-BOM/Royal Silk class)
- Not enough leg room. Not enough body space when seat in front is reclined.  
(TG970/ 1-Dec-18/BKK-ZRH/Royal Silk class)
- Seat can be wider(TG473/5-Dec-18/BKK-BNE/Royal Silk class)
- The seat is not wide enough and there is not enough leg room.(TG635/4-Dec-18/ICN-TPE/Royal Silk class)
- Narrow seat and little leg room. (TG432/ 3-Dec-18/DPS-BKK/Royal Silk class)
- Very small leg room(TG407/16-Dec-18/BKK-SIN/Economy class)

5. ที่นั่งบางตัวไม่สามารถปรับได้ ระบบไม่ทำงาน

- Older type seat did not work properly. (TG478/BEN-BKK/13-Oct-18/Royal Silk Class)
- Old plane, old seats. The recline wasn't locking all time, had to wiggle around to make it stay in place.  
(TG203/BKK-HKT/01-Oct-18/Economy class)
- I can't really feel the massage function of the seat.( TG931/CDG-BKK/02-Oct-18/Economy class)
- Always some seat functions not working. (Economy/TG920/BKK-FRA/05-Oct-18)
- Bendable wings on headrest too small to be effective. (TG911/LHR-BKK/07-Oct-18/Economy class)
- Button to adjust seat not functioning properly. (TG910/BKK-LHR/07-Oct-18/Economy class)
- Seat on my flight back from Kansai cannot recline. (TG623/KIX-BKK/16-Oct-18/Economy class)
- Some seat can't bend and the cushion cover is too old. (TG970/BKK-ZRH/19-Oct-18/Economy class)
- Seats were difficult to pull up again after moving back. Some passenger's seats would spring back further than desired. (TG742/SYD-BKK/22-Oct-18/Economy class)
- We were three person and all the seat's multimedia functions were not working.  
(TG345/21-Nov-18/BKK-LHE/Economy class)
- old not working seating(TG476/12-Nov-18/SYD-BKK/Economy class)
- Recliner was not working properly.(TG418/22-Dec-18/KUL-BKK/Royal Silk class)
- Chair couldn't recline. (TG610/ 16-Dec-18/BKK-XMN/Royal Silk class)
- Push back didn't work(TG484/ 22-Dec-18/PER-BKK/Economy class)
- I was unlucky as my seat folding was not working (TG476/22-Dec-18/SYD-BKK/Economy class)
- My seat function was not working properly (TG432/8-Dec-18/DPS-BKK/Economy class)
- recliner not working well(TG910/5-Dec-18/BKK-LHR/Economy class)

6. ปลั๊กหรือUSB ไม่ทำงานหรือไม่มีที่ชาร์จสำหรับโทรศัพท์ในบางเที่ยวบิน

- USB port not working.( TG466/MEL-BKK/20-Oct-18/Royal Silk Class)
- My heat pad could not be plugged in to the seat power outlet. (TG346/LHE-BKK/20-Oct-18/Royal Silk Class)
- Not having seat electricity plug or USB Charger. (TG628/BKK-HKG/01-Oct-18/Economy class)
- No power USB or other power connection. (TG925/MUC-BKK/02-Oct-18/Economy class)

- No USB charger. (TG408/SIN-BKK/04-Oct-18/Economy class)
- No USB port & very hard seat with no sponge on base or middle of your back. (TG475/BKK-SYD/04-Oct-18/Economy class)
- Need to upgrade more flights with USB charging points. (TG410/SIN-BKK/09-Oct-18/Economy class)
- USB charger broken. (TG910/BKK-LHR/15-Oct-18/Economy class)
- Should have a USB port for charging of devices. (TG415/BKK-KUL/21-Oct-18/Economy class)

### ข้อเสนอแนะ

#### 1. ที่นั่งสำหรับคนตัวสูง

- Should offer more spacious seat for taller/bigger sized passengers for better flight experience if possible. (TG410/1-Nov-18/SIN-BKK/Economy class)
- Singapore airlines is better and looks newer (TG930/26-Nov-18/BKK-CDG/Economy class)
- massage could be stronger (TG201/10-Nov-18/BKK-HKT/Royal Silk Class)
- Very narrowly business seat, compared to SAS, Singapore and Turkish for example! (TG951/13-Nov-18/CPH-BKK/Royal Silk Class)
- I am European -longer legs.. (TG911/ 2-Dec-18/LHR-BKK/Royal Silk class)
- I am 188 cm leg and knees hurt (TG435/2-Dec-18/BKK-CGK/Economy class)

## **Cabin Crew**

### **คำชม**

1. ลูกเรือมี Service mind ที่ดีในการให้บริการ สร้างความประทับใจแก่ผู้โดยสาร

- On my connecting flight to Hokkaido on TG670 on October, 5<sup>th</sup> 2018, I was exceptionally impressed with your cabin crew, Misato (hope I got her name correct) She is extremely attentive and has initiative. (Economy /TG410/SIN-BKK/04-Oct-18)
- I fly with THAI every 2 weeks and find your flight crews very kind and respectful and indeed extremely courteous. (Economy/TG483/BKK-PER/09-Oct-18)
- Flight was through the night and most passengers were asleep, staff however came through checking passengers who were awake needed anything like water or drinks. (Economy/TG478/BNE-BKK/13-Oct-18)
- The staff was more than friendly. They were smiling and so helpful! They made these 12 hours together just special even if we were just in economy class. We really felt special. Thank you. (Economy/TG934/BKK-BRU/18-Oct-18)
- I thought the crew was very professional and efficient. The speed and efficiency of the meal service was extremely good. (Economy/TG971/ZRH-BKK/19-Oct-18)
- ประทับใจการบริการ บริการด้วยความตั้งใจ ยิ้มแย้มแจ่มใส
- Excellent flight manager on this route (TG476/ 20-Dec -18/SYD-BKK/RoyalFirst class)
- Smile, efficiency. Nicer staff(TG930/12-Dec-18/BKK-CDG/RoyalSilk class)
- Amazing air crew - one of the best - very efficient, fast but doesn't feel rushed - very friendly - just great (TG930/ 12-Dec-18/BKK-CDG/Economy class)
- Impressive service for eco - Lufthansa could learn a lot from Thai here(TG215/19-Nov-18/BKK-HKT/Economy class)
- The cabin crew are friendly and facilitate your needs very well.(TG418/7-Nov-18/KUL-BKK/Economy class)
- Very happy with cabin crew(TG466/13-Nov-18/MEL-BKK/Economy class)
- On my second flight my flight attendant ...I think her name was Galine was outstanding! (TG934/ 1-Nov-18/BKK-BRU/RoyalSilk Class)

2. มีความเป็นมืออาชีพ

- Very professional, very service minded(TG332/15-Dec-18/DEL-BKK/Royal Silk class)
- Excellent cabin crew, Welcoming, Polite, Professional. A credit to Thai Airways. Thank you. (TG910/ 10-Dec-18/BKK-LHR/Royal Silk class)
- Cabin crew was great and very professional(TG683/17-Nov-18/HND-BKK/Royal Silk Class)
- cabin crew were professional and friendly(TG436/17-Nov-18/CGK-BKK/Economy class)

3. พนักงานให้ความช่วยเหลือเป็นอย่างดี

- Crew was wonderful and warm and polite but completely helpless. They could not help in any of the issues such as boarding or information(TG329/28 Dec -18/BKK-HYD/Royal Silk class)
- Great staff over all in the flight (TG435/ 2-Dec-18/BKK-CGK/Economy class)
- With the flight time, cabin crew is able to manage everything.(TG564/ 11-Nov-18/BKK-HAN/Economy class)
- friendly and good-communicate(TG202/ 13-Nov-18/HKT-BKK/Economy class)
- Everyone very helpful and polite(TG917/ 26-Nov-18/LHR-BKK/Economy class)
- Excellent, professional, polite and helpful crew(TG315/ 8-Nov-18/BKK-DEL/Economy class)
- Very helpful in fixing screen failure for onboard entertainment (TG320/ 13-Nov-18/KTM-BKK/Economy class)

**คำติ**

1. ลูกเรือขาด Service mind ไม่มีความเป็นมืออาชีพในการให้บริการ / มีข้อบกพร่องในการบริการ ส่งผลให้การบริการโดยรวมต่ำกว่ามาตรฐาน ไม่มีใจรักการบริการ ขาดความรับผิดชอบ

- Found the staff very much old and not very professional. They were loud and some are scary looking. (Royal Silk/TG433/BKK-CGK/21-Oct-18)
- Felt that cabin crew was rushing to get the meal service done so that they can turn off the cabin lights and rest in the galley. (Royal Silk/TG325/BKK-BLR/21-Oct-18)
- Staff needs to consider or reply politely on food requests rather than bluntly turning down the request. (Economy/TG338/MAA-BKK/02-Oct-18)

- Pressed call button and no response, one staff walked passed and reset the indicator light and did not ask my need. (Economy/TG508/KHI-BKK/04-Oct-18)
  - No personalized service (TG476/12-Nov-18/SYD-BKK/Royal Silk Class)
  - Never expected this low level service from Thai people. as if they are working with no salary (TG416/25-Nov-18/KUL-BKK/Economy class)
  - No response to call bell, many times(TG507/25-Nov-18/BKK-KHI/Economy class)
  - After the second meal, the crew disappeared. I haven't seen them for 5 hours. I would prefer someone to walk around with water from time to time and just show that their care.(TG922/ 8-Dec-18/BKK-FRA/Royal Silk class)
  - No respond when attendant button is pressed(TG924/ 16-Dec-18/BKK-MUC/Economy class)
  - Bad service and unfriendly flight attendant, most time not seen, no reaction of call, haven't provided enough water even I requested (TG414/ 15-Dec-18/SIN-BKK/Economy class)
  - Every time I asked for my tea it never came up unless I asked twice or three times(TG320/ 12-Dec-18/KTM-BKK/Economy class)
  - No personalized service (TG476/12-Nov-18/SYD-BKK/Royal Silk Class)
  - Never expected this low level service from Thai people. as if they are working with no salary (TG416/25-Nov-18/KUL-BKK/Economy class)
  - No response to call bell, many times(TG507/25-Nov-18/BKK-KHI/Economy class)
2. ลูกเรือขาดการกวาดชั้นในเรื่องของความปลอดภัยภายในห้องโดยสาร
- I asked several times about safety belt for my baby which were not available – cabin crew was not responsive and not helpful for the bassinet as well. (Economy/TG664/BKK-PVG/07-Oct-18)
  - This airline didn't provide us with infant seatbelt. We find it really odd. (Economy/TG418/KUL-BKK/08-Oct-18)
  - Crew did not check if seats are upright before take-off. Passenger in front of me reclined his seat all the way and crew not said anything. (Economy/TG350/ISB-BKK/12-Oct-18)
  - Regarding take-off and landing safety procedures not being adhered to. (Economy/TG916/BKK-LHR/22-Oct-18)

3. ขาดความเป็นมืออาชีพ บริการต่ำกว่ามาตรฐาน

- Staff couldn't solve problem of entertainment system not working. They wouldn't acknowledge the problem, just kept turning it off and on again(TG317/ 24-Dec-18/BKK-BOM/Royal Silk class)
- Cabin crew unprofessional.(TG315/11-Dec-18/BKK-DEL/Royal Silk class)
- Not very engaged, 'cold professionals'(TG551/ 1-Dec-18/SGN-BKK/Royal Silk class)
- I had to use my call button to get a coffee with breakfast but no one came and I gave up(TG473/ 5-Dec-18/BKK-BNE/Royal Silk class)
- Only three of us in first class - would classify as a business class service(TG676/5-Nov-18/BKK-NRT/Royal First Class)
- Please remind your cabin crews to keep open the overhead cabin until it is completely full during boarding. Second, while going out of the plane one of the passenger hit his head on the corner of the open door of overhead cabin located at the center, sag(TG350/13-Nov-18/ISB-BKK/Economy class)
- I pushed the button to call them but no one ever came(TG935/ 1-Nov-18/BRU-BKK/Economy class)
- Pressed the call button more times with no result(TG621/ 6-Nov-18/MNL-BKK/Economy class)

4. ควรปรับปรุงการใช้ภาษาอังกฤษ

- Thai Crew English communication is too poor for an international company - sorry(TG685/ 6-Dec-18/HKT-BKK/Royal Silk class)
- Language (English) skills can be improved, which improves friendliness & sincerity of welcome smiles(TG317/ 3-Dec-18/BKK-BOM/Royal Silk class)
- Some crew members' language seems tough and gives appearance of 'you have no choice now as you're with us'(TG614/ 2-Dec-18/BKK-PEK/Economy class)

5. มีกิริยาไม่สุภาพ /ไม่เป็นมิตร/ไม่ยิ้มแย้ม/ทำเสียงรบกวนการพักผ่อนของผู้โดยสาร

- Not all cabin crew friendly. A lot of noise before everyone wakes up in kitchenette for food prep for economy. (TG462/ 12-Dec-18/MEL-BKK/Royal Silk class)
- One female cabin crew member was not very polite (TG955/ 15-Dec-18/OSL-BKK/Royal Silk class)
- Crew is not helpful when we ask for toy or card game for small child, when we sitting in business. Everything just answering NO whatever we asked for. Totally disappointed (TG601/7-Dec-18/HKG-BKK/Royal Silk class)



- Language (English) skills can be improved, which improves friendliness & sincerity of welcome smiles  
(TG317/3-Dec-18/BKK-BOM/RoyalSilk class)
  - Not friendly staff(TG492/25-Dec-18/AKL-BKK/Economy class)
  - Had an older crew lady - not as friendly as other crew(TG465/ 11-Dec-18/BKK-MEL/Economy class)
  - The cabin crew talked & laughed too loud.(TG684/2-Nov-18/BKK-HKT/RoyalSilk Class)
  - There was a stewardess very rude behavior when taking flight from Kul to BKK(TG417/ 26-Nov-18/BKK-KUL/Economy class)
  - Flight Steward was very rude to some Muslim passengers(TG565/ 26-Nov-18/HAN-BKK/Economy class)
6. ให้การบริการอาหารไม่ตรงตามความต้องการ ไม่ตั้งใจให้บริการ
- The cabin crew didn't realize what she was serving ...I asked for Tamarin Tea ..she said no have in this flight...only lemon tea...so I took it ..but it was a Tamarin Tea...that is so funny thought.(TG410/ 27-Dec-18/SIN-BKK/RoyalSilk class)
  - Wrong food was served. No amenity kit was given.(TG418/ 22-Dec-18/KUL-BKK/RoyalSilk class)
  - took away my breakfast before I finished, without asking, forgot ordered Coffee, did not replace the stolen breakfast satifactionary after my complain(TG925/ 20-Dec-18/MUC-BKK/RoyalSilk class)
  - They forgot to serve my lunch and I forgot to claim as I was working on my pc(TG663/ 11-Dec-18 /PVG-BKK/RoyalSilk class)
  - Cabin crew unable to provide an meal alternative when there is no spicy food for the kids.(TG402/ 21-Dec-18/SIN-BKK/Economy class)
  - They didn't come around offering water and juice as they usually do.(TG955/ 19-Nov-18/OSL-BKK/Economy class)
  - I asked for sparkling water, but I was given soda water mixed with water(TG407/ 9-Nov-18/BKK-SIN/RoyalSilk Class)
  - my wife was not feeling good so she asked for water, the replay was it will come later, she didn't get any until food was served(TG410/ 13-Nov-18/SIN-BKK/Economy class)

### ข้อเสนอแนะ

1. มาตรฐานการบริการต่ำกว่าคู่แข่ง
  - Compared to other airlines service has a lot to be improved. Slow service. And the standard is not to What I wish/expected (TG920/ 15-Dec-18/BKK-FRA/Royal Silk class)
2. เพิ่มลูกเรือภาษาที่สาม
  - Many Chinese passengers on board this flight who cannot speak Thai/English and therefore I would recommend having more Chinese speaking crews on board to avoid miscommunication with these passengers and minimize the disruption to other passengers(TG418/ 9-Dec-18/KUL-BKK/Economy class)
3. พนักงานต้อนรับบนเครื่องบินควรมีอายุน้อยกว่านี้
  - Cabin crew was aged. must be replaced with young cabin crew (TG345/ 21-Nov-18/BKK-LHE/Economy class)
  - Average age of crew very high. (TG600/26-Nov-18/BKK-HKG/Economy class)

## **Inflight Announcement**

### **คำชม**

1. การประกาศเพื่อให้ข้อมูลมีความชัดเจน กระชับ และเป็นประโยชน์กับผู้โดยสาร

- Inflight information announcement is very clear and easy to understand. (TG937/VIE-BKK/07-Oct-18/Economy class)
- Captain gave warnings in advance regarding turbulence, allowing passengers to prepare mentally and stow items to prevent injury or damage. (TG478/BNE-BKK/13-Oct-18/Economy class)
- Precise information was announced. (TG410/SIN-BKK/16-Oct-18/Economy class)
- All necessary information and helpful. (TG415/BKK-KUL/16-Oct-18/Economy class)
- Good improvement in this area; announcements by both pilots and crew were audible and clear. (TG408/SIN-BKK/18-Oct-18/Economy class)
- clear an easy understand(TG921/ 17-Nov-18/FRA-BKK/RoyalSilk class)
- Clear and unobtrusive.(TG473/ 24-Dec-18/BKK-BNE/RoyalSilk class)
- Very nice and interesting clip(TG409/ 11-Dec-18/BKK-SIN/Economy class)
- Pilot information is complete and clear. (TG218/ 11-Dec-18/HKT-BKK/Economy class)

### **คำติ**

1. การประกาศ ยังไม่สามารถเข้าถึงผู้โดยสารได้อย่างครบถ้วน ชัดเจน ด้วยข้อจำกัดด้านระบบเสียงหรือทักษะการใช้ภาษา

- Could not understand English information over speaker. (TG935/BRU-BKK/04-Oct-18/RoyalSilk class)
- Sometimes the announcement in English was not clearly understandable. (TG970/BKK-ZRH/23-Oct-18/RoyalSilk class)
- Hardly understandable as the sound was not coming through the sound system but from the outside. (TG482/PER-BKK/01-Oct-18/Economy class)
- Almost all your pilots speak poor English and like to mumble when they speak. Cannot understand a word. (TG665/PVG-BKK/03-Oct-18/Economy class)
- There were difficulties to understand the information because of the speaker. (TG923/FRA-BKK/04-Oct-18/Economy class)
- The voice used of the public announce in French is very annoying. You should change it to another one (TG930/ 26-Nov-18/BKK-CDG/RoyalSilk class)
- Pilot English difficult to understand (TG600/ 26-Nov-18/BKK-HKG/RoyalSilk class)
- Was difficult to understand when they spoke English(TG476/ 12-Nov-18/SYD-BKK/RoyalSilk class)
- The announcement could have been louder(TG911/ 07-Nov-18/LHR-BKK/RoyalSilk class)

- Couldn't hear the announcement very clearly(TG917/ 26-Nov-18/LHR-BKK/Economy class)
- Pilot volume was very quiet(TG601/ 26-Nov-18/HKG-BKK/Economy class)
- Pilot was hardly audible! It was almost impossible to make out of what he was saying!  
(TG116/ 26-Nov-18/BKK-CNX/Economy class)
- Old technology made for unclear audio at times.(TG321/ 10-Dec-18/BKK-DAC/Royal Silk class)
- could not hear the pilot very well(TG633/ 10-Dec-18/TPE-BKK/Royal Silk class)
- Captains language skill not fluent(TG917/ 07-Dec-18/LHR-BKK/Royal Silk class)
- hard to understand because of the Engine noise (TG922/ 4-Dec-18/BKK-FRA/Royal Silk class)
- hard to understand(TG241/ 28-Dec-18/BKK-KBV/Economy class)
- very low voice, hardly listen to anything with headphone (TG346/ 17-Dec-18/LHE-BKK/Economy class)
- Pilot English speaking not understandable (TG204/ 17-Dec-18/HKT-BKK/Economy class)

## 2. ประกาศถี่เกินไป/ ยาวเกินไป

- Too loud and too often. Mostly distracting and not relevant. (TG951/CPH-BKK/20-Oct-18/Royal Silk class)
- As frequent flyer, you need to listen every time to the same information which is totally annoying; it would be great to have some choices to quit that info easily when watching movies. (TG921/FRA-BKK/20-Oct-18/Royal Silk class)
- Sometimes redundant with the announcement of the captain or what was written on the screen. Plus VERY long.  
(TG477/BKK-BNE/13-Oct-18/Economy class)
- On the return flight, the pilot's announcement with exact same wording came twice within 15 minutes. Very strange, it was probably read or came from the computer, but for sure not done by pilot using his mind. (TG924/BKK-MUC/15-Oct-18/Economy class)
- Sometimes too many announcements are made(TG433/ 10-Nov-18/BKK-CGK/Royal Silk class)
- too many announcements(TG935/ 01-Nov-18/BRU-BKK/Royal Silk class)
- Sometimes too much(TG613/ 25-Nov-18/KMG-BKK/Economy class)
- Too many announcements in total(TG508/ 16-Dec-18/MCT-BKK/Royal Silk class)
- Too many announcements(TG675/ 03-Dec-18/PEK-BKK/Royal Silk class)
- There were too many announcements and per sessions stretches to about 10 minutes, which affects rest.  
(TG403/ 16-Dec-18/BKK-SIN/Economy class)

3. เวลาประกาศเสียงจะดังมาก 'ไม่สามารถลดความดังของหูฟัง

- The volume in the headphones is too high when in-flight information announcements come, and I could not lower the volume.(TG475/ 25-Dec-18/BKK-SYD/Royal First class)
- Pilot Announcements TOO LOUD!!!! Hurt everyone's ears if wearing head sets(TG475/ 16-Dec-18/BKK-SYD/Royal Silk class)
- too loud/distorted(TG560/ 01-Dec-18/BKK-HAN/Royal Silk class)

## **Food & Beverages**

### **คำชม**

#### **1. อาหารอร่อยและคุณภาพดี**

##### **- อาหารปกติ**

- I love Thai Food, but on the way to Seoul there is only Taiwanese food flavor.... Food is an important reason for me to choose Thai Airline. I really enjoy Thai Food. (Economy Class/TG634/TPE-ICN/01-Oct-18)
- Overall I am very satisfied with the food on Thai Airlines. Somehow we were disappointed though with the food we were offered when we boarded the flight from Frankfurt to Bangkok. (Economy Class/TG471/BKK-SYD/06-Oct-18)
- Best flight I been on, a lot of serving juice, water etc. (Economy Class/TG955/OSL-BKK/06-Oct-18)
- I was surprised by the taste of food. It was great and is worthy to be called as one of the best tasting food amongst all the airlines I have travelled till now. (Economy Class/TG317/BKK-BOM/08-Oct-18)
- Food was great, I ate it all. I love Thai food. (Economy Class/TG416/KUL-BKK/16-Oct-18)
- Food on Thai air, even at economy class, is good. (Economy Class/TG315/BKK-DEL/16-Oct-18)
- Always love the taste of food provided by TG. (Economy Class/TG417/BKK-KUL/19-Oct-18)
- The food on your airline is some of the best I've ever had in flight and rivals Turkish Airlines Do&Co. I look forward to my in-flight meal. (Economy Class/TG507/BKK-KHI/21-Oct-18)
- Perfect late evening dinner and perfect breakfast. Both meals were really freshly prepared, tasty and most enjoyable. (Economy Class/TG970/BKK-ZRH/23-Oct-18)
- We all know about airline food. Your food usually tastes better than at most other airlines. I e.g. prefer the food and service on Thai anytime over Singapore Airlines! That's a big compliment for you!! (TG403/ 6-Nov-18/BKK-SIN/Economy class)
- Great choice of Champagne!(TG970/ 7-Nov-18/BKK-ZRH/Royal Silk Class)
- Love the mango ice cream from Australia(TG116/1-Nov-18/BKK-CNX/Economy class)
- High quality of food! Fresh and good(TG410/13-Nov-18/SIN-BKK/Economy class)
- Love the food quality and quantity. I've almost always go for Thai food menu, it's really good! (TG341/9-Nov-18/BKK-KHI/Royal Silk Class)
- Outstanding - served like in a restaurant!(TG473/ 24-Dec-18/BKK-BNE/Royal Silk class)
- Thai food is simply delicious!(TG975/ 10-Dec-18/DME-BKK/Royal Silk class)

- The food is better than on almost any other airline in quality and choice(TG403/12-Dec-18/BKK-SIN/Royal Silk class)
  - Samrab Thai was very delicious!!!(TG635/4-Dec-18/ICN-TPE/Royal Silk class)
  - Good quality and portion of food served(TG409/ 11-Dec-18/BKK-SIN/Economy class)
- อาหารพิเศษ
- Improvement on halal meal would be most appreciated. (Economy Class/TG937/VIE-BKK/07-Oct-18)
  - Had a special vegetarian meal - very tasty. (Economy Class/TG937/VIE-BKK/18-Oct-18)
  - We chose a Moslem menu and we were amazed by the quality of the food. This was simply delicious. Compliments to the chef! (Economy Class/TG934/BKK-BRU/18-Oct-18)
  - The food is good and delicious, the variety of drink is good maybe can add hot chocolate as an option. (Economy Class/TG435/BKK-CGK/20-Oct-18)
2. อาหารปรับปรุงได้ดีขึ้น
- Had better selection on previous Thai flights(TG473/ 7-Nov-18/BKK-BNE/Royal Silk Class)

## คำติ

### 1. อาหารรสชาติไม่อร่อย และไม่มี คุณภาพอาหาร

- อาหารปกติ
  - Steak was not tender enough, hard to cut. (Royal Silk/TG954/BKK-OSL/01-Oct-18)
  - Food was bad. Horrible taste and no choices... looked bad and tasted bad. Not what you expect on business class. (Royal Silk/TG403/BKK-SIN/02-Oct-18)
  - I like to say food wasn't tasty and it is oily and salty during this trip. Was the worst inflight meal I had in my trip? (Economy Class/TG401/BKK-SIN/01-Oct-18)
  - The hot dish was really greasy and the appetizer was a deep fried potato salad, which was also really heavy. I would have preferred a lighter appetizer. I didn't like the fact that you could only choose between two meals with meat. I am not a vegetarian, but I would've liked a meatless alternative. But almost all desserts on my flights were really good. (Economy Class/TG432/DPS-BKK/08-Oct-18)

- Main meal was too salty. We could only taste saltiness and pepper.(Economy Class/TG466/MEL-BKK/16-Oct-18)
  - Food tasted really bad; please try this food before you give it passengers. The chicken with mushroom sauce is a tragedy to be honest. (Economy Class/TG472/SYD-BKK/19-Oct-18)
  - The overall quality of the food was worse than my trip with Thai in April/May. (Economy Class/TG925/MUC-BKK/19-Oct-18)
  - Is only an hour flight but the calzone served was soft and not tasty; coffee with powdered milk is not pleasant. (Economy Class/TG110/BKK-CNX/21-Oct-18)
  - The taste and quality of the food was not acceptable. (Economy Class/TG971/ZRH-BKK/23-Oct-18)
  - Decent food shall be served for the price we pay for domestic flight. TG is not low cost but presents yourself as low cost with the serving of food for domestic flights. (Economy Class/TG971/ZRH-BKK/23-Oct-18)
- อาหารพิเศษ
    - Vegetarian food from Bangkok to Sydney was very bad, didn't eat. (Royal Silk/TG925/BKK-SYD/18-Oct-18)
    - Ordered lacto-ovo vegetarian meal, however seem to get less food and no dessert. (Economy Class/TG925/MUC-BKK/09-Oct-18)
    - Didn't get my chosen food after picking "kosher" on the website. The stuff said I'm not on the list(TG975/ 12-Nov-18/DME-BKK/Economy class)
    - No halal food provided even I requested before(TG418/19-Nov-18/KUL-BKK/Economy class)
    - I asked for Non veg choice of meal and they came back and gave me a vegetarian plate with a few chicken pieces wrapped in aluminum foil. When asked the cabin crew said yes that is non - vegetarian.(TG337/ 5-Nov-18/BKK-MAA/Economy class)
    -

## 2. ไม่ได้รับอาหารชุดพิเศษ

- I ordered vegetarian options for my return business class flight online but was not available when I was on the flight. I can eat meat which was not a problem but not preferred. (Royal Silk/TG927/FRA-BKK/03-Oct-18)
- During ticket purchase we selected Gluten free for dietary needs but were not given that option during the flight. Not sure if the online food selection when purchasing a ticket gets recorded for the flight. (Economy Class/TG483/BKK-PER/09-Oct-18)



- Juices too sweet. Vegetarian option not available eventuellement if it was available when booking. (Economy Class/TG930/BKK-CDG/02-Oct-18)
- Disappointed our booked ovo-lacto vegetarian meals were only catered for on the first flight and not the connecting flight. (Economy Class/TG937/VIE-BKK/07-Oct-18)
- Ordered meal not gives... NOTHING vegetarian at all, e.g. Bread roll.. And Thailand is a Buddhist country. I was given just two small fruit plates for a 3 hour flight BKK-TPE.. Starving! (Economy Class/TG478/BEN-BKK/13-Oct-18)
- Ordered baby meal for my 10 month old which shows on ticket and no baby meal for the whole flight. Very disappointed and quite pathetic that you would not feed a baby on the plane. I was considering booking our corporate staff event using Thai Airways as a carrier but I now no longer consider Thai a carrier of choice. 9 hour flight and no food provided for an infant when pre ordered and a flight surcharge is absolutely pathetic. I hope you read this and fix it quick smart. (Economy Class/TG466/MEL-BKK/20-Oct-18)
- I asked For Veg & I have been assigned none. When I said I want veg they asked me to wait & later they informed no Veg is available. (TG338/ 8-Dec-18/MAA-BKK/Economy class)

### 3. ตัวเลือกน้อยทำให้หมดก่อนที่ทำให้เลือกทานไม่ได้ และอยากให้มีหลากหลายมากขึ้น

- You should offer a variety of snacks to choose from and not just nuts. (Royal Silk/TG656/BKK-ICN/14-Oct-18)
- My first choice from the menu wasn't available to me, since they ran out of it when they got to me. (Royal Silk/TG266/HKT-BKK/18-Oct-18)
- The menu in both the flights was same. Dinner and Breakfast. (Royal Silk/TG433/BKK-CGK/21-Oct-18)
- Less choices of food, never found Pork in flight, no chef on board, no soup as starter. (see Austrian Airline as sample.) (Royal Silk/TG911/LHR-BKK/21-Oct-18)
- We had only 1 choice of food and it left us with no choice. (Economy Class/TG401/BKK-SIN/01-Oct-18)
- Choices are limited and don't change often. (I fly every week) (Economy Class/TG602/BKK-HKG/8-Oct-18)
- Same two meal choices of the flight. (Economy Class/TG416/KUL-BKK/11-Oct-18)
- Please change menu for Vegetarian food often. (Economy Class/TG326/BLR-BKK/16-Oct-18)
- When flying to Europe from Australia, the menu was the same on all connecting flights, so I got the taste the same menu four times. . (Economy Class/TG961/ARN-BKK/19-Oct-18)
- There is always not enough stock available to choose (between 2 meals) when it reached my seat. . (Economy Class/TG951/CPH-BKK/20-Oct-18)
- Non-vegetarian food could not been chosen. (Economy Class/TG315/BKK-DEL/21-Oct-18)
- I think at least 30 passengers in my area can not choose what they eat because one of the choice has ran out.(TG635/ 20-Nov-18/ICN-TPE/Economy class)

- More chicken pls (TG322/ 6-Nov-18/DAC-BKK/Economy class)
- Basically only Asian food (TG584/ 9-Nov-18/BKK-PNH/Royal Silk Class)
- No vegetarian offer(TG215/ 26-Nov-18/BKK-HKT/Economy class)
- No choice of food, only meat(TG921/ 17-Nov-18/FRA-BKK/Economy class)
- Please change menu at least every 2-3 months. I encounter the same food often. I fly TG to Bangkok 6-8 times per year(TG414/4-Nov-18/SIN-BKK/Economy class)
- the choice of meals was limited and our choices were over by the time our order was taken(TG303/ 24-Dec-18/BKK-RGN/Royal Silk class)
- Food menu is boring and similar to what they serve in economy. (TG307/ 24-Dec-18/BKK-CMB/Royal Silk class)
- Airline food is not generally good. Thai is good; mostly. Menu the same now for several years in Business. Could use a change. Just my opinion; as a very frequent Thai Business class customer(TG971/1-Dec-18/ZRH-BKK/Royal Silk class)
- Menu should have more Thai options(TG931/ 12-Dec-18/CDG-BKK/Royal Silk class)
- Need add more food choice and champagne (TG321/28-Dec-18/BKK-DAC/Economy class)
- Choice is very limited and don't show the taste of Thai food(TG408/24-Dec-18/SIN-BKK/Economy class)
- Food choice not available (TG249/ 26-Dec-18/BKK-KBV/Royal Silk class)
- Only one option for food, rest was out of stock. (TG925/ 16-Dec-18/MUC-BKK/Royal Silk class)
- Some food was already "sold out" when I was offered a choice - even though I would expect that Star Alliance Gold Members have first choice. Taste of food was ok, but not more. I had better Thai food in the past.(TG971/5-Dec-18/ZRH-BKK/Royal Silk class)

#### 4. ปริมาณอาหารน้อยเกินไป

- Food smell stains on our clothing especially the deep fried food, hope you can improve on the preparation.(TG404/ 19-Nov-18/SIN-BKK/Royal Silk Class)
- Food portion is getting smaller. Choice is very limited and don't show the taste of Thai food(TG408/24-Dec-18/SIN-BKK/Economy class)

#### 5. อาหารไม่อร่อย

- Food poor and beverage selection poor(TG474/ 7-Nov-18/BNE-BKK/Economy class)
- Please stop serving those dried pies in the duo pack and bring back the better food Thai airways used to serve!(TG303/ 26-Nov-18/BKK-RGN/Economy class)
- Requested veg meal. Given vegan veg so no cheese/egg rec. Bland.

(TG560/10-Nov-18/BKK-HAN/Economy class)

- The food tastes really bad.(TG307/4-Nov-18/BKK-CMB/Economy class)
- food quality ranges from poor to terrible(TG303/47-Nov-18/BKK-RGN/Economy class)
- The noodles I had been a bit too dry and could have use some more seasoning.  
(TG492/ 5-Nov-18/AKL-BKK/Economy class)
- First meal poor, Thai food poor. Thai is getting worse concerning food ad Thai want to save money serving food (TG921/ 20-Dec-18/FRA-BKK/Royal Silk class)
- Thai food taste is horrible, not authentic. Not a good representation of Thai food!  
(TG465/11- Dec-18 /BKK-MEL/Royal Silk class)
- Food quality and taste are very bad. I am ROP Gold member and fly many times a year on Thai Airways both business and first class. The food quality is always terrible compared to other airlines. Not just on this flight but every Thai Airways flights, the food is terrible. Beverage selection are also not good enough for Business/First class.(TG315/11-Dec-18/BKK-DEL/Royal Silk class)
- Could not eat the meal on return flight, horrible meat, was unable to cut it. Poorest quality of meat and meal I have ever had. Terrible tasting wine.(TG639/6-Dec-18/HKG-BKK/Royal Silk class)
- The food was not very tasty and seemed poor in comparison to other airlines  
(TG491/24-Dec-18/BKK-AKL/Economy class)

#### 6. อาหารไม่ร้อน

- The beverages were all great; the vegetarian food was not so hot. Sometimes meals were not hot enough and the taste stale. Bread quality was not really good.(TG936/ 4-Nov-18/BKK-VIE/Royal Silk Class)
- Food wasn't great but others enjoyed it- for me it wasn't hot enough  
(TG916/4-Nov-18/BKK-LHR/Economy class)
- Booked salmon tarragon but a bit over cooked (TG920/ 15-Dec-18/BKK-FRA/Royal Silk class)
- My dinner chicken was very dry and not edible(TG955/1-Dec-18/OSL-BKK/Royal Silk class)
- The noodles was too dry and hard to be eaten(TG936/ 8-Dec-18/BKK-VIE/Economy class)
- Part of food was not warm!(TG924/ 4-Dec-18/BKK-MUC/Economy class)
- 1 meal was cold(TG925/ 4-Dec-18/MUC-BKK/Economy class)

7. เครื่องดื่มมีให้เลือกน้อย ไม่มีเสิร์ฟระหว่างมื้ออาหาร

- No wine offered with the meal. Passenger had to ask for it.(TG910/ 4-Nov-18/BKK-LHR/Royal First Class)
- Limited choice of beverages(TG475/ 11-Nov-18/BKK-SYD/Economy class)
- There was no mango juice(TG659/7-Nov-18/ICN-BKK/Economy class)
- Food was just okay, but beverages were very poor. No gas and very limited selection of non-alcoholic drinks. I don't drink alcohol.(TG215/ 6-Nov-18/BKK-HKT/Royal Silk Class)
- Limited selection of wines. Focusing on French when I would have thought you would have some premium AU wines given the flight was from Australia. Lobster stir fry was almost inedible - tough and tasteless. Other food selections were lovely. Caviar was great. (TG476/ 26-Dec-18/SYD-BKK/Royal First class)
- Fat food. No juice selection. There was just orangery juice (TG104/ 16-Dec-18/BKK-CNX/Economy class)

8. เครื่องดื่มไม่มีคุณภาพ

- White wine not really good quality(TG934/6-Nov-18/BKK-BRU/Economy class)
- Wine could be better(TG636/ 7-Nov-18/BKK-TPE/Economy class)
- Very poor wine list and descriptions... two sauvignon blancs unnecessary.. food awful (TG304/5-Dec-18/RGN-BKK/Royal Silk class)
- Cheap wines(TG970/ 5-Dec-18/BKK-ZRH/Economy class)

9. รายการของ Special meal มีน้อย

- I chose gluten free for both flights. You gave me exactly the same meals. Who wants to eat the same meal on a paid flight twice in a row?(TG325/ 18-Nov-18/BKK-BLR/Economy class)
- Need some more varieties in vegetarian food please(TG315/ 1-Nov-18 /BKK-DEL/Economy class)
- Child meal needs variety(TG416/ 25-Nov-18/KUL-BKK/Economy class)
- I choose Muslim food but there was only 1 choice, and it did not taste good. i ended up not eating my meal.(TG417/19-Nov-18/BKK-KUL/Economy class)
- Vegetarian meal was extremely boring (noodles with tomato sauce). Why don't you serve vegetarian Thai curry or pad Thai for example? and why do you serve vegan (e.g. margarine instead of butter) when the choice is lacto ovo vegetarian?(TG936/2-Dec-18/BKK-VIE/Royal Silk class)
- Muslim food is not good (TG625/25-Dec-18/MNL-BKK/Economy class)
- More choices for Muslim food instead of rice & curry(TG402/ 15-Dec-18/SIN-BKK/Economy class)
- The gluten free meal was awful, no ideas of variety and products and no taste and you wouldn't eat it by yourself. I couldn't eat it. There were no salt and no pepper and the taste was so bad. We are intolerant but

we want something good too. To get a selection of fruits instead of a sandwich is miserable. The breakfast was a catastrophe. No jam and I wonder why if people should not get a proper breakfast like fried egg and chicken sausages too. It seems you have no ideas what a nice if meal can be.

(TG585/ 7-Dec-18/PNH-BKK/Economy class)

- could be pasta at vegetarian food (TG971/ 5-Dec-18/ZRH-BKK/Economy class)
- Worst halal food provided (TG341/ 1-Dec-18/BKK-KHI/Economy class)

### ข้อเสนอแนะ

#### 1. เพิ่มความหลากหลายของ special meal

- Add choices for Muslim travelers in domestic flights(TG111/ 13-Nov-18 /CNX-BKK/Economy class)
- Add more options for halal food(TG345/ 17-Nov-18/BKK-LHE/Economy class)
- I choose Muslim food but there was only 1 choice, and it did not taste good. I ended up not eating my meal.(TG417/19-Nov-18/BKK-KUL/Economy class)

#### 2. อยากให้มีอาหารพิเศษเช่น มังสวิรัต ,ฮาลาล,ชีฟู้ด เป็นหนึ่งในตัวเลือกอาหารบนเที่ยวบิน

- No vegetarian or seafood options in bus class. (Royal Silk/TG649/FUK-BKK/12-Oct-18)
- No vegetarian option for basic choice, only available as pre-order which was different to what I experienced with other airlines so far. (Economy Class/TG924/BKK-MUC/02-Oct-18)
- Thailand is a Buddhist country - but NO VEGETARIAN option as standard. Why do we have to kill a whole load of animals as well as polluting the skies? So much meat! What are you doing? - And by the way, I do not want to have to order a special meal 48 hours in advance (this is not obviously accessible when booking). Vegetarians are at least 20% of your customers. Why are you not serving them? (Economy Class /TG684/HKT-PEK/04-Oct-18)
- Vegetarian option should be available. (Economy Class/TG418/KUL-BKK/08-Oct-18)
- I hope there must be Halal meals on board for Muslims without request, just a suggestion at least 15-25 meals per flight as an extra, in case one forgets to appeal online the rest be backup of a few halal meals to your outbound and inbound to Indi,Singapore,Malaysia,Indonesia etc. I hope it can help a few travelers thank you! (Economy Class /TG329/BKK-HYD/18-Oct-18)
- No vegetarian option for basic choice, only available as pre-order which was different to what I experienced with other airlines so far. (Economy Class/TG924/BKK-MUC/02-Oct-18)

#### 3. เพิ่มความหลากหลายของ special meal

- Add choices for Muslim travelers in domestic flights(TG111/ 13-Nov-18 /CNX-BKK/Economy class)

- Add more options for halal food(TG345/ 17-Nov-18/BKK-LHE/Economy class)
- I choose Muslim food but there was only 1 choice, and it did not taste good. i ended up not eating my meal.(TG417/19-Nov-18/BKK-KUL/Economy class)
- Food is subjective to each passenger, however I pick vegetarian as I wouldn't eat fish and really only eat chicken - as you are not sure what meat will be served it the safer option. However I am not lactose intolerant and don't understand why you mix vegetarian with lacto meals. The meals on the second leg were plain pasta with a tomato sauce and then what looked like it could be vegetable lasagna without the pasta (just veg) accompanied by cold hard carrot cubes and asparagus spears. The veggie meals could be improved with some rice or potatoes for example or veggie meat substitutes. (TG551/22-Dec-18/SGN-BKK/Economy class)

#### 4. อยากให้ลดการใช้พลาสติก

- Way too much plastic is used for Thai flights. One of the things I would definitely consider changing to a different airline next time! (Economy Class/TG482/PER-BKK/01-Oct-18)
- Probably too much food. I think that the plastic waste needs to be looked at. (Economy Class/TG911/LHR-BKK/07-Oct-18)
- Please think about to change plastic cutlery it is very bad. The service changes on every flight. (Economy Class/TG920/BKK-FRA/19-Oct-18)
- Too much plastic and too much food, leading to too much waste. (Economy Class/TG250/KBV-BKK/19-Oct-18)
- Too much plastic. (Economy Class/TG407/BKK-SIN/22-Oct-18)
- Why plastic knife and fork again? And Coke Zero had run out 1 hour into the flight. (Economy Class/TG432/DPS-BKK/23-Oct-18)
- Too much plastic! Please consider better options for the environment (TG922/ 8-Dec-18/BKK-FRA/Economy class)

#### 5. ควรใช้วัตถุดิบที่มีคุณภาพ เนื้อสัตว์ต้องไม่มีกลิ่น

- Food flavor and texture needs improvement. Most time chicken is always chewy and the texture just is not enjoyable. Juice is also way too sweet.(TG461/27-Dec-18/BKK-MEL/Economy class)
- Chicken smells (TG339/ 17-Dec-18/BKK-DAC/Economy class)
- เพิ่ม organic food ในชั้นหนึ่งและชั้นธุรกิจ
- Organic food on First & Business class(TG111/ 9-Dec-18/CNX-BKK/Economy class)

## **Inflight Entertainment**

### **คำชม**

1. ตัวเลือกของสื่อบันเทิงที่ให้บริการบนเครื่อง มีความหลากหลาย ทันสมัย
  - So many choices, too little time. (TG676/BKK-NRT/08-Oct-18/Economy class)
  - Very good movie selection, many movies also in German language. (TG431/BKK-DPS/13-Oct-18/Economy class)
  - Best selection I have seen available in long time, well done! (TG432/DPS-BKK/23-Oct-18/Economy class)

### **คำติ**

1. ตัวเลือกของสื่อบันเทิงที่ให้บริการบนเครื่อง มีตัวเลือกน้อย ไม่อัปเดต
  - The movies are not current and the music choice is very limited for the latest hit songs, most of the music selection is very old. (Royal First/TG911/LHR-BKK/02-Oct-18/Royal First class)
  - Need more choices of movie, TV shows etc. (TG941/MXP-BKK/04-Oct-18/Royal Silk class)
  - Can be much better. The choices are very poor. (TG961/ARN-BKK/11-Oct-18/ Premium-Economy class)
  - The movies did not change over to October selection even though the flight was on 3<sup>rd</sup> Oct. The movies were identical to early September movies. Very disappointing. (TG461/BKK-MEL/03-Oct-18/Economy class)
  - movie selection is limited(TG651/ 01-Nov-18/PUS-BKK/Royal Silk class)
  - Suggest more update movies(TG407/ 01-Nov-18/BKK-SIN/Royal Silk class)
  - Movies quite old(TG434/ 10-Nov-18/CGK-BKK/Royal Silk class)
  - Movies and TV programs were outdated.(TG924/ 06-Nov-18/BKK-MUC/Royal Silk class)
  - more change of classic music(TG465/ 13-Nov-18/BKK-MEL/Royal Silk class)
  - Thai have LACKED good modern music for a long time now!!(TG201/ 13-Nov-18/BKK-HKT/Royal Silk class)
  - Need more choices of TV drama / comedy program(TG607/ 13-Nov-18/HKG-BKK/Royal Silk class)
  - The section of 'New movies' weren't really new(TG326/ 02-Nov-18/BLR-BKK/Economy class)
  - Choices of movies and TV program were rather limited (TG316/ 01-Nov-18/DEL-BKK/Economy class )
  - Movies are not up to date. No new movies nor interesting TV program.(TG975/ 10-Dec-18/DME-BKK/Royal Silk class)

- Movies could be more modern. We're old movies seen last year during competitive air flight companies (TG921/ 16-Dec-18/FRA-BKK/Royal Silk class)
  - Movies and TV programs need to update more frequently. More selection also needed (TG332/ 15-Dec-18/DEL-BKK/Royal Silk class)
  - TV program must be updated as those movies. I flew THAI 25 flights this year but TV programs have never changed! (TG465/ 11-Dec-18/BKK-MEL/Royal Silk class)
  - Poor selection of movies and music. When I finally did find a movie to watch it was inaudible and kept turning off. again, I gave up (TG473/ 5-Dec-18/BKK-BNE/Royal Silk class)
2. ระบบ IFE รวมถึงอุปกรณ์ต่างๆที่ให้บริการ ล้าสมัย ขาดหรือไม่ได้มาตรฐานในการใช้งาน
- System is so old and awkward to operate. (TG951/CPH-BKK/09-Oct-18/Royal Silk class)
  - The headphone was not in good quality; the ear piece cover was tearing off. (TG665/PVG-BKK/15-Oct-18/Royal Silk class)
  - Headphones are old and damaged. Touching the wire just a little bit created loud and crackling sounds which were very disturbing. (TG623/KIX-BKK/16-Oct-18/Royal Silk class)
  - System is old, slow responsiveness, poor quality of screen, I bring my own headphones and iPad with movies. (TG960/BKK-ARN/19-Oct-18/Royal Silk class)
  - Navigation on the touchscreen was very difficult and poor. (TG910/BKK-LHR/02-Oct-18/Economy class)
  - Screens a bit old and not good video definition, blur image. (TG402/SIN-BKK/08-Oct-18/Economy class)
  - Headsets too heavy and not working on seats 2a and 3a. Attendant knew about the problem and got us sets from business class (TG677/ 11-Nov-18/NRT-BKK/Royal First class)
  - system is quiet old now (TG651/ 01-Nov-18/PUS-BKK/Royal Silk class)
  - No sound reducing headphones(TG659/ 02-Nov-18/ICN-BKK/Royal Silk class)
  - IFE screen or movie resolution was quite bad.(TG320/ 03-Nov-18/KTM-BKK/Royal Silk class)
  - Low resolution of screen is unacceptable nowadays(TG629/ 04-Nov-18/HKG-BKK/Royal Silk class)
  - Headset not working properly(TG508/ 09-Nov-18/KHI-BKK/Royal Silk class)
  - The system is in need of an update.(TG416/ 25-Nov-18/KUL-BKK/Royal Silk class)
  - I had issues with the headphones, most of the time only one side of the headphone works, other times it's not working. Screen brightness was bad, I could hardly see anything on the screen when window blind is open or cabin light is brightened. (TG316/ 01-Nov-18/DEL-BKK/Economy class)



- I tried my screen monitor and 2 others(travelling with other family members) next to my seat which did not work by touch so we had to operate the monitors manually by the remote control!(TG321/ 06-Nov-18/BKK-DAC/Economy class)
2. ระบบ IFE รวมถึงอุปกรณ์ต่างๆที่ให้บริการ ล้าสมัย ขาดหรือไม่ได้มาตรฐานในการใช้งาน
- Very average IFE. Outdated system(TG329/ 28-Dec-18/BKK-HYD/Royal Silk class)
  - I had some problems with the sound system and at the end of the trip the entertainment system stopped working. But I could change the seat. (TG924/ 16-Dec-18/BKK-MUC/Royal Silk class)
  - Screen resolutions are outdated(TG415/ 16-Dec-18/BKK-KUL/Royal Silk class)
  - System did not work properly. 3 out of 4 system did not work for our 4 seats. (TG925/ 16-Dec-18/MUC-BKK/Royal Silk class)
  - the screen is small and you cannot move it for when you lay down(TG410/ 11-Dec-18/SIN-BKK/Royal Silk class)
  - The quality of headphone is bad(TG418/ 3-Dec-18/KUL-BKK/Royal Silk class)
  - OLD and worn out entertainment systems. Movies are not even new and your earpieces are worn out. (TG620/ 6-Dec-18/BKK-MNL/Royal Silk class)
  - I found the system to be a bit complicated to operate. Moreover every time an announcement was made it came through the headset at full volume which hurt my ear. (TG639/ 9-Dec-18/HKG-BKK/Economy class)
3. ตัวเลือกของสื่อบันเทิงที่เป็นภาษาที่สามมีน้อย / เพิ่มตัวเลือกของ Subtitle ที่ให้บริการมากขึ้น เพื่อให้ผู้โดยสาร สามารถเลือกรับชมได้ตามความเหมาะสม
- Many movies not available in English language. (Royal Silk/TG971/ZRH-BKK/23-Oct-18)
  - The choice of movies could be better. Also there was no option for English subtitles which could be helpful. (Economy/TG475/BKK-SYD/04-Oct-18)
  - It would be great if there are Bollywood movie at the choice of movie. (Economy/TG937/VIE-BKK/07-Oct-18)
  - It would be great if all of the movies (in any language) would have English subtitle. (Economy/TG940/BKK-MXP/13-Oct-18)
  - Unlike in the past, Japanese movie selection was surprisingly limited. (Economy/TG410/SIN-BKK/16-Oct-18)
  - Old IFE, very few movies in Italian language(TG476/ 02-Nov-18/SYD-BKK/Royal First class)
  - Not have more film in Italian language(TG940/ 26-Nov-18/BKK-MXP/Royal Silk class)
  - no Russian language(TG974/ 05-Nov-18/BKK-DME/Economy class )
  - Lack of French movie. Add France 24 in English in direct TV because there is only American choice (TG585/ 22-Dec-18/PNH-BKK/Economy class)
  - More latest Cantonese movies should be better (TG603/ 11-Dec-18/HKG-BKK/Economy class)

- No top movie in German language (TG926/ 12-Dec-18/HKT-FRA/Economy class)
- New Indian movies should be made available. (TG507/ 11-Dec-18/BKK-KHI/Economy class)
- Few Movie in Italian language(TG940/ 15-Dec-18/BKK-MXP/Economy class)
- You don't have Korean language in entertainment (TG658/ 10-Dec-18/BKK-ICN/Economy class)

## ข้อเสนอแนะ

1. ปรับปรุงระบบใหม่ เพื่อให้ผู้โดยสาร สามารถเลือกรับชมได้ตามความเหมาะสม
  - Thai Airways needs to buy a clue. All airline entertainment systems are crap. People want to bring their own iPad or similar, and provide their own entertainment. Thai can save millions of dollars by ripping out all entertainment systems in all planes; then provide a slick system where passengers can plug and play their iPad or similar. For customers who are technologically deficient and do not bring their own iPad or similar, Thai can rent iPads or for premium passengers, let them use an iPad for free. This would be a simple system, meet customer demands that an airline system can never do, and be far cheaper for Thai to implement than its current system. This would be a big step towards achieving profitability.(TG584/ 04-Nov-18/BKK-PNH/Royal Silk class)
2. ภาพยนตร์และรายการทีวีที่มีให้เลือก มีจำนวนน้อย เมื่อเทียบกับสายการบินอื่น
  - Movie and TV selections lag behind Singapore Cathay emirates and Etihad I'm afraid.(TG917/ 2-Dec-18/LHR-BKK/Royal Silk class)
  - Very limited film and TV choice compared with other comparable airlines.(TG476/ 17-Dec-18/SYD-BKK/Royal Silk class)
  - Need more updated TV programs, dramas, HBO, etc.(TG628/ 1-Dec-18/BKK-HKG/Economy class)

## **Reading Materials**

### **คำชม**

1. ชื่นชอบเนื้อหาในหนังสือสวัสดิ์
  - I used to enjoy the new Bangkok/Phuket restaurants review in Sawasdee. Can you bring that feature back? (TG609/ 18-Oct-18/HKG-HKT/Economy class)
  - SAWASDEE the great inflight magazine. Love it(TG621/ 16-Oct-18/MNL-BKK/Economy class)
  - Sawasdee is usually good, couldn't find one, only shopping catalog.(TG960/ 11-Nov-18/BKK-ARN/Economy class)
  - Love Sawasdee (TG322/ 06-Nov-18/DAC-BKK/Economy class)

### **คำติ**

1. ไม่มีการปรับปรุง, มีแต่โฆษณา ไม่น่าสนใจ
  - The magazine are not attractive enough for me to view(TG642/ 15-Dec-18/BKK-NRT/Economy class)
  - didn't pay attention...(TG557/ 15-Dec-18/SGN-BKK/Economy class)
  - Please put a variety of Magazines instead of just for tourism purposes (TG341/ 7-Dec-18/BKK-KHI/Economy class)
2. เก่า ฉีกขาด ไม่น่าอ่าน มีให้บริการไม่เพียงพอ
  - No reading materials avail n board (TG415/03-Oct-18/BKK-KUL/Royal Silk class )
  - The reading materials are not in good condition. They looked very old and used. (TG408/ 18-Oct-18/SIN-BKK/Economy class)
  - I did not read the inflight magazine. There was no other newspaper or magazine available (TG472/ 19-Oct-18/SYD-BKK/Economy class)
  - Everything old and broken (TG954/ 06-Oct-18/BKK-OSL/Economy class)
  - Many worn out or torn magazine(TG414/ 02-Oct-18/SIN-BKK/Economy class)
  - Very limited.(TG676/ 05-Nov-18/BKK-NRT/Royal First class)
  - No magazine available in Thai language(TG931/ 10-Nov-18/CDG-BKK/Royal Silk class)
  - No local newspapers (TG416/ 13-Nov-18/KUL-BKK/Royal Silk class)
  - Could not find international newspapers and magazines (TG621/ 13-Nov-18/MNL-BKK/Royal Silk class)

- Economist is not available (TG584/ 09-Nov-18/BKK-PNH/Royal Silk class)
- In flight magazines are boring advertorial. Thai is pinching pennies by providing a poor selection of English language magazines, especially to premium customers.(TG584/ 04-Nov-18/BKK-PNH/Royal Silk class)
- Very old magazines(TG565/ 26-Nov-18/HAN-BKK/Economy class)
- Didn't see any newspapers (TG551/ 26-Nov-18/SGN-BKK/Economy class)
- Sometimes magazines are damage, should be more careful and change more often (TG564/ 26-Nov-18/BKK-HAN/Economy class)
- no current weekly magazines(TG492/ 25-Dec-18/AKL-BKK/Royal Silk class)
- reading materials in the front seat pockets are extremely not in good condition and torn.(TG408/ 24-Dec-18/SIN-BKK/Economy class)
- Not enough (TG104/ 16-Dec-18/BKK-CNX/Economy class)
- Many pages torn and worn(TG249/ 9-Dec-18/BKK-KBV/Economy class)

### 3. ไม่ได้ใช้บริการ

- did not use(TG478/ 02-Oct-18/BNE-BKK/Royal Silk class )
- Didn't check any magazines (TG619/ 02-Oct-18/CTU-BKK/Royal Silk class )
- Don't use that either(TG634/ 01-Oct-18/BKK-TPE/Royal Silk class )
- Did not read anything.(TG960/ 05-Oct-18/BKK-ARN/Premium economy class)
- Not used(TG925/ 06-Nov-18/MUC-BKK/Royal Silk class)
- Didn't read them(TG550/ 03-Nov-18/BKK-SGN/Royal Silk class)
- Didn't use it (TG930/ 26-Nov-18/BKK-CDG/Economy class)

## ข้อเสนอแนะ

1. ควรมีหนังสือที่หลากหลายในหลายๆภาษา และหลายประเภท เช่น Financial time
  - Could you consider adding Financial Times newspaper to the selection?(TG971/23-Oct-18/ZRH-BKK/Royal Silk class)
  - No German Newspapers are available(TG557/18-Oct-18/SGN-BKK/Royal Silk class)
  - No Spanish(TG931/13-Oct-18/CDG-BKK/Royal Silk class)
  - Need some Hong Kong ,Chinese magazines(TG606/16-Oct-18/BKK-HKG/Royal Silk class)
  - it's better to see magazines and newspaper in personal (TG643/06-Oct-18/NRT-BKK/Royal Silk class)
  - Lack of variety. (TG663/02-Oct-18/PVG-BKK/Royal Silk class )
  - No German Magazine or Newspaper(TG920/ 19-Oct-18/BKK-FRA/Economy class)
  - No NYT (TG408/ 09-Nov-18/SIN-BKK/Economy class)
  - Good to have the Australian newspaper(TG475/ 16-Dec-18/BKK-SYD/Royal First class)
  - No English Newspapers(TG491/ 12-Dec-18/BKK-AKL/Royal Silk class)
  - More NY Times and International would be good.(TG621/ 6-Dec-18/MNL-BKK/Royal Silk class)
  - Would appreciate international (European) newspapers and magazines(TG121/ 2-Dec-18/CNX-BKK/Royal Silk class)
  - No Scandinavian magazines or newspapers(TG950/ 4-Dec-18/BKK-CPH/Royal Silk class)
  - more copies of Bangkok Post newspapers, please(TG407/ 24-Dec-18/BKK-SIN/Economy class)
2. ควรมีหนังสือที่เป็น e-book
  - E-Magazines would be good, as they would offer more choice than just two newspapers. (TG925/ 02-Oct-18/MUC-BKK/Economy class)

## **Customer Relations**

### **คำชม**

1. เจ้าหน้าที่ให้ความช่วยเหลือ แก้ปัญหาให้ผู้โดยสารได้เป็นอย่างดี/ตอบรวดเร็ว
  - Helpful and answered my queries(TG935/ 09-Oct-18/BRU-BKK/Economy class)
  - Immediate reply(TG203/ 20-Oct-18/BKK-HKT/Economy class)
  - Good customer service(TG465/ 16-Oct-18/BKK-MEL/Economy class)
  - Wanda Favor at Thai office Melbourne Collins look after my wife and myself very well. Thanks (TG465/ 16-Oct-18/BKK-MEL/Economy class)
  - Very polite!(TG683/ 04-Oct-18/HND-BKK/Economy class)
  - Thai office Singapore Miss Sally has been very helpful.(TG404/19-Nov-18/SIN-BKK/Royal Silk class)
  - When I finally got through, the staff member was very helpful & professional.(TG476/12-Nov-18/SYD-BKK/Royal Silk class)
  - Responded very quickly and resolved query in one email. (TG917/ 26-Nov-18/LHR-BKK/Economy class)
  - quick response(TG625/ 26-Nov-18/MNL-BKK/Economy class)
  - Very good service!(TG624/ 26-Nov-18/BKK-MNL/Economy class)
  - They respond in time, mostly with the answer that is needed(TG403/ 19-Nov-18/BKK-SIN/Economy class)
  - Helpful and answered my queries(TG935/ 09-Oct-18/BRU-BKK/Economy class)
  - Immediate reply(TG203/ 20-Oct-18/BKK-HKT/Economy class)
  - Good customer service(TG465/ 16-Oct-18/BKK-MEL/Economy class)
  - Wanda Favor at Thai office Melbourne Collins look after my wife and myself very well. Thanks (TG465/ 16-Oct-18/BKK-MEL/Economy class)
  - Very polite!(TG683/ 04-Oct-18/HND-BKK/Economy class)

### **คำติ**

1. เจ้าหน้าที่ให้บริการ รับเรื่อง/ดำเนินการตอบกลับช้า/ไม่มีการตอบกลับแก่ผู้โดยสาร
  - Could not find my answer (TG920/ 05-Oct-18/BKK-FRA/Royal First class )
  - Only acknowledgement was received but received no response after (TG471/ 18-Oct-18/BKK-SYD/Royal Silk class )

- Response was not answering my disappointment (TG435/ 07-Oct-18/BKK-CGK/Royal Silk class )
  - never get result back (TG551/ 22-Oct-18/SGN-BKK/Royal Silk class )
  - Did not get a response(TG673/ 07-Oct-18/KIX-BKK/Economy class)
  - Never received a response.(TG676/05-Nov-18/BKK-NRT/Royal First class)
  - No reply to complaint form in writing (TG432/ 20-Nov-18/DPS-BKK/Economy class)
  - Could not find my answer (TG920/ 05-Oct-18/BKK-FRA/Royal First class )
  - Only acknowledgement was received but received no response after (TG471/ 18-Oct-18/BKK-SYD/Royal Silk class )
  - Response was not answering my disappointment (TG435/ 07-Oct-18/BKK-CGK/Royal Silk class )
  - never get result back (TG551/ 22-Oct-18/SGN-BKK/Royal Silk class )
  - Did not get a response (TG673/ 07-Oct-18/KIX-BKK/Economy class)
2. เจ้าหน้าที่ไม่สามารถให้ความช่วยเหลือ / ไม่สามารถแก้ปัญหาของผู้โดยสารได้/ไม่เป็นมิตร/ไม่เป็นมืออาชีพ
- Unable to response to my need (TG105/ 23-Oct-18/CNX-BKK/Royal Silk class )
  - They're not very friendly...the Singapore office (TG408/ 12-Oct-18/SIN-BKK/Royal Silk class )
  - Not professional skills (TG471/ 18-Oct-18/BKK-SYD/Economy class)
  - not friendly (TG551/ 18-Oct-18/SGN-BKK/Economy class)
  - Not helpful in response (TG401/ 07-Oct-18/BKK-SIN/Economy class)
  - They don't seem eager to service. No empathy for problems faced by customers. I wouldn't count on them for help. They are not putting in efforts to help.(TG930/ 10-Nov-18/BKK-CDG/Royal Silk class)
  - Pattaya Thai Airways office is exceptional unfriendly and not customer friendly... (TG970/ 03-Nov-18/BKK-ZRH/Royal Silk class)
  - Very rude from Sydney office(TG325/ 25-Nov-18/BKK-BLR/Economy class)
  - Unable to response to my need(TG105/ 23-Oct-18/CNX-BKK/Royal Silk class )
  - They're not very friendly...the Singapore office(TG408/ 12-Oct-18/SIN-BKK/Royal Silk class )
  - Not professional skills(TG471/ 18-Oct-18/BKK-SYD/Economy class)
  - not friendly(TG551/ 18-Oct-18/SGN-BKK/Economy class)
  - Not helpful in response(TG401/ 07-Oct-18/BKK-SIN/Economy class)

3. ไม่สามารถติดต่อได้/รอสายนาน

- Could not connect with busy signal only(TG306/ 11-Oct-18/RGN-BKK/Economy class)
- Too difficult to contact (TG476/ 05-Oct-18/SYD-BKK/Economy class) Can't get thru to your call center!!(TG326/ 11-Oct-18/BLR-BKK/Economy class)
- Very long time waiting when call(TG951/ 09-Oct-18/CPH-BKK/Economy class)
- Took ages until agent picked up phone(TG338/21-Nov-18/MAA-BKK/Royal Silk class)
- Very difficult to get through to the customer relations team, I tried several times and was on hold for a long time. I also note the office was closed on the weekend; there should be a contact number for urgent rescheduling. (TG476/12-Nov-18/SYD-BKK/Royal Silk class)
- I tried calling Jakarta office contact multiple times, and they were unreachable completely. I call during the morning and afternoon no one seems to ever pick up. Only once after I sent email they answered, and it was not helpful at all because they told me I need to send email to get the answers I want. (TG316/ 01-Nov-18/DEL-BKK/Economy class)
- Could not connect with busy signal only(TG306/ 11-Oct-18/RGN-BKK/Economy class)
- Too difficult to contact (TG476/ 05-Oct-18/SYD-BKK/Economy class) can't get thru to your call center!!(TG326/ 11-Oct-18/BLR-BKK/Economy class)
- Very long time waiting when call(TG951/ 09-Oct-18/CPH-BKK/Economy class)



## **FFP**

### **คำชม**

1. ชอบโปรแกรมสะสมไมล์
  - Love it!(TG917/ 12-Oct-18/LHR-BKK/Royal Silk class)
  - I am happy being able to use miles for upgrades (TG934/ 04-Oct-18/BKK-BRU/Royal Silk class)
  - Everything is so good!(TG436/4-Nov-18/CGK-BKK/Royal Silk class)
  - Great programmed. Am gold member since 10 years...(TG476/12-Nov-18/SYD-BKK/Economy class)
  - I have used points to upgrade and redeem for hotel accommodation. All very easy!  
(TG473/24-Dec-18/BKK-BNE/Royal Silk class)
  - Best FF program benefits(TG410/21-Dec-18/SIN-BKK/Royal Silk class)

### **คำติ**

1. โปรแกรมสะสมไมล์และการแลกตั๋วรางวัลใช้งานยาก/รางวัลให้แลกมีน้อย สำหรับสมาชิกที่ไม่ได้อยู่ในไทย
  - Rather hard to redeem - always full(TG910/ 02-Oct-18/BKK-LHR/Royal Silk class)
  - Often no seats are available on flights which I'd like to use for award tickets.  
(TG110/ 03-Oct-18/BKK-CNX/Economy class)
  - Iris quite impossible to use the mile's. It is always fully booked, or the period is not the good one. At Paris Checking desk, it is impossible to use the miles even if some seat in business is available  
(TG930/ 02-Oct-18/BKK-CDG/Economy class)
  - Limited redemption choices if you are not living in BKK.(TG917/ 12-Oct-18/LHR-BKK/Royal Silk class)
  - For people residing outside of Thailand there are too little choices for awards, therefore I had mileage points forfeited in the past.(TG683/ 16-Oct-18/HND-BKK/Economy class)
  - Need to improve variety of awards.(TG408/ 18-Oct-18/SIN-BKK/Economy class)
  - Too restrictive rules for award ticket.(TG410/ 16-Oct-18/SIN-BKK/Economy class)
  - Bad experience in exchanged mileages. (TG634/20-Nov-18/BKK-TPE/Royal Silk class)
  - Almost impossible to redeem miles booking a flight, not enough availability  
(TG971/12-Nov-18/ZRH-BKK/Royal Silk class)
  - Please introduce more ways to redeem miles such as purchasing duty free goods or excess luggage

- (TG102/12-Nov-18/BKK-CNX/Royal Silk class)
  - Very difficult to redeem miles (availability)(TG941/1-Nov-18/MXP-BKK/Royal Silk class)
  - THE HOTEL REDEEM OPTION IS TOO LITTLE(TG612/25-Nov-18/BKK-KMG/Economy class)
  - Very limited to use points before they expire (TG403/19-Nov-18/BKK-SIN/Economy class)
  - No option to redeem miles. (TG970/7-Nov-18/BKK-ZRH/Economy class)
  - To reserve Air award seat for Japan is very limited so hardly to redeem mileage.  
(TG664/ 26-Nov-18/BKK-PVG/Economy class)
  - Very difficult to book air awards on Thai. Always show unavailable. (TG211/23-Dec-18/BKK-HKT/Royal Silk class)
  - Increasing award seat allotment from 2 per flight. (TG662/11-Dec-18/BKK-PVG/Royal Silk class)
  - Very often difficult to redeem miles. (TG585/7-Dec-18/PNH-BKK/Economy class)
  - Too little miles awarded(TG974/3-Dec-18/BKK-DME/Economy class)
2. ข้อมูลการใช้งาน หรือวิธีการใช้ไม่ชัดเจน /ไม่มีการแจ้งข้อมูลข่าวสาร และโปรโมชั่น/ไม่มีระบบบน website ข้อมูลอัพเดทไม่ตรงกัน
- Mileage number on ROP app, TG website is not the same, showing inaccurate data. Update from app is always inaccurate.(TG624/ 22-Oct-18/BKK-MNL/Royal Silk class)
  - so confusing to claim point for my family and myself that the program does not influence or encourage me to fly with Thai airways(TG475/ 14-Oct-18/BKK-SYD/Economy class)
  - convenience of redemption.(TG408/ 18-Oct-18/SIN-BKK/Economy class)
  - I don't know how to redeem my miles. (TG410/ 16-Oct-18/SIN-BKK/Economy class)
  - Too complicated. Too many rules. I do not want to spend my life studying the conditions of the scheme. I do not like losing frequent flyer miles. Generally not a good system(TG971/7-Nov-18/ZRH-BKK/Royal Silk class)
  - Not get much introduction information(TG491/4-Nov-18/BKK-AKL/Royal Silk class)
  - No information update.(TG645/6-Dec-18/NGO-BKK/Royal Silk class)
  - Mails not answered. Mileage system of redeeming not clear. I will not credit my miles to top any longer  
(TG250/11-Dec-18/KBV-BKK/Economy class)
  - I don't know how to use the miles I've earned.(TG305/6-Dec-18/BKK-RGN/Economy class)

3. ไมล์สะสมหมดอายุเร็วเกินไป/ไม่ควรมีไมล์หมดอายุ
  - Points should not expire(TG316/ 21-Oct-18/DEL-BKK/Royal Silk class)
  - Not happy with expiration period for miles. Should be longer(TG466/ 20-Oct-18/MEL-BKK/Economy class)
  - Mileage should not be expired (TG465/ 16-Oct-18/BKK-MEL/Economy class)
  - Expiring points is rude. It takes so long to accumulate them, and then you retire them.  
(TG222/ 04-Oct-18/HKT-BKK/Economy class)
  - Miles cut every quarter if you don't use them, United Airlines don't cut your miles, you can save up for a trip, no chance with Thai.(TG930/10-Nov-18/BKK-CDG/Royal Silk class)
  - Unfair miles expiry policy(TG326/18-Nov-18/BLR-BKK/Economy class)
4. สะสมหมดอายุเร็วเกินไป/ไม่ควรมีไมล์หมดอายุ
  - Expiring of Miles "hurts"!(TG927/12-Dec-18/FRA-BKK/Economy class)
  - Why do they expire ?(TG434/8-Dec-18/CGK-BKK/Economy class)
  - The expiration of miles make it difficult to redeem anything(TG661/3-Dec-18/HND-BKK/Economy class)
5. การเลื่อนชั้นทำได้ยาก
  - Very long to go to next level gold after so many years flying with Thai airways  
(TG664/ 03-Oct-18/BKK-PVG/Royal Silk class)
  - Not clear or difficult to upgrade using miles(TG465/17-Nov-18/BKK-MEL/Royal Silk class)
  - Occasional random upgrades would be nice(TG565/ 1-Nov-18/HAN-BKK/Economy class)
  - Very hard to upgrade flight. On Thai operated services (TG484/22-Dec-18/PER-BKK/Royal Silk class)
  - It is a bit difficult for air award upgrade, always unavailable(TG476/15-Dec-18/SYD-BKK/Economy class)
  - Not enough options or opportunities to upgrade seat. You are able to do this with Emirates and Singapore  
(TG241/5-Dec-18/BKK-KBV/Economy class)
  - Very hard to use gold upgrade award also unavailable. (TG676/16-Dec-18/BKK-NRT/Economy class)

## แนะนำ

- In case of a status downgrade (not enough status miles to retain the status), it would be great to give 1 to 2 months extra prolongation (some other airline miles programs e.g. give 2 months additionally). During my last trip to Thailand with T I depart(TG475/11-Nov-18/BKK-SYD/Royal First class)
- Lack of usage of lounge as a silver member is disappointing. Even being able to access with a nominal fee would be helpful. (TG910/4-Nov-18/BKK-LHR/Royal First class)
- Should offer accumulation of Family miles(TG409/13-Nov-18/BKK-SIN/Economy class)
- accumulation for family members would be great and more miles per trip(TG971/12-Nov-18/ZRH-BKK/Economy class)
- trying to find award seat on TG is like finding needle in a haystack....TG should really consider changing redemption system...sometimes I don't mind paying with more miles for a particular flight...please learn from Qatar Airways.(TG202/16-Dec-18/HKT-BKK/Royal Silk class)
- Most valuable about the silver status is the extra luggage which we use extensively. I wish there would be the ability to transfer only parts of the miles; especially the expiring part of it to someone else. Having more miles to spend would result in more attractive options for redemption; e.g. upgrade to Business or so. (TG971/15-Dec-18/ZRH-BKK/Economy class)
- should have more promotion for early bird redeem award and also for web redeem award (TG551/ 06-Oct-18/SGN-BKK/Economy class)
- Please allow your royal orchid silver members for lounge access. Hope to see a Thai lounge for the first time soon with my silver upgrade thank you!(TG329/ 18-Oct-18/BKK-HYD/Economy class)

## **Arrival**

### **คำชม**

1. พนักงานให้ความช่วยเหลือเป็นอย่างดี
  - STAFF ARE ALERT AND HELPFUL(TG329/ 18-Oct-18/BKK-HYD/Royal Silk class)
  - Your staff handled the late arrival and connection very well. Thank you. Without their assistance, we would have missed our connection because of a late arrival.(TG316/1-Nov-18/DEL-BKK/Royal Silk Class)
  - Gold card - priority baggage delivery good(TG204/1-Nov-18/HKT-BKK/Economy class)
2. กระเป๋าถึงอย่างรวดเร็ว
  - Most of the airports handling and delivering luggage in a good speed but only sometimes LHR and CDG are not in standard (TG931/ 12-Dec-18/CDG-BKK/Royal Silk class)
  - Luggage delivery speed at Bangkok excellent(TG416/ 6-Dec-18/KUL-BKK/Royal Silk class)

### **คำติ**

1. การล่าช้าของกระเป๋าไม่เป็นไปตาม priority
  - I traveled business class, but luggage came 15 mins late. (TG308/ 23-Oct-18/CMB-BKK/Royal Silk class)
  - No priority delivery of bags on arrival in SIN(TG413/ 19-Oct-18/BKK-SIN/Royal Silk class)
  - Priority luggage was not handled first by Auckland baggage services.(TG927/ 03-Oct-18/FRA-BKK/Royal Silk class)
  - Bag had \*S priority tag but still took ages to arrive at the carousel in NRT(TG676/ 08-Oct-18/BKK-NRT/Economy class)
  - Luggage Damaged after pick up at the carousel(TG622/12-Nov-18/BKK-KIX/Royal Silk Class)
  - Luggage was damaged (TG950/17-Nov-18/BKK-CPH/Economy class)
  - The tag of priority bag is not working at all(TG633/12-Nov-18/TPE-BKK/Economy class)
  - Priority tag does not mean anything...my luggage still arrived much later.(TG414/43408/SIN-BKK/Economy class)

- Luggage very slow. Priority luggage has no priority - came as second last bag(TG250/11-Nov-18/KBV-BKK/Economy class)
  - Priority labels seem to be useless. Luggage arrives the last one and not only in this flight(TG960/11-Nov-18/BKK-ARN/Economy class)
  - Even with priority tag luggage is sometimes delivered after standard luggage at Suvarnabhumi airport (TG656/11-Nov-18/BKK-ICN/Economy class)
  - Priority luggage is not consistent. (TG320/16-Dec-18/KTM-BKK/Royal Silk class)
  - Luggage very slow. Waiting time 30 minutes at luggage belt!(TG432/21-Dec-18/DPS-BKK/Royal Silk class)
2. เกิดความเสียหายแก่สัมภาระของผู้โดยสารในระหว่างการเดินทางขึ้น/ลงเครื่อง
- My luggage was damaged. (TG629/ 13-Oct-18/HKG-BKK/Economy class)
  - Broke my handle. Not pleased.(TG917/ 07-Oct-18/LHR-BKK/Economy class)
  - My luggage was damaged. Baggage services officer was quite rude to me initially until she realized that I was a First class customer.(TG911/5-Dec-18/LHR-BKK/Royal First class)
  - damaged luggage on arrival (TG665/ 10-Dec-18/PVG-BKK/Royal Silk class)
  - My luggage handle was broken when I arrived in Kolkata(TG415/ 11-Dec-18/BKK-KUL/Economy class)
3. เครื่องมาถึงช้ากว่าเวลา กระเป๋าลำบาก กระเป๋าสูญหาย กระเป๋าผู้โดยสารต่อเครื่องไม่มา
- Luggage took very long to come out. (TG325/ 21-Oct-18/BKK-BLR/Royal Silk class)
  - Luggage did not make connection in Bangkok(TG925/ 07-Oct-18/MUC-BKK/Royal Silk class)
  - 50% of luggage was lost in transit in Hong Kong. 24hr delay.(TG629/ 07-Oct-18/ICN-HKG/Royal Silk class)
  - Took some time for luggage retrieval in Brussels(TG934/ 09-Oct-18/BKK-BRU/Royal Silk class)
  - Have to wait for more than 30mins for my luggage(TG409/ 09-Oct-18/BKK-SIN/Economy class)
  - Baggage delivery was extremely slow on my flight CNX-BKK via TG105 on Nov-5(TG636/7-Nov-18/BKK-TPE/Economy class)
  - Late arrival of luggage upon arrival in KUL. Waited at carousel for almost an hour.(TG417/5-Nov-18/BKK-KUL/Economy class)
  - Late landing(TG436/4-Nov-18/CGK-BKK/Economy class)
  - Flights are frequently late; always wait long for luggage. (TG600/ 3-Dec-18/BKK-HKG/Royal Silk class)
  - Luggage arrived very late(TG431/ 8-Dec-18/BKK-DPS/Economy class)

## **Advertisement**

### **คำชม**

#### **1. โฆษณามีความสวยงาม ดูน่าสนใจ**

- The advertisement is very modern and in my eyes beautiful (TG434/CGK-BKK /05-Oct-18/Royal Silk class)
- It is a very clever idea to make the safety add so entertaining. The fact that it was so different and funky made me want to watch it. Great touch!! (TG471/BKK-SYD/06-Oct-18/Economy class)
- Always impressed with the Thai advertisement (TG413/BKK-SIN /13-Oct-18/Economy class)
- Influential advertising (TG960/ 11-Nov-18/BKK-ARN/Royal Silk class)
- I love all your advertisement. Mood and tone are suitable with the THAI.(TG923/ 26-Nov-18/FRA-BKK/Economy class)
- looks welcoming (TG415/ 25-Nov-18/BKK-KUL/Economy class)
- Great advert (TG561/ 10-Nov-18/HAN-BKK/Economy class)
- Clear and concise message(TG409/11-Dec-18/BKK-SIN/Royal Silk class)

### **คำติ**

#### **1. ไม่เคยได้รับชมโฆษณา**

- Not viewed advertising(TG663/PVG-BKK/ 11- Oct -18/Royal Silk class)
- Not noticed, but generally your ads are far from reality and disregarded (TG961/ARN-BKK/ 05-Oct-18/Economy class)
- I have not seen Thai advertisement/TG683/ 17-Nov-18/HND-BKK/Royal Silk class)
- Haven't noticed the ad/TG475/ 20-Nov-18/BKK-SYD/Economy class)
- Not seen Thai advertising/TG621/ 13-Nov-18/MNL-BKK/Economy class)
- not see(TG951/4-Dec-18/CPH-BKK/Royal Silk class)
- Not seen(TG600/12-Dec-18/BKK-HKG/Royal Silk class)
- Nothing impressed or memorable(TG110/6-Dec-18/BKK-CNX/Royal Silk class)
- I have not seen this advertisement(TG407/24-Dec-18/BKK-SIN/Royal Silk class)

## 2. เนื้อหาโฆษณา สื่อไม่ตรงกับความจริง

- Generally your ads are far from reality and disregarded (TG961/ARN-BKK/ 05-Oct-18/Economy class)
- Does not appear authentic and credible to me - my experiences over the last yours in cabin are in contrast to the smooth as silk and perfect service-image you try to create in your advertisements (TG925/MUC-BKK/ 02-Oct-18/Economy class)
- What is exactly contemporary Thai? (TG550/BKK-SGN/ 22-Oct-18/Economy class)
- I've not noticed "Contemporary Thai" (TG602/BKK-HKG/ 08-Oct-18/Economy class)
- What's shown is so different from reality (TG401/BKK-SIN/ 01-Oct-18/Economy class)
- Don't understand this concept as I don't recall being exposed (TG620/ 25-Nov-18/BKK-MNL/Economy class)
- not sure what's this (TG326/ 18-Nov-18/BLR-BKK/Economy class)
- Unprofessional (TG925/16-Dec-18/MUC-BKK/Royal Silk class)
- "Contemporary" really with such old equipment, terrible over crowded lounges and non-responsive service? (TG473/5-Dec-18/BKK-BNE/Royal Silk class)
- Dated, old fashioned. Gives impression of being out of date with current trends.(TG492/3-Dec-18/AKL-BKK/Royal Silk class)
- Need new ad agency. Old. Not compelling. (TG601/23-Dec-18/HKG-BKK/Royal Silk class)

## ข้อเสนอแนะ

- Not all ads are in English or only partially, would be great to always offer both language versions (TG111/ 25-Nov-18/CNX-BKK/Royal Silk class)
- deliver is more important than promise/TG584/ 9-Nov-18/BKK-PNH/Royal Silk class)



## คะแนนและการแปลผลการสำรวจ

- Pearson Correlation Coefficient (ค่าสัมประสิทธิ์สหสัมพันธ์) หมายถึง ค่าที่ใช้วัดความสัมพันธ์เชิงเส้นระหว่างประเด็นต่างๆ กับภาพรวม มีค่าได้ตั้งแต่ 0 ถึง 1 ซึ่งมีความหมายดังนี้

Pearson Correlation Coefficient	ความหมาย	
0	ไม่มีความสัมพันธ์เชิงเส้นซึ่งกันและกันเลย	No relationship
0.01 ถึง 0.30	สัมพันธ์เชิงเส้นกันน้อย	Low Relationship
0.31 ถึง 0.70	สัมพันธ์เชิงเส้นระดับปานกลาง	Medium Relationship
0.71 ถึง 0.99	สัมพันธ์เชิงเส้นกันสูง	High Relationship
1	มีความสัมพันธ์เชิงเส้นกันอย่างสมบูรณ์	Perfect Relationship

หมายเหตุ: ในกรณีที่ค่า Pearson Correlation เป็นลบ หมายถึง มีความสัมพันธ์ในทิศทางตรงกันข้าม กล่าวคือถ้าตัวหนึ่งลดลง อีกตัวหนึ่งจะเพิ่มขึ้น

## Weighting Data

- **Weighting data** aims to reflect real traffic as closely as possible. Considering that the contribution of each flight within THAI global network is not equal, the sample was accurately weighted by the actual passengers flown by THAI route represented. With each respondent receiving a specific weight according to the flight number he was traveling, this method allows a very realistic representation of the markets regionally, as well as globally, by eliminating the sample bias.

# Contact Point

■ Any questions/assistance, please contact :

Function	Phone	E-mail Address
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