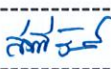




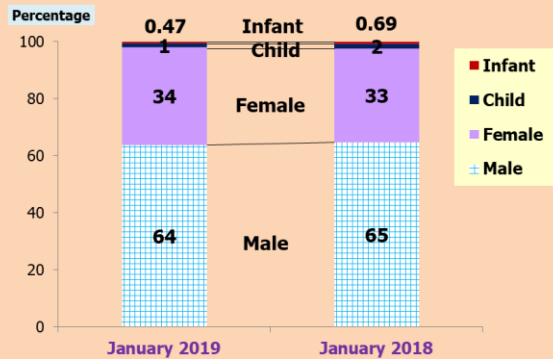
เรียน DD DN Acting D1 DO DY DT	SZ	
D7 DK DS DC S9 D2 QK Acting DQ	Date 28 มี.ค. 62	Signature
<input checked="" type="checkbox"/> For your information	<input type="checkbox"/> For your Comments	<input type="checkbox"/> For your approval
<input type="checkbox"/> Please handle	<input type="checkbox"/> Please call me	<input type="checkbox"/> As you requested
<input type="checkbox"/> Please file	<input type="checkbox"/> Please return	<input type="checkbox"/> Return with thanks
<input type="checkbox"/> Please forward to _____		
เรื่อง สรุปรายงานเสียงจากลูกค้าเดือนมกราคม 2562		
SZ ขอนำส่งสรุปรายงานเสียงจากลูกค้าเดือนมกราคม 2562 เพื่อใช้เป็นข้อมูล		
สนับสนุนการพัฒนาและปรับปรุงผลิตภัณฑ์และการบริการลูกค้า		
จึงเรียนมาเพื่อโปรดพิจารณา		
ขอแสดงความนับถือ		
		
สรณี รัตนจิระวงศ์		
หมายเหตุ : ข้อมูลรายเดือนได้จัดส่งให้หน่วยงานที่เกี่ยวข้อง และเผยแพร่ทาง Intranet เพื่อให้หน่วยงานใช้เป็น		
ข้อมูลสนับสนุนการพัฒนาและปรับปรุงผลิตภัณฑ์และการบริการไปแล้ว		

Voice of Customer - Executive Summary Monthly Report – Jan 2019

Customer Relations & Services Quality Department (BKKSZ)

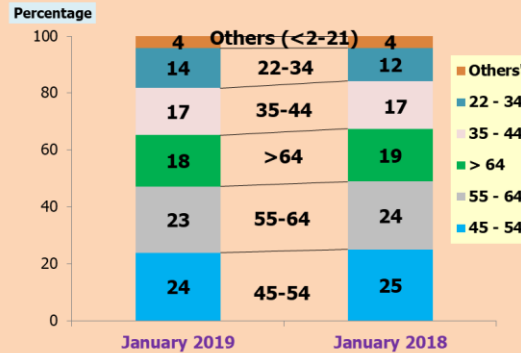
Customer in Royal First Class (Source : Data Warehouse – Jan 2019)

Jan19 Royal First passenger by Gender compared with Jan18



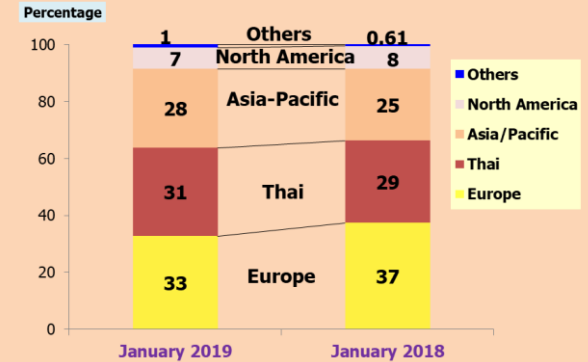
passenger Jan-19 : 3,392 Jan-18 : 4,628

Jan19 Royal First passenger by Age Group compared with Jan18



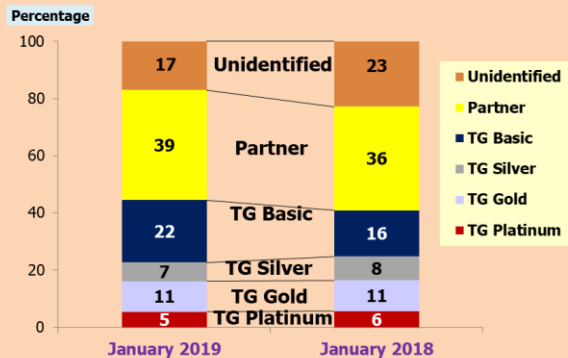
passenger Jan-19 : 3,392 Jan-18 : 4,628

Jan19 Royal First passenger by Nationality compared with Jan18



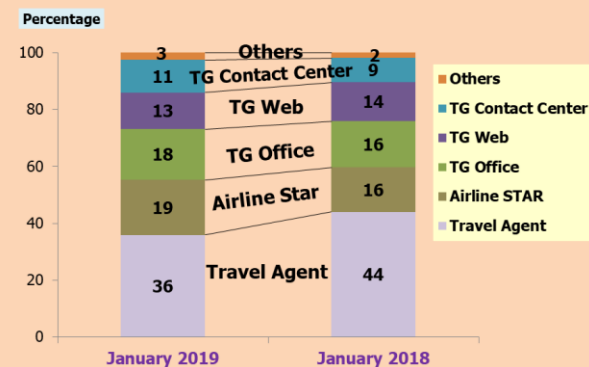
passenger Jan-19 : 3,392 Jan-18 : 4,628

Jan19 Royal First passenger by FFP compared with Jan18



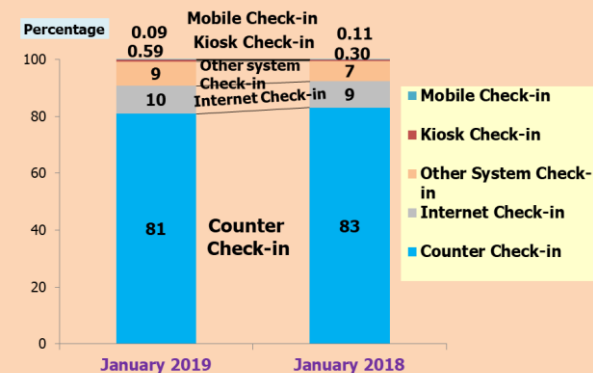
passenger Jan-19 : 3,392 Jan-18 : 4,628

Jan19 Royal First passenger by Booking Channel compared with Jan18



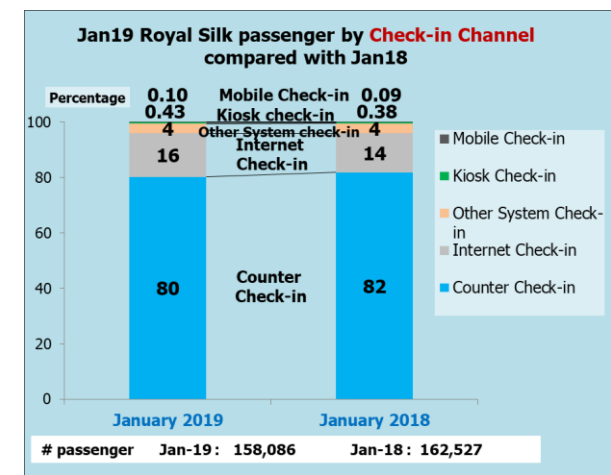
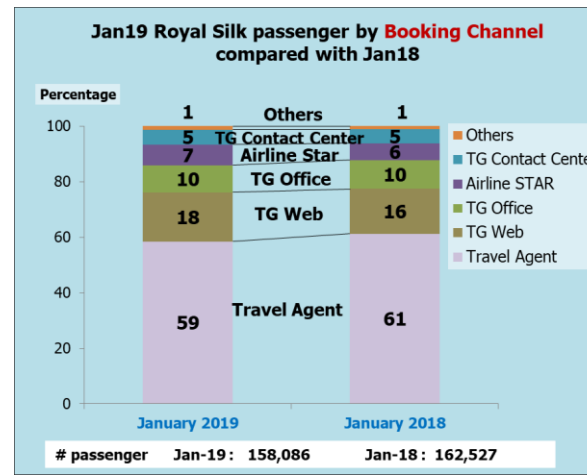
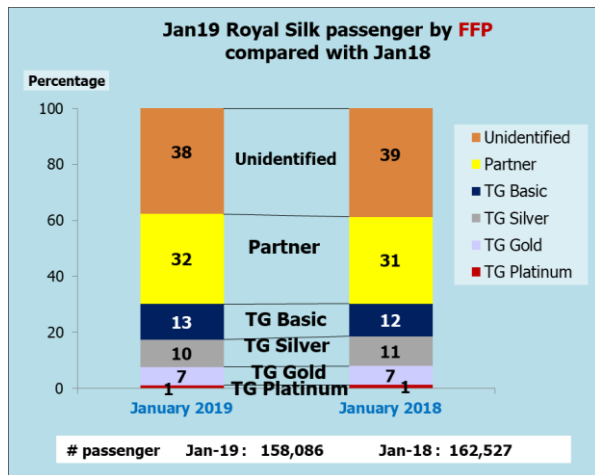
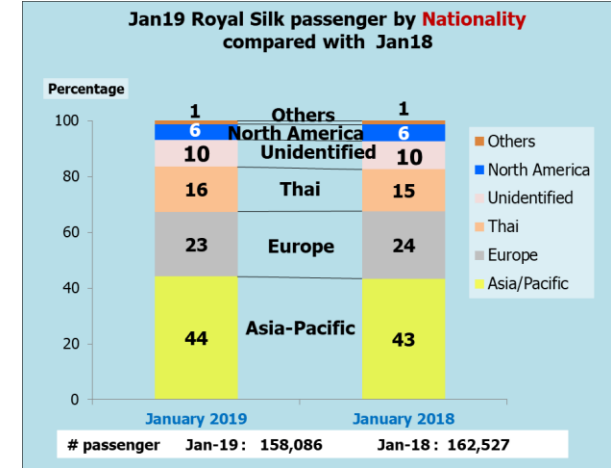
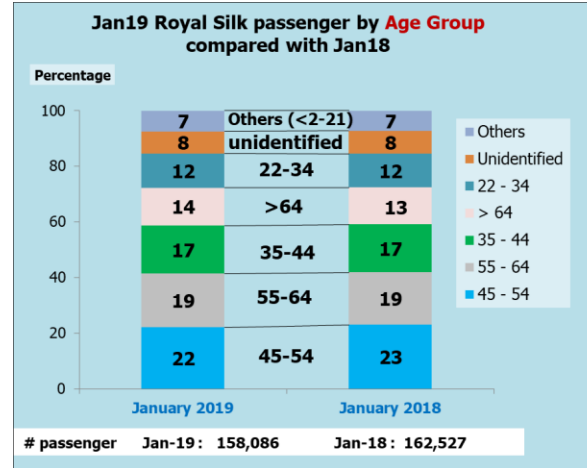
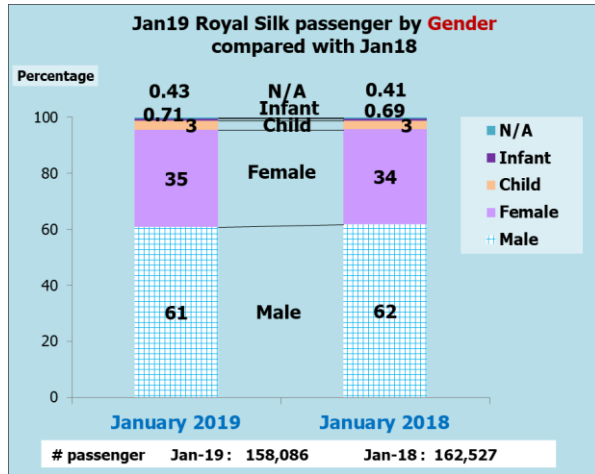
passenger Jan-19 : 3,392 Jan-18 : 4,628

Jan19 Royal First passenger by Check-in Channel compared with Jan18

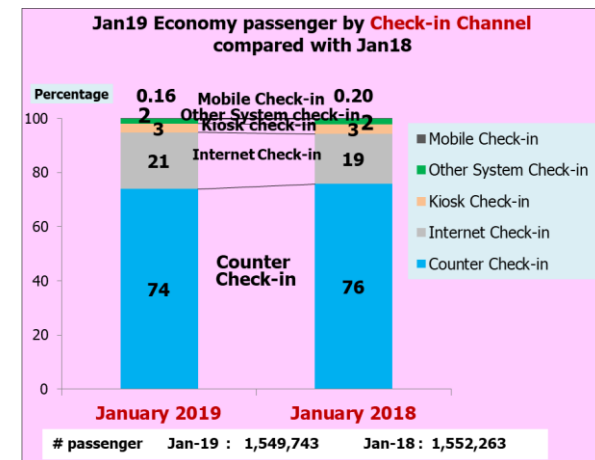
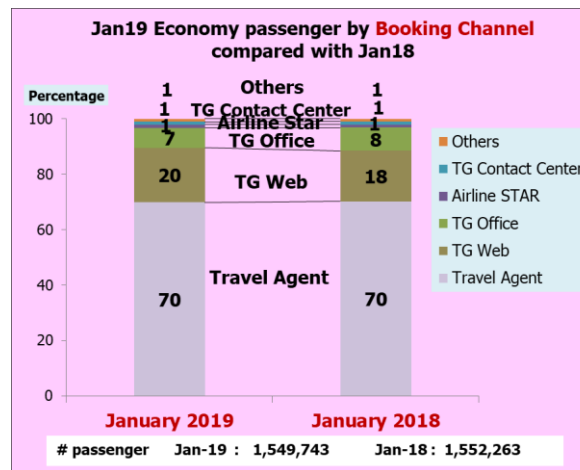
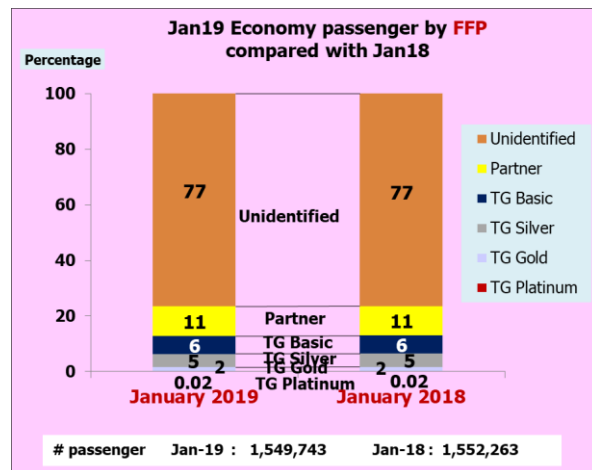
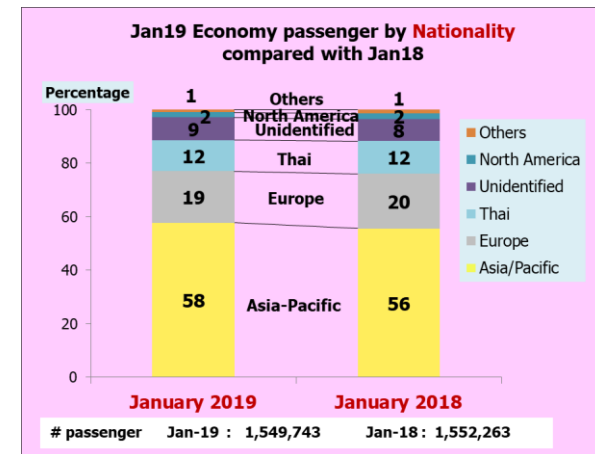
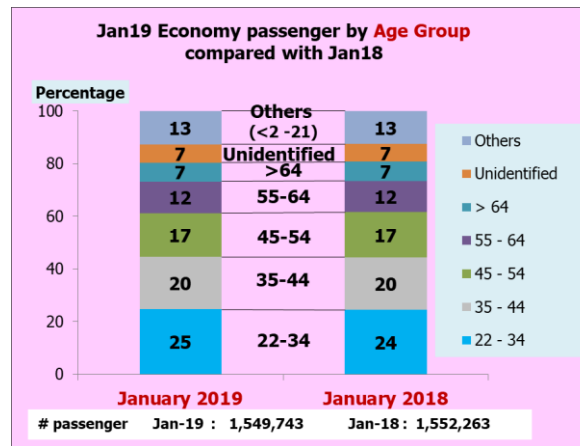
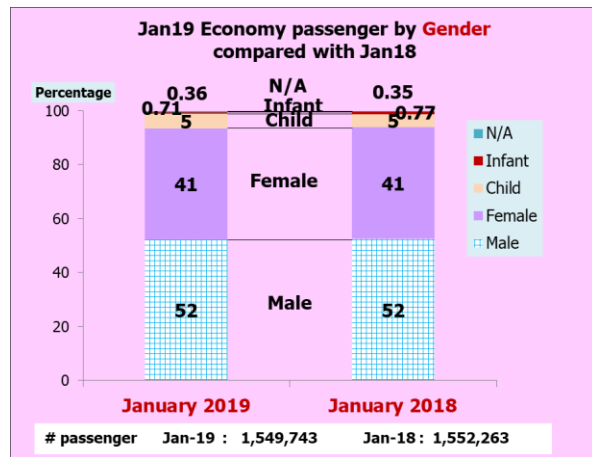


passenger Jan-19 : 3,392 Jan-18 : 4,628

Customer in Royal Silk Class (Source : Data Warehouse – Jan 2019)



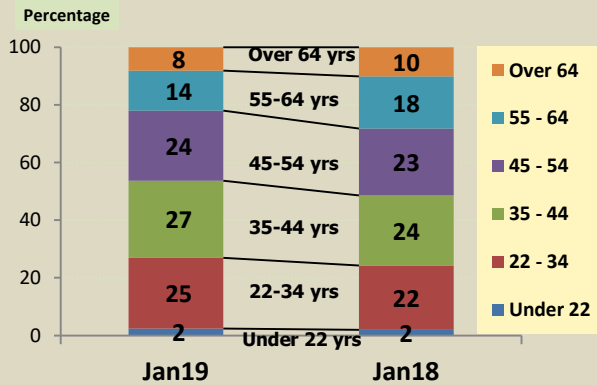
Customer in Economy Class (Source : Data Warehouse – Jan 2019)



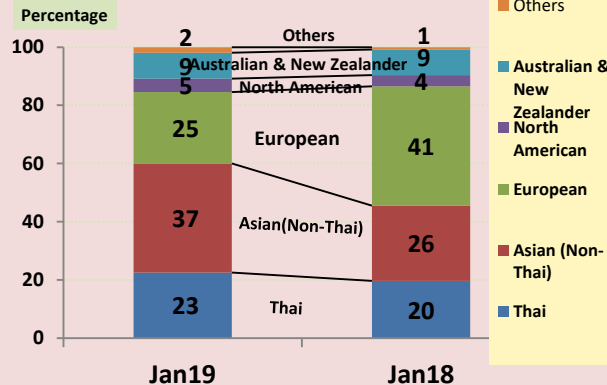
Customer Experience

Our Respondent (Source : e-Survey – Jan2019)

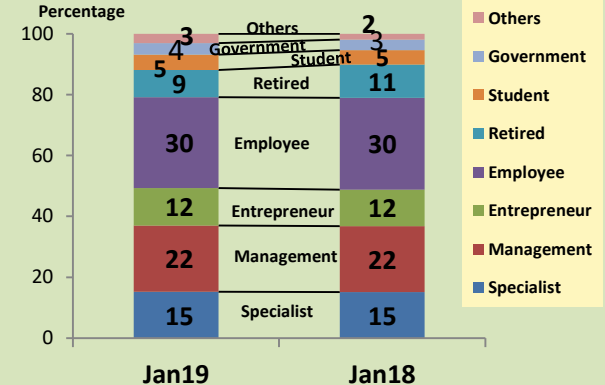
Jan-19 – Age Range compared with Jan-18



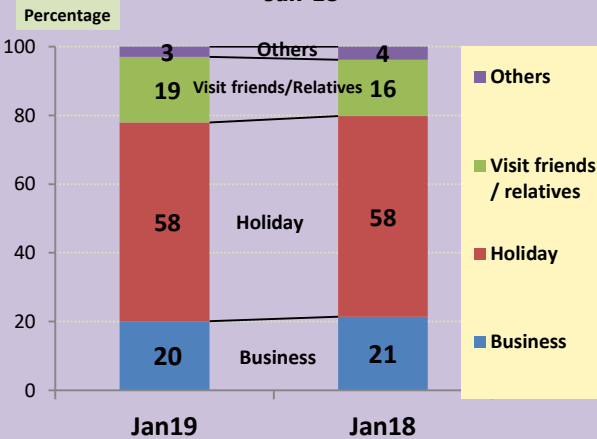
Jan-19– Nationality compared with Jan-18



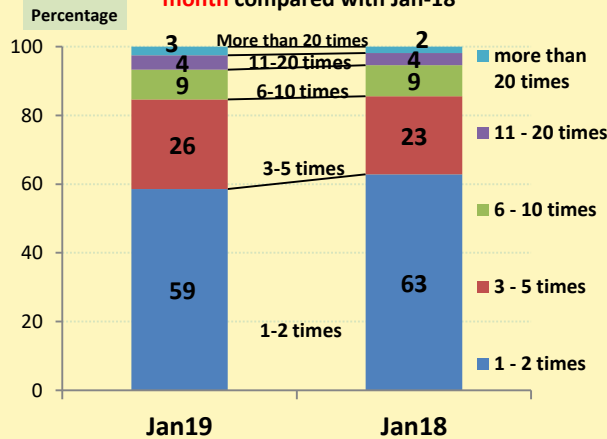
Jan-19 – Occupation compared with Jan-18



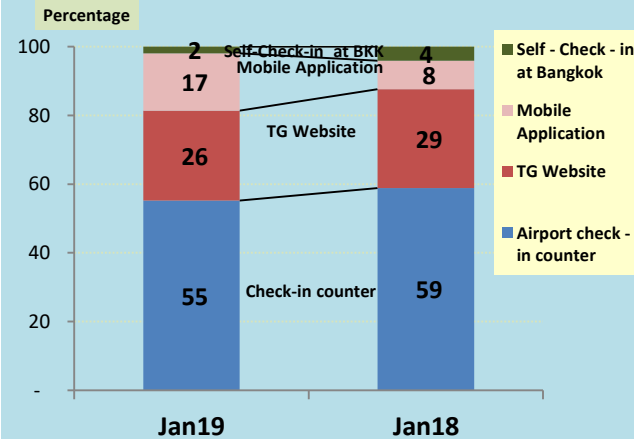
Jan-19 – Purpose of Journey compared with Jan-18



Jan-19– Flying THAI on Intl Route within 12 month compared with Jan-18



Jan-19– Check-in Chanel compared with Jan-18



Response Rate 17%

Distributed 16,869
Response 2,835



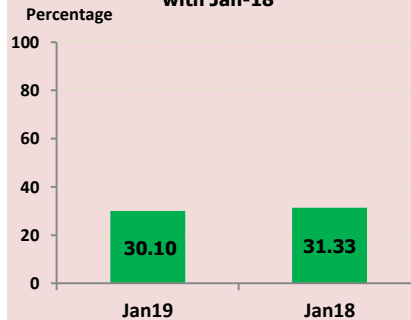
Overall Satisfaction with THAI by Class (%)

Class of Service	Jan19	% diff (Jan-19-Jan-18)	Moving AVG (Jan-18)-(Jan-19)
All Class	78.58	1.37	77.80
Royal First	90.77	11.02	83.66
Royal Silk	79.17	3.21	77.25
Economy	78.45	1.12	77.84

Jan-19 – NPS Group compared with Jan-18

49.73	Promoter	50.91
30.63	Passive	29.51
19.64	Detractor	19.58
Jan19		Jan18

Jan-19 – NPS score compared with Jan-18

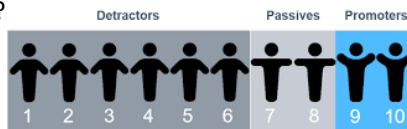


The Net promoter Score is based on the fundamental perspective that every company's customers can be divide in to three categories: Promoters, Passives and Detractors.

Question asked:

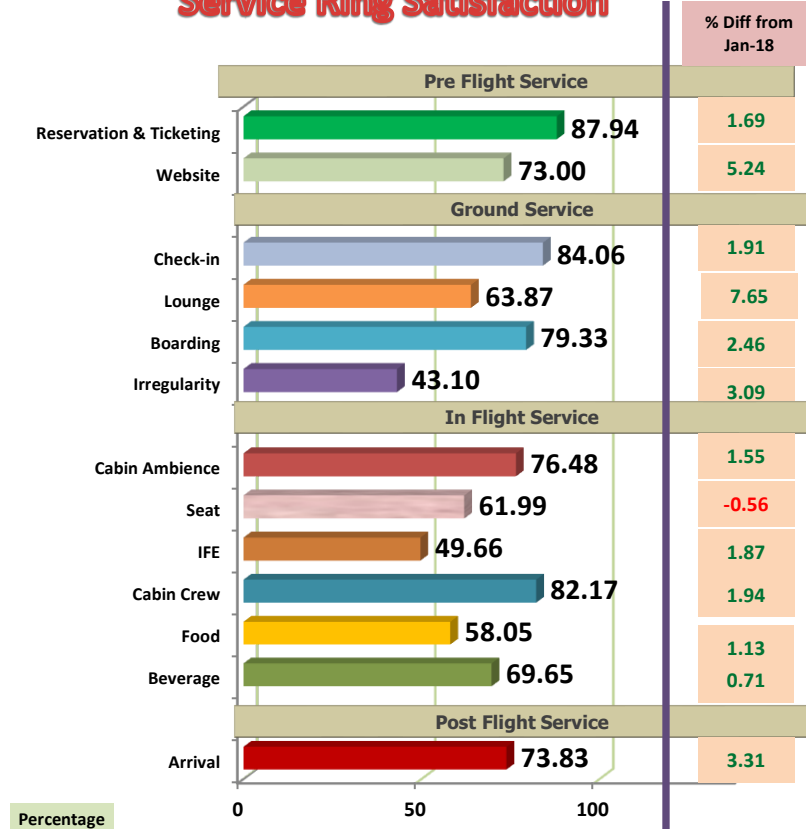
How likely are you to recommend THAI to others?

Rating Scale :

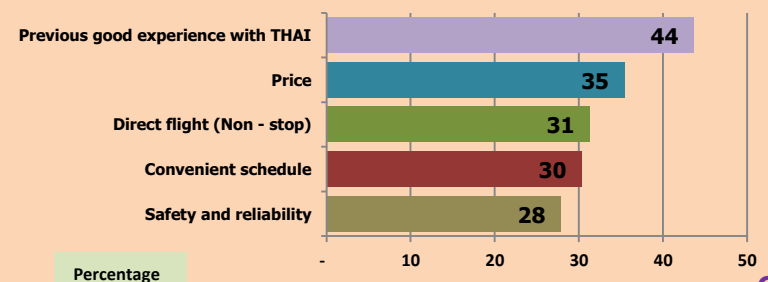


Net Promoter Score = % Promoters - % Detractors

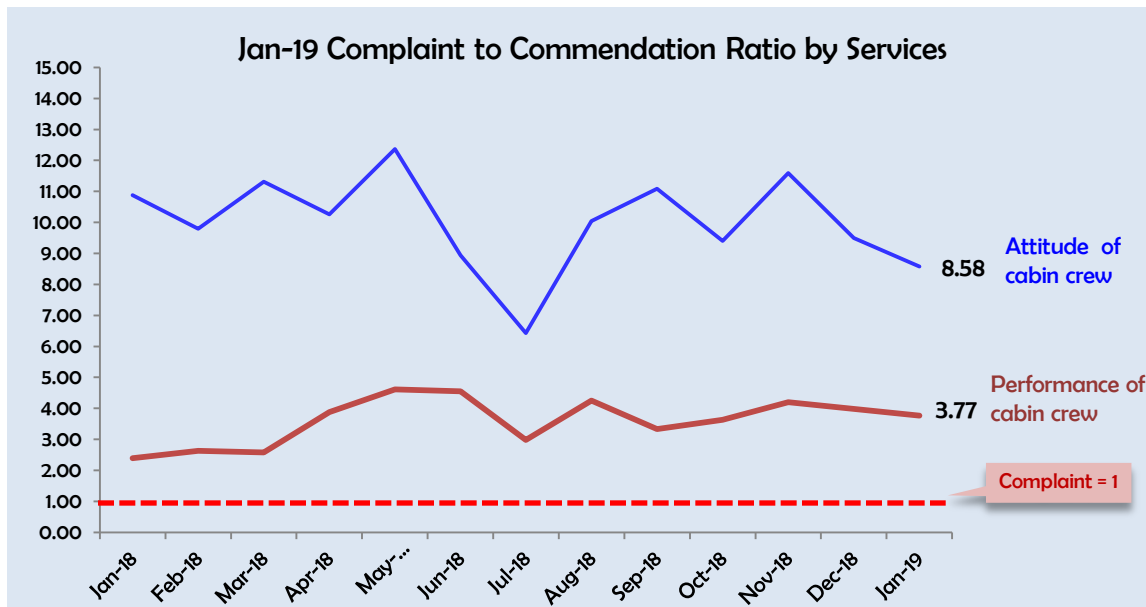
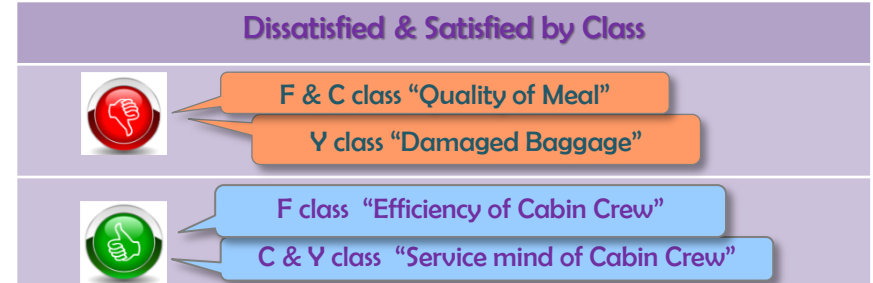
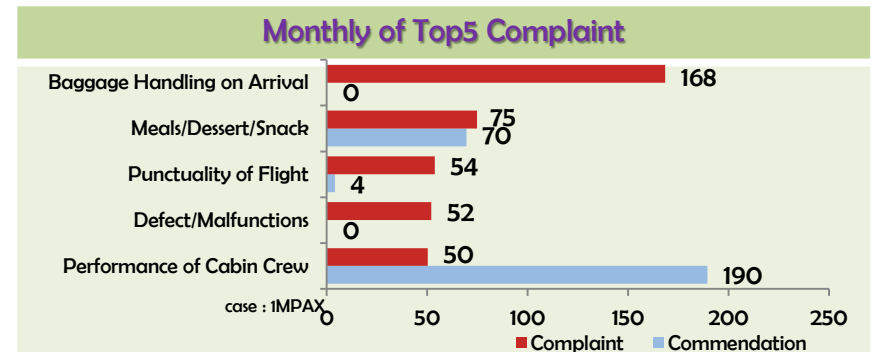
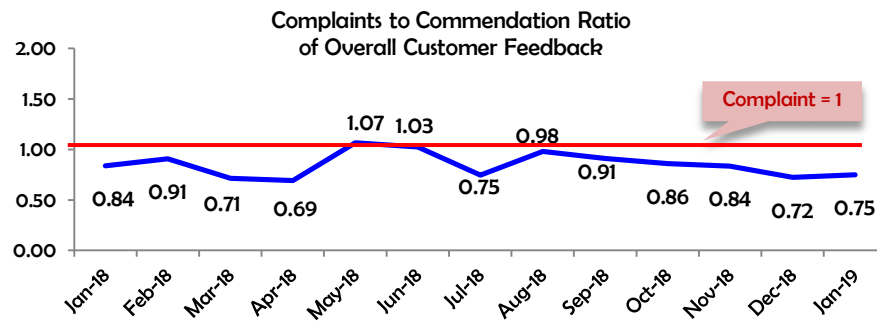
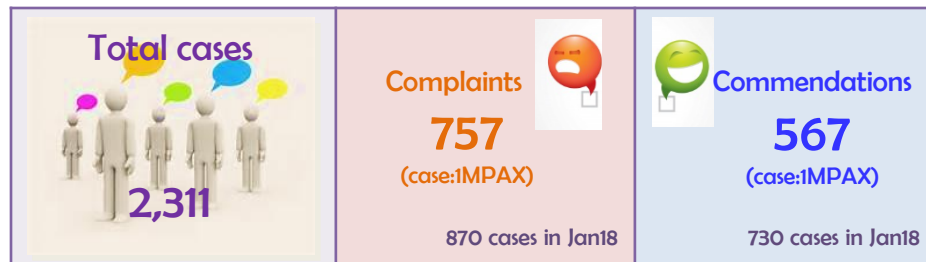
Service Ring Satisfaction



Jan-19 Top 5 reason for choosing THAI



Customer Feedback in January 2019 (Source : CFMS – Jan 2019)



Complaint : Commendation Ratio January-19	
Telephone Contact	1 : 0.00
thairways.com	1 : 0.00
Reservation and Ticketing Service	1 : 0.16
Check-in	1 : 0.27
Lounges	1 : 0.70
Boarding	1 : 0.92
Attitude of Cabin Crew	1 : 8.58
Performance of Cabin Crew	1 : 3.77
Defect/Malfunctions	1 : 0.00
In-flight Entertainment	1 : 0.28
Meals/Dessert/Snack	1 : 0.93
Baggage Handling on Arrival	1 : 0.00
Handling of flight Irregularities	1 : 0.03
Remark : Complaint =1	