



SWEATPANTS AIR CUSTOMER SATISFACTION SURVEY RESULTS '22

Welcome to the result of this year's customer satisfaction survey! Scroll down the page to see the breakdown of key findings from our passengers who flew with us in the past years, and recommendations that are sure to make SWEATPANTS AIR the preferred carrier of flyers around the world!

The View from 30,000 Feet

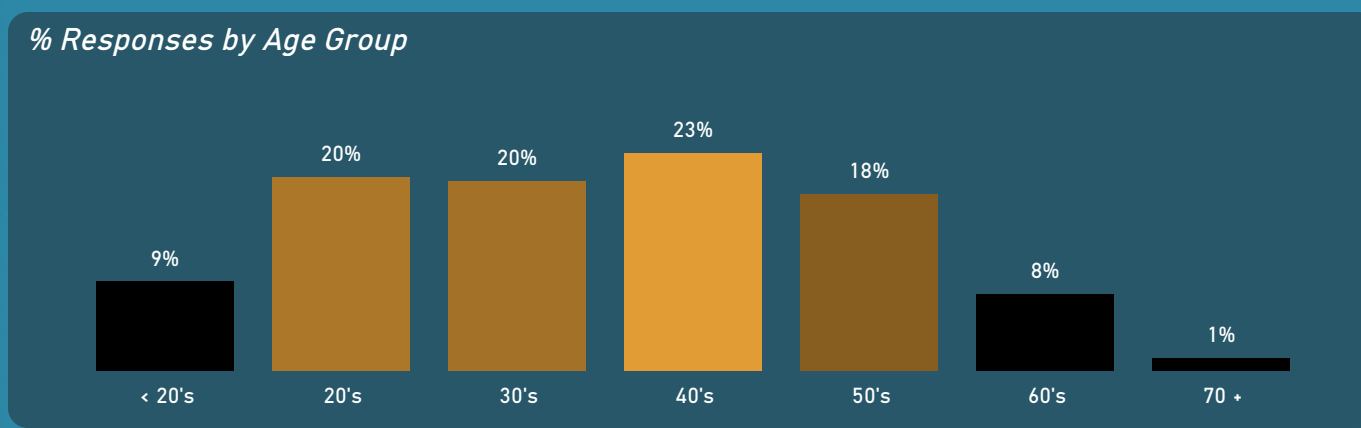
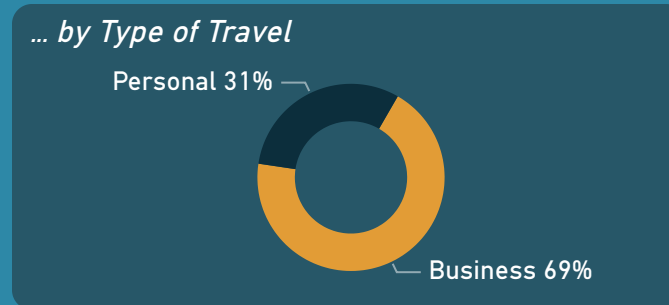
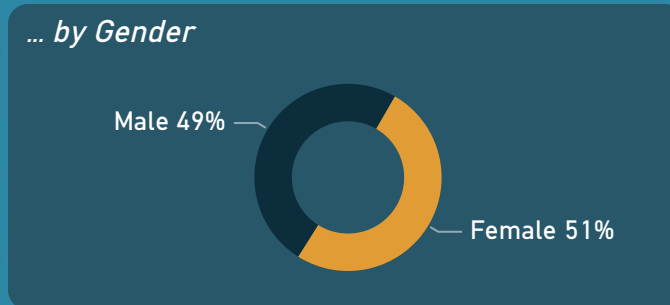
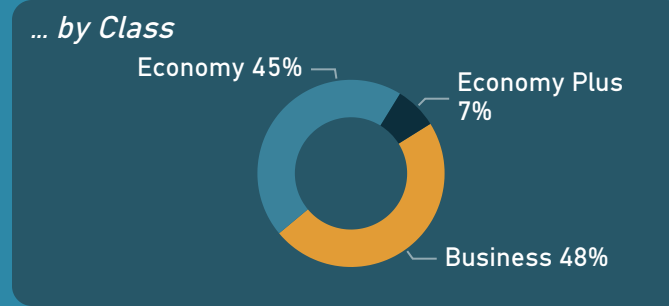
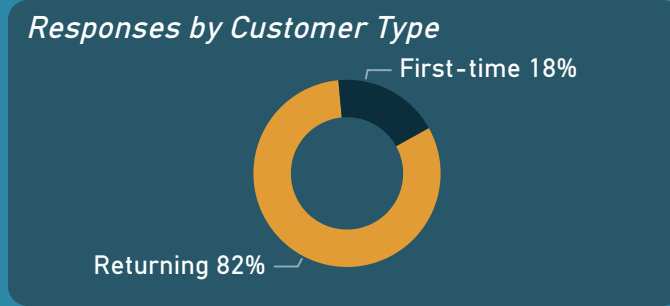
Things are Looking Up! Last Year was a tough year for SWEATPANTS AIR after years of cost saving efforts & reductions in force, customer voiced their frustrations with our decline in service. Going into 2022, we know that we had to save our brand and restore our reputation with a complete overhaul of our digital presence our customer service and our in-flight experience. We are thrilled to say that our brand renewal investments have paid off and our 2022 Customer Satisfaction Survey has returned the **highest single year increase in our net promoter score** in company's history **+46 points!**



Passenger Demographics



We also saw a strong turnout for our 2022 survey, with 65,326 responses(+772 from 2021) of whom 82% were Returning passengers.



2022 Responses



2021 Responses

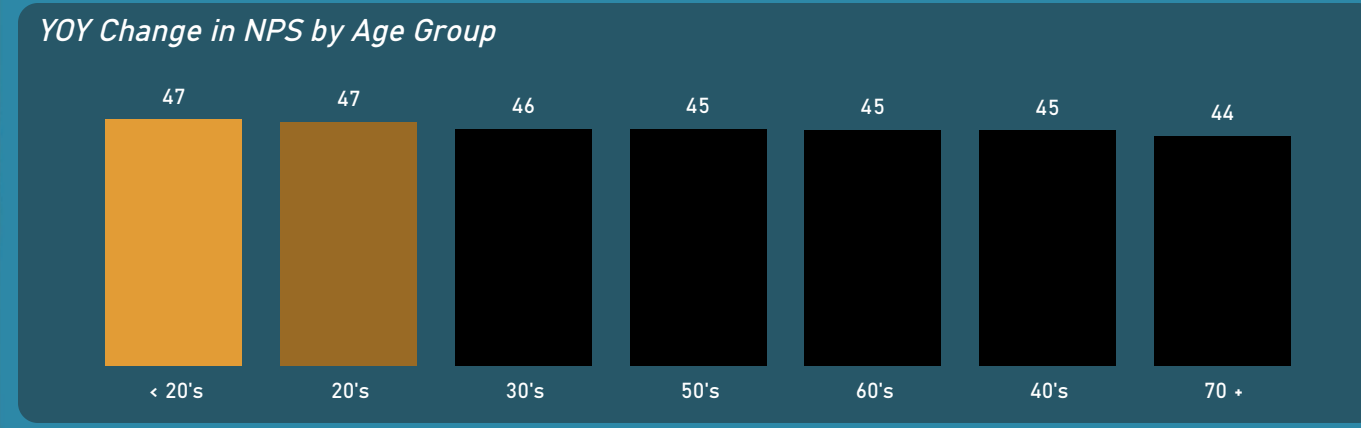
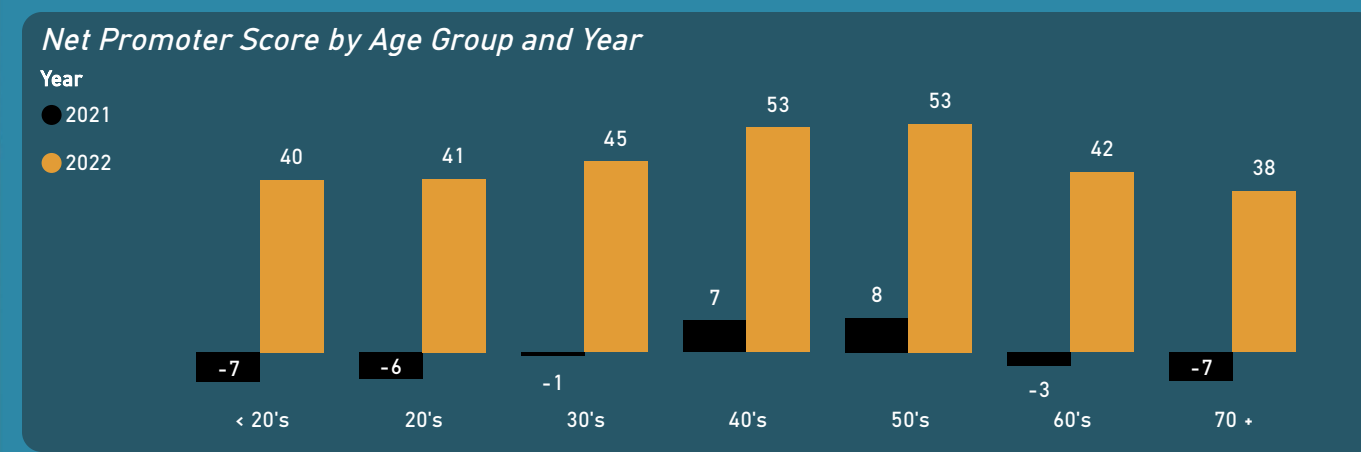


Passenger Net Promoter Score (NPS)



Pick A Field From the Data For Which You Would Like To Compare Net Promoter Score

Age Group



YOY Change



2022 NPS



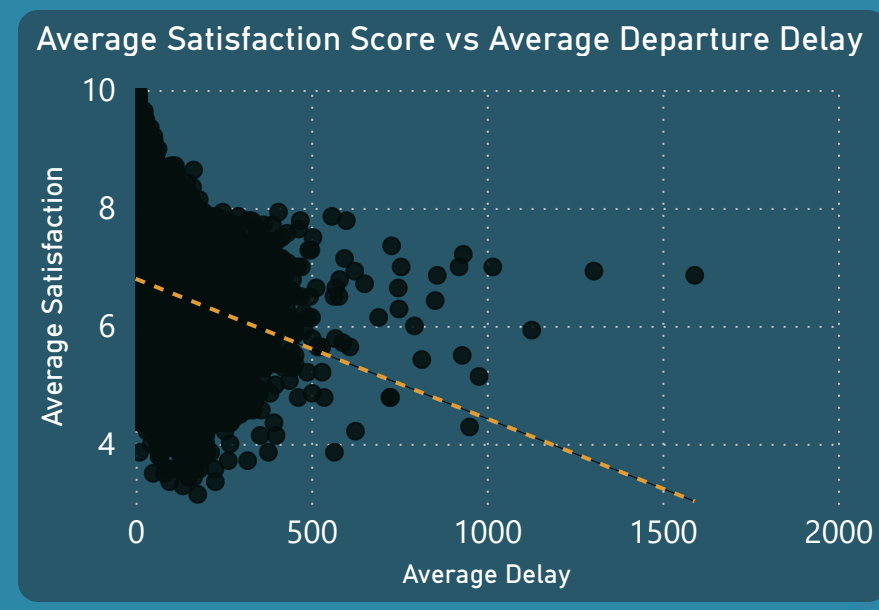
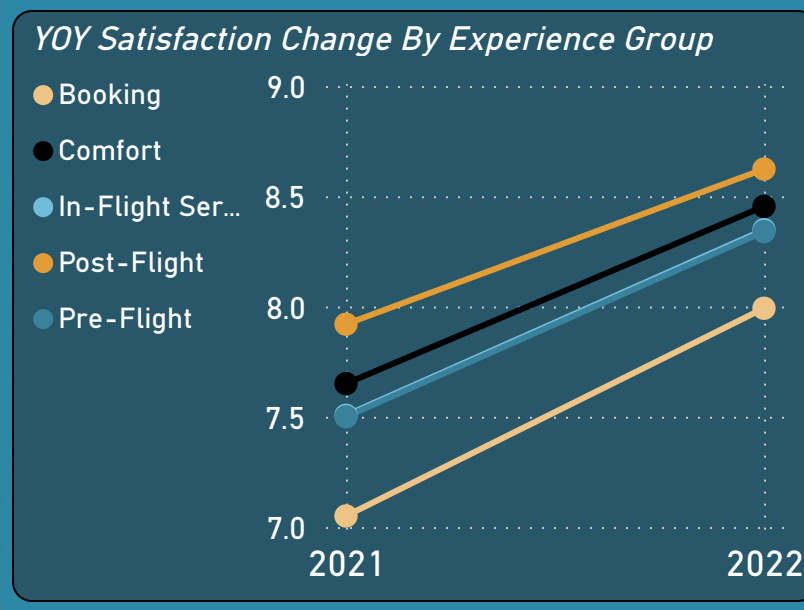
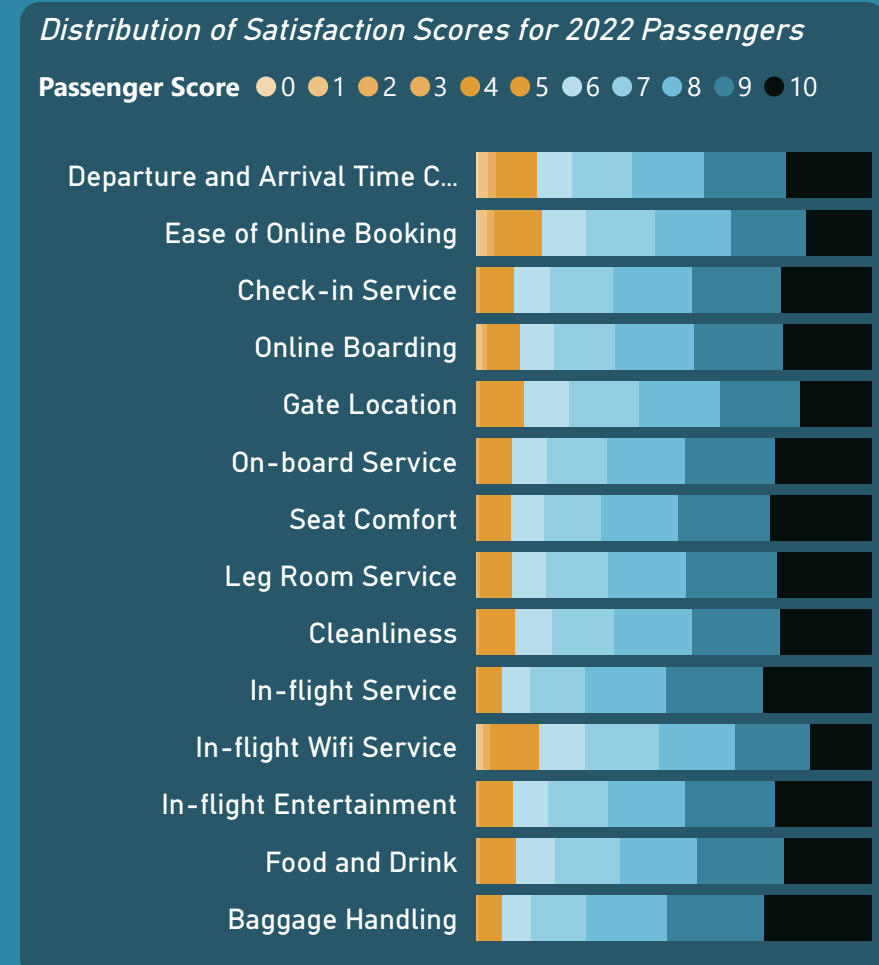
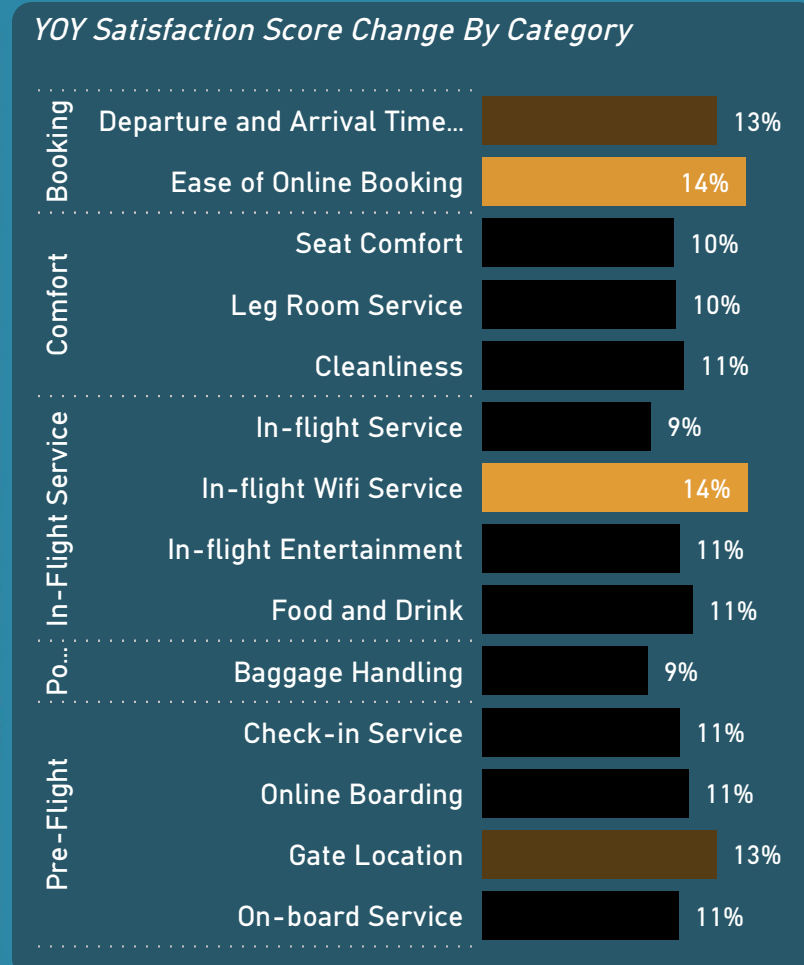
2021 NPS



Passenger Experience



More Impressive than our raw NPS score however is the fact that we saw consistent and sustained satisfaction improvement across our many passenger experience touchpoints.



Recommendations

While we are excited to see our year-on-year improvement across many areas, there are always opportunities for growth. Firstly, many customers continue to express their frustrations with the **ease of our online booking system**, an area we must continue to improve. The booking experience continues to lag behind all other categories, as demonstrated in the slope chart above. While improvements have been made, our **in-flight Wi-Fi service** also continues to be a pain point for many of our long-haul customers. Finally, we must work closely with our transit and government partners to ensure our flights are safely in the air on schedule. Data from 2022 shows that late passengers consistently have lower overall satisfaction scores, regardless of who is to blame.

