



CHARTING A NEW FRONTIER: **AVIATION CONSUMER PROTECTION NEEDS TODAY AND BEYOND**

INTERNATIONAL WEBINAR

**Elevating Travel Experience: Air-
Travellers' Perceptions of Service
Quality**

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COVID-19

CONSUMER EXPERIENCE – NEW NORM

- The airline industry's fierce competitiveness needs efficient customer relations management both online and offline in order to retain passenger satisfaction and generate future revenue
- COVID-19 Pandemic
- *How COVID-19 is changing passenger needs*



Survey by FOMCA – Malaysia

- A simple online survey aimed to assess air travelers' concerns during endemic period was conducted by FOMCA
 - 95% of consumers passengers' concerns were mainly towards compensations and cancellation especially on refunds and ticket changes
 - 76% consumers were concern on on-time luggage,
 - 75% were concern on check-in process, timeliness, duration, easiness and etc
 - 72% were concern on transit appropriateness, luggage handling, promptness and seat hygiene
 - Other concerns are on Unreliable communication such as AI Robots and etc



CROSS BORDER COMPLAINTS RECEIVED BY FOMCA

- FOMCA had also received many Cross Border complaints
 - Korea
 - China
 - Singapore
 - Thailand
 - UK
 - Japan



CROSS BORDER COMPLAINTS

- AIR TICKET CANCELLATIONS AND REFUNDS
- HOTEL AND TOURISM PACKAGE CANCELLATIONS
- AIRLINES SERVICE PROVIDER WERE NOT REACHABLE
- NO RESPONSE
- Empty Promises



AIRLINE AND AIRPORTS ROLE -

- To retain their sustainability in today's difficult global competitive climate, to give competitive advantage, and to create a loyal customer base in the long term, airlines should be able to deliver quality service to their consumers continually.



HEALTH AND SAFETY CONCERNS (AIRPORT)

- Waiting in Queues – Those were the days
- New Norm – Pandemic – Habits have changed
- With new habits established, passenger awareness has reached a different level. ex *online check-in and self-check-in kiosks*



What airports should do

- airports may pursue opportunities to leverage digital technology to help custodial services perform as efficiently and effectively as possible.
- Increasing channels for passengers to report service issues
- Informing passengers
- Dynamic signage in gate areas, FIDS systems, dynamic displays, restroom displays, and even mobile apps



Consumer Needs during Endemic

What are some consumer behaviors that Airports and Airlines should be focusing on right now to adapt to today's world?

- Health and safety are front and center.
- Better Customer Service
 - Reachable active contact centre
 - Solution driven rather than “sorry we cant help you”
- Regulators Role
 - Consumer Protection should be emphasize
 - Monitor ticket purchasing system algorithm



What is Lacking/Challenges

- Endemic Travel advisory – *Fly Smart App is a good start*
- Overpriced or bloated ticket price
 - Hidden Price algorithms in online ticketing system
- Poor customer service responds from regulator and airline service providers
- Consumer protection in this Digital era
- Education and Awareness on Air Travellers Rights & Responsibility



The Way forward

- Digitalisation is transforming the way companies do business.
- The COVID-19 pandemic has accelerated the need for digital business practices as travellers demand digital communications, online sales and contactless solutions.
- Consumers are in the need of better Digital Technology as this will elevate user experience and easiness
- At the same time, consumer protection in the new digital era must be revamped

