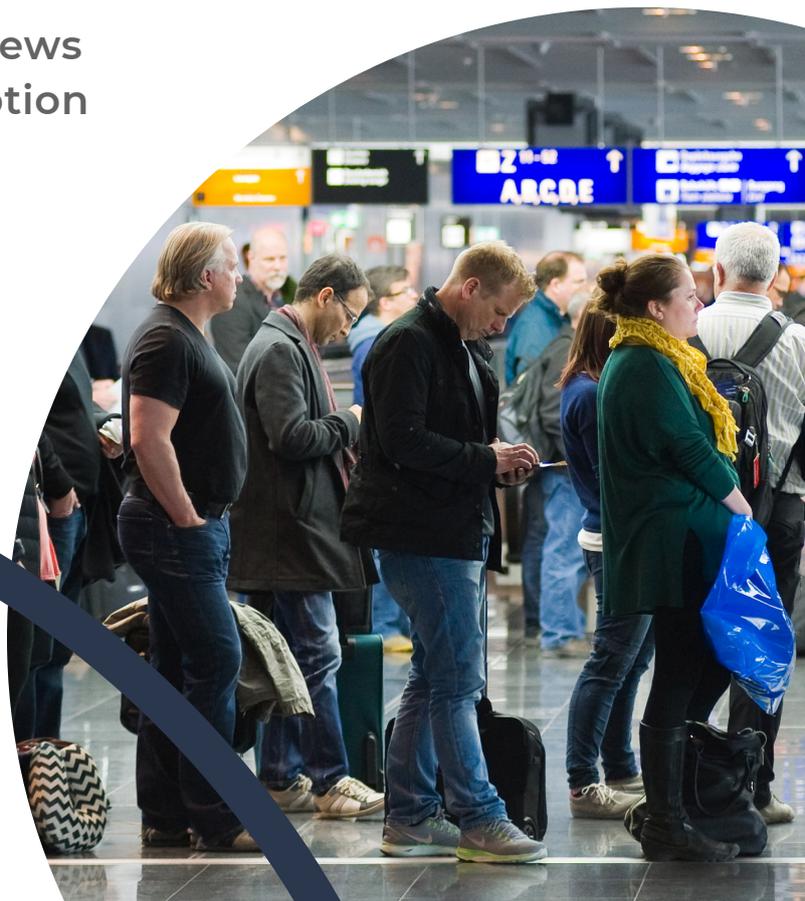


AIRLINE CONSUMER RESEARCH REPORT.

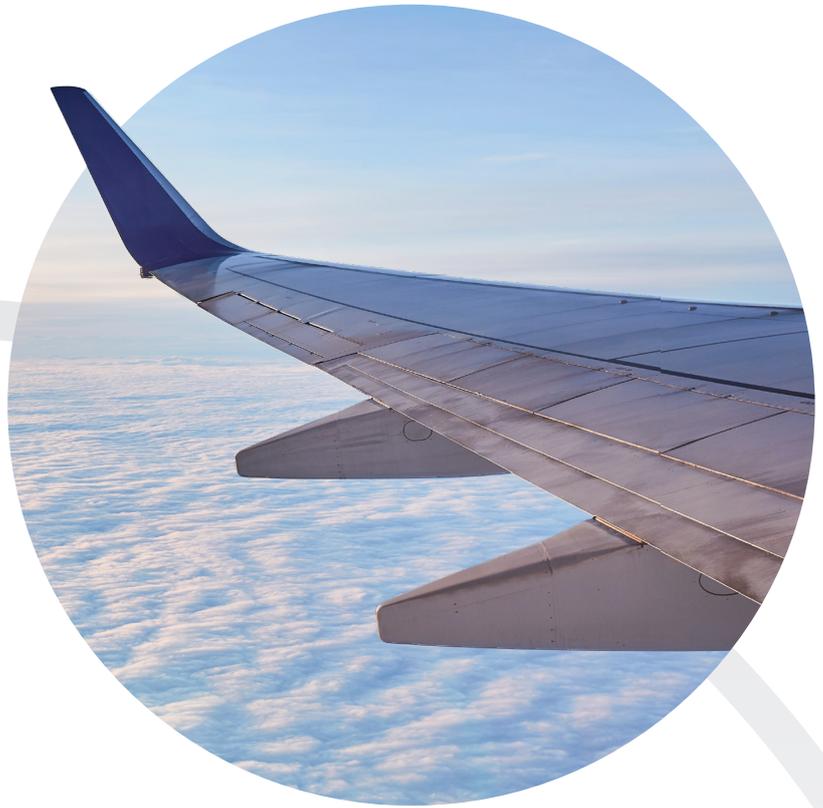
# The impact of flight disruption on airline customer perceptions and loyalty.

1,100 UK residents share their views  
and experiences of flight disruption  
from the last 12 months.



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# Who are CMAC Group?

**CMAC Group delivers award-winning ground transport and accommodation solutions for airlines, airports and ground handling agents across the globe.**

With an exceptional reputation for managing crew and passenger requirements that are complex, and demanding, CMAC Group harnesses the power of seamless, tech-led delivery and hands-on expertise to meet and exceed passenger expectations – even during times of disruption.

CMAC Group supplies 24/7/365 time-critical alternative transport and on-demand accommodation. Its network of trusted and compliant suppliers across the globe provides consistent and reliable coverage for clients, their passengers and their crew.

Established in 2007, CMAC Group operates in more than 100 countries and ensures that 2.5m+ passengers move safely each year, enjoying an industry-leading service satisfaction rate of 99%.



## Foreword by Peter Slater.

### Flight disruption is a very real and growing concern for airlines and passengers alike.

COVID-19 of course played a part in this, but subsequent factors such as airspace congestion, war and climate change have all caused flight delays and cancellations to be a regular feature of air travel. This series of events has led to poor and damaging levels of satisfaction among customers.

As this is such an important issue for the entire industry, CMAC Group felt it imperative to carry out fresh research into how airlines manage this disruption, to help carriers better identify and understand passenger pain points and take action to mitigate against passenger dissatisfaction.

With millions of flights taking place globally every year, airlines are bound to face challenges in ensuring the satisfaction of all passengers when delays, re-scheduling, re-routing or cancellations occur.

The extent of this problem was underlined by our research, which found that 71% of people have experienced disruption in the past, with almost half (46%) of UK travellers saying their experience of flight delays or cancellations – and the service they received in response – made them less inclined to fly with the airline involved in the future.

Ultimately, this means airlines could lose the custom of millions of passengers by failing to respond appropriately when flights are delayed or cancelled.

This is a danger for the industry, but it's also an opportunity for airlines that get it right, with millions of passengers who could be impressed by a response that meets or exceeds their expectations.

Helping airlines to avoid falling short of passenger expectations and, instead, seizing the opportunities created by exceeding them is at the heart of how CMAC Group operates – and it's why we've created this white paper.

In this report, you'll find valuable insights as we explore the rate of disruption, how airlines typically respond, and how passengers feel about this response.

We believe the data shows that a human approach to delays and cancellations can make a world of difference – providing a competitive advantage to the airlines that are leading the way and transforming their passengers' experience during disruption.

.....

**Peter Slater**

CEO, CMAC Group

## Executive summary.

- ⦿ This white paper was developed to identify the pain points of air passengers during flight disruption and the role that technology and the human touch can play in making customers feel supported and reassured.
- ⦿ The research, conducted by an independent research house on behalf of CMAC Group, surveyed 1,100 people who had taken a flight, for business or leisure, in the past 12 months. They were asked about their personal experiences in the airport and during flight disruption.
- ⦿ The research finds that passengers recognise the usefulness of technology around the airport and agree that it improves their customer experience.

However, when things go wrong, such as a flight delay or cancellation, their opinion is overwhelmingly in favour of having a person to speak to, rather than relying solely on technology for information or support.

- ⦿ The way in which an airline is seen to manage customers' needs during a disruption event plays a notable part in the perception of the airline and consumers' willingness to fly with that carrier again, with almost half of respondents less likely to rebook with an airline if they received a poor service during disruption.
- ⦿ This report contains striking passenger case studies, which reveal the lasting impact that a bad experience with travel or accommodation assistance during disruption can have on an airline's reputation.

The study highlights the need and opportunity for airlines to employ technology in a different way at times of disruption – as an enabler to the human touch, rather than a replacement for it.

By freeing up airline and ground handling staff to deal with passengers more efficiently and confidently, airlines can provide an experience which better satisfies and retains a significant number of otherwise dissatisfied customers.

## Here are our findings...



01

**Incidences of  
flight disruption  
and perceptions  
about their cause.**

## Experience of flight disruption.

Flight delays and cancellations have plagued travellers in recent years and the data collected by CMAC Group demonstrates just how real this issue is, with 71% of survey respondents saying that they had experienced disruption to flights 'at some time in the past' and a significant majority of passengers (66%) perceive the levels of disruption to have increased over the past couple of years.

Within this grouping, a notable 35% believe that there has been a 'very significant' increase in disruption. This reflects the scale of the challenge in the post-COVID recovery for airlines to raise passenger service standards and suggests that new strategies may be required.

### Number of times respondents experienced flight disruptions over the past 12 months



*Q: How many times, over the past 12 months, have you personally experienced disruption to your own plans to fly, internationally, out from or back to the UK, either the day before you were due to fly or on the day itself? Please include flights you booked for leisure/personal reasons and/or in connection with business? N=1,100*

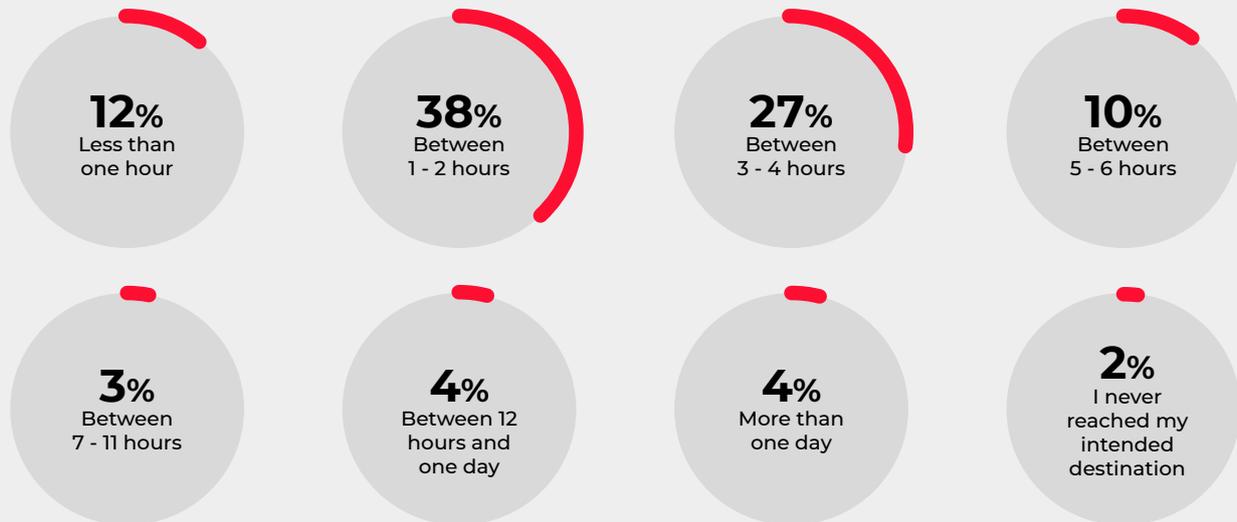
The data indicates that over the past year, over half of respondents (54%) have encountered flight disruptions, with 35% experiencing them on multiple occasions during this period.

This highlights the common occurrence of flight delays and cancellations across all airlines and locations.

Experience of significant delays to flights was considerably more prevalent (78%) than was the experience of cancellation (14%), with flight diversions and re-routing constituting the remaining responses (8%).

## Time lost due to the disruption.

50% of all flight delays reported by the sample lasted in excess of 3 hours.



Q: How much time was lost in reaching your final destination airport, due to the disruption? N=776

While 50% of delays lasted less than two hours, the remaining 50% extended beyond three hours. 23% of flight disruptions resulted in passengers being delayed by more than five hours, including 10% of respondents delayed by more than 12 hours or never actually reaching their destination.

“I wish there was better explanation of what is going on as the situation develops so you’re not left in the dark.”

While these longer delays are smaller in incidence, the level of disruption and inconvenience for the affected passengers is likely to be significantly larger. Despite their lower incidence, extended delays have the potential to significantly impact travellers due to the cumulative effects of time lost, missed connections, and increased frustration – particularly when there is no re-accommodation provided.

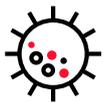
As such, focussing on the passenger experience to ensure a resilient and customer-centric strategy is in place when these events do occur is imperative for airlines.

## Experience of flight disruption.

While the impact of the global COVID-19 crisis was assessed by passengers to be the most significant contributing factor to disruption, the responses also suggest that staff shortages, cost-savings by airlines and flights being over-booked were also viewed as major factors. The airlines' accountability for these three aspects could potentially amplify passengers' negative perception of the airlines when evaluating the overall experience.

### Factors contributing to an increase in the level of disruption to flights over the past couple of years.

On a scale of 1 (low) -10 (high), perceived reasons for the increase in disruption to flights were rank-ordered as follows:



**1st**

COVID-19  
7.8/10



**2nd**

Staff shortages  
7.5/10



**3rd**

Strikes/  
industrial action  
7.3/10



**4th**

Cost-savings by  
the airlines  
6.7/10



**5th**

Flights being  
overbooked  
6.2/10



**6th**

Air traffic  
congestion  
6.0/10



**7th**

Technical issues  
5.8/10



**8th**

Climate/  
severe weather  
5.6/10



**9th**

Security threats  
5.6/10



**10th**

Introduction of  
automation/new  
technology  
5.3/10

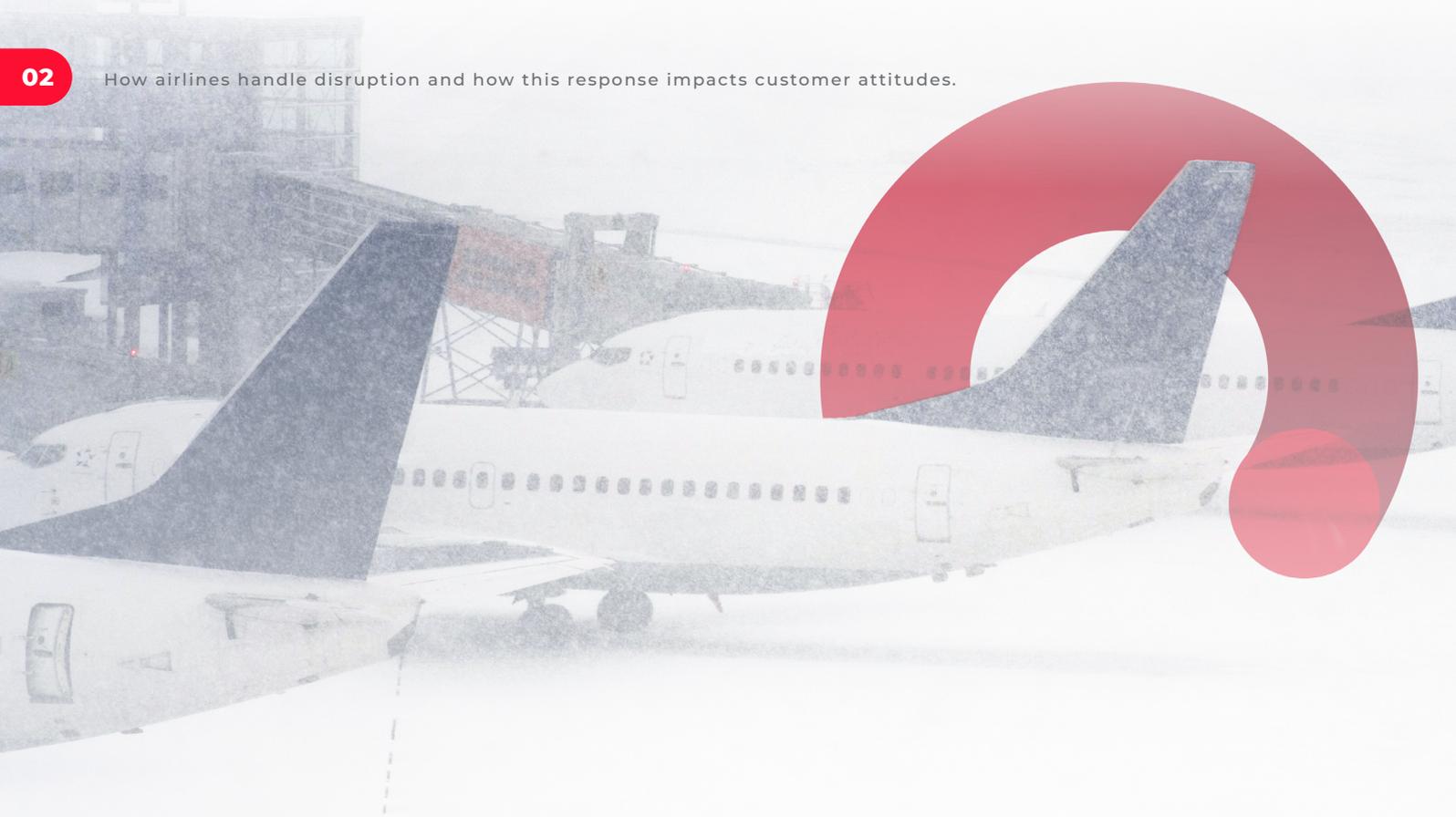
*Q: To what extent do you think each of the following factors has contributed to an increase in the level of disruption to flights over the past couple of years? Please use the following 10-point scale, where 1 = low/minimum contribution and 10 = High/maximum contribution. N=721*

It is clear that airlines face disruption factors that are beyond their influence – such as weather events, security threats, etc. – and must optimise their response to the disruption factors that they are able to influence, such as staffing.



02

**How airlines  
handle disruption  
and how this  
response impacts  
customer attitudes.**



## Airline responses to disruption.

**Passengers dread disruption. When it does happen, they expect a swift and effective response from the airline.**

Among those passengers surveyed for whom it was appropriate to make alternative transport arrangements following disruption, only 47% did so with support from the airline, with 31% left to make their own arrangements and 22% having these made by another member of their party – collectively, a majority of 53% passengers for whom the airline did not provide a solution.

Similarly, those passengers for whom it was appropriate to arrange temporary accommodation, 61% were not supported by the airline. These passengers either had to make the arrangements themselves (37%) or through someone in their party (24%). Just 39% were aided by the airline in the process.

Passengers expect their airline to effectively address their needs when they are left stranded following flight cancellations, delays or re-routing. This includes being offered appropriate accommodation and arranging alternative transport to minimise inconvenience.

Proactive measures are paramount to ensure passenger wellbeing, uphold customer satisfaction and maintain brand reputation.

A well-executed strategy demonstrates a commitment to prioritising passenger comfort and convenience which mitigates the negative impact of disruption and fosters trust and loyalty among customers.

## Rebooking transport and accommodation: the passenger experience.



“Following reports of a problem on the plane, we had to spend the night in the airport which messed up much of our plans, including car parking and being unable to work. Our flight was initially delayed, with the promise of a fix to the aircraft, but it was ultimately cancelled and rescheduled for the next morning – something we were only told at 20:00 that evening. The airline did not offer any accommodation and we were left to sleep on the seats and floor of the airport, with £10 a head provided for food. The next morning, the flight was delayed again and I had to explain everything to my employers – it was not a nice experience.”



“Our flight was cancelled and my wife and I were abandoned by our airline. We had to buy new and much more expensive flights to get home the next day after paying for a night in a hotel as well. The airline did nothing for us and we will never use them again.”



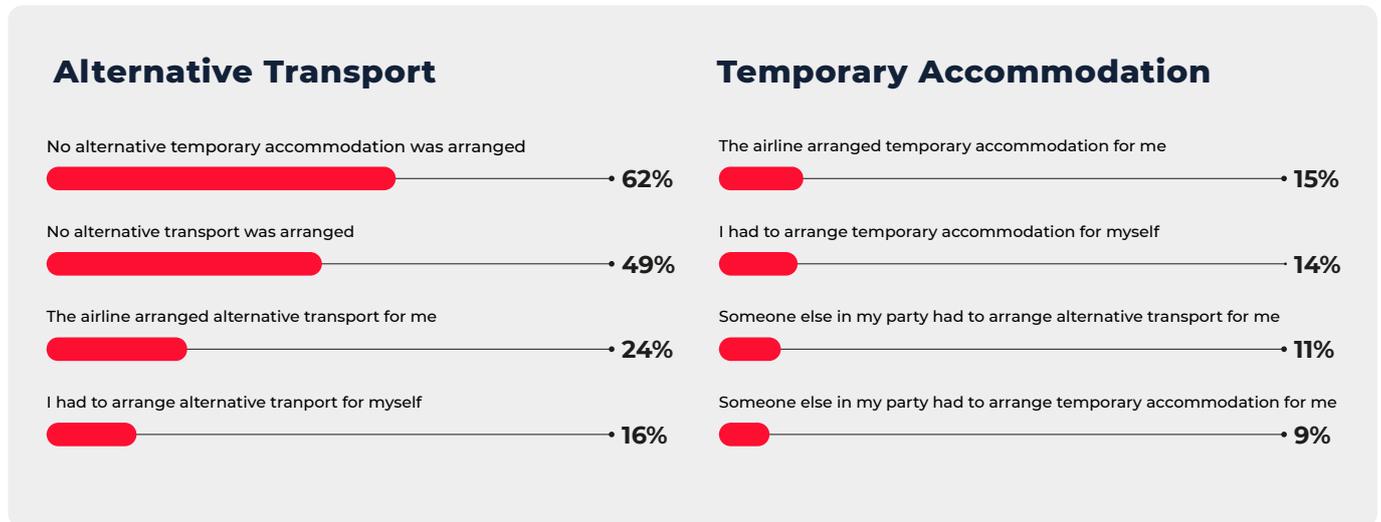
“Our flight was cancelled due to a staff strike, which was called without notice. I had to book extra nights in my hotel at a highly inflated price, as rooms were at a premium due to the situation. I then had to book a flight in business class with another airline to get home.”



## Airline responses to disruption.

### Scenarios as a result of the disruption experienced.

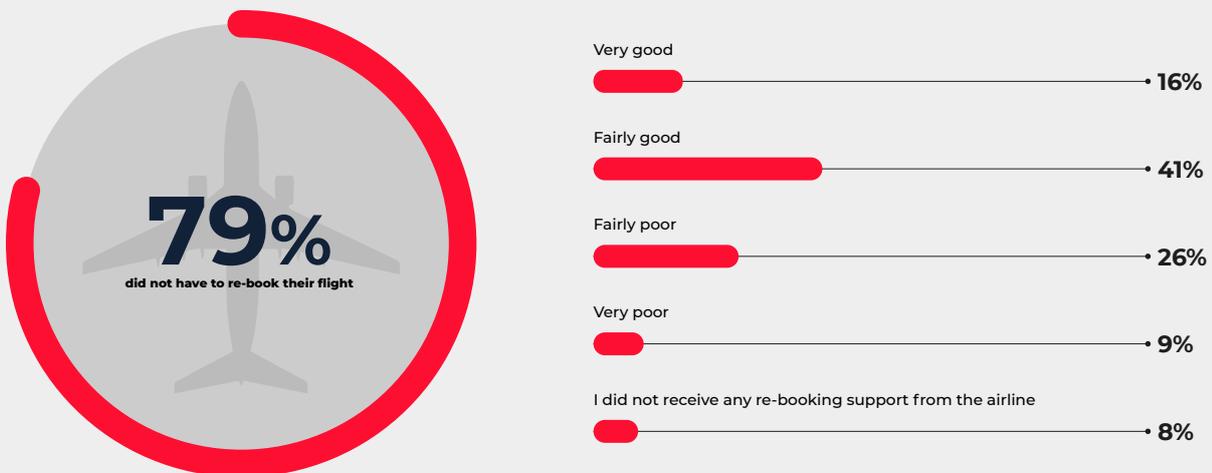
In most cases, alternative transport or accommodation was not arranged, but when it was, it was often arranged with help from the airline.



This lack of support should be a source of concern given the stress that passengers face when their travel plans are disrupted at short notice. It also suggests that airlines might be falling short of their obligations to ensure that their customers are provided with re-accommodation and transport to and from the airport if required.

### Flight rebooking

Of those who did have to rebook their flight, most felt the support they received during rebooking from the airline was good (57%) though leaving over a third (35%) dissatisfied with the support.



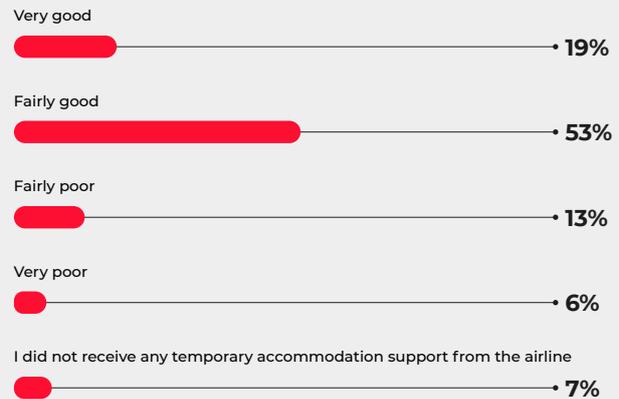
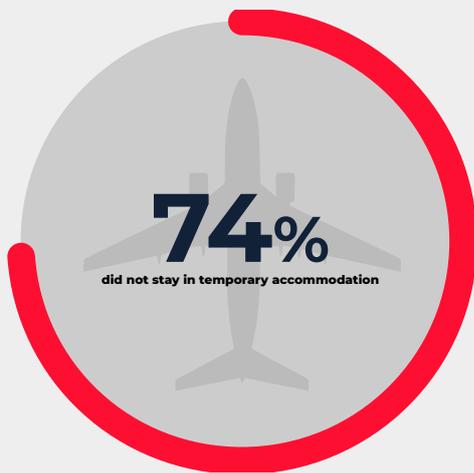
Qs: Did you have to re-book your flight? How would you describe the flight re-booking support you received from the airline? N=776

More positively for the airlines, among the passengers who received airline support in rebooking their flight, 57% expressed satisfaction with the support received as being 'Fairly good' or better.

However, there remains over a third (35%) who were dissatisfied with the support they received from the airline – rating it 'Fairly poor' (26%) or 'Very poor' (9%). In addition, a not insignificant 8% of affected passengers said they did not receive any re-booking support from the airline.

## Temporary accommodation due to disruption?

Of those who did, the majority (72%) felt the support they received for temporary accommodation was good.



Qs: Did you have to stay in temporary accommodation due to your disruption? N=776

How would you describe the temporary accommodation support you received from the airline? N=201

When it came to rearranging accommodation, satisfaction with airline support was notably higher. A significant 72% of respondents rated the support as 'Fairly good' or higher, indicating that the majority of passengers were pleased with the assistance they received. Nevertheless, it's important to acknowledge that 26% of affected travellers expressed dissatisfaction with the support, highlighting the need for continued efforts to enhance the overall customer experience in such situations.

## Disruption: airline responses and passenger reactions.

The fact that 71% of passengers have experienced flight disruptions – with half of all flight delays reported by the sample lasting in excess of three hours (a significant time period even in terms of long-distance flights) – makes the quality of the airline's response critical, particularly in the need to provide prompt and effective real-time updates.

The effectiveness in communication methods employed by airlines during disruption is a critical factor influencing passenger experience and satisfaction. The data collected indicates that 38% of passengers rated airline communications as 'Poor' or 'Very poor'. This stark contrast in responses highlights a weakness in the consistency of communication quality.

While some passengers (63%) reported positive experiences with timely updates and clear instructions, others expressed dissatisfaction due to a lack of information which causes confusion and frustration. This variation emphasises the need for airlines to establish robust and standardised communication strategies in a timely manner.

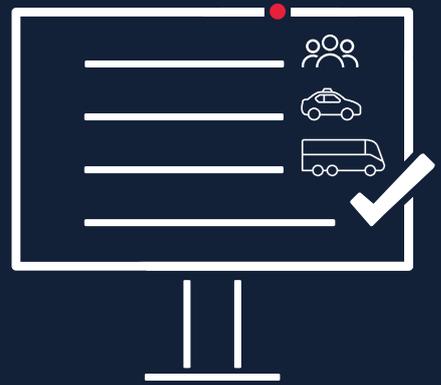
### Means of communication from the airline

The most common means of communication was via ground staff, display boards and announcements over speaker systems. Apps and text messages played a far less significant role.



Q: By what means did you receive real-time communication from the airline during the disruption? N=776

Looking more widely (and again going beyond the scope of this paper), with a total of 40% of respondents rating the airline's support negatively or neutrally, this could suggest that the airlines' means of communication (or the manner in which they are implemented) are not effective enough to meet the needs of a substantial proportion of passengers during disruption.



03

# Where automation succeeds.

## The increasing pressure on passenger processing has led to a worldwide increase in automation at airports, and the rising adoption of technology to support the flow of the passenger journey.

Passengers showed strong awareness of the increased use of automated technology at airports during the past couple of years, with 91% expressing awareness of an increase, including 40% of these seeing a significant increase.

Alongside their awareness of the use of technology, passengers showed a positive attitude to the future expansion of automation at the airport. Almost two-thirds (63%) of the sample felt that automated technology had improved the passenger experience at airports, with younger passenger age profiles (under 35 years old) showing approval rates of up to 75%. Male passengers were significantly more likely to welcome further increases in the use of automated technology at airports in the future – 70% vs. 62% of females.

The survey responses show a powerful expression of awareness and approval of the adoption of technology across the journey. Passengers understand the effectiveness and ease of use of technology and also showed strong awareness of the growth, range and effectiveness of technological points across the airport journey. In fact, 58% expressed the view that ‘automated technology at airports is more efficient than dealing with a person’.

Passengers clearly like and trust technology – and it is especially pertinent to note that a majority even rated its efficiency above that of human interaction – but the survey suggests two major limits on their trust in adopting technology:

### 01

When faced with the possibility of the entire pre- and post-flight process being completely handled by computers and robots, as opposed to human staff, the survey data shows a distinct shift in attitudes and a wider split of opinions; 46% were comfortable with this notion, but 34% were uncomfortable with it.

### 02

The shift in attitudes to adopting automation when faced with disruption shows a strikingly notable pattern. When things go wrong, passengers are significantly more inclined to want human interaction and assistance to address the effects of disruption.



“When things go wrong, I want a real person to help sort it out.”





04

**The desire for  
a human touch  
when things  
go wrong.**

## While, as outlined earlier, passengers are broadly happy to embrace technology across the journey, when disruption occurs, they prefer a human touch.

The survey shows that 82% of airline passengers want a real person to help them when things go wrong, and 77% said human support and expertise will always be superior to technology in times of a crisis or major disruption. When faced with disruption, the passengers' seemingly solid confidence in automation at the airport is severely undermined and we see a notable shift in opinion.

**77% agree** Human support and expertise will always be superior to technology in times of a crisis or major disruption.

Emphasising this preference for human support, 77% said they would like to see greater levels of assistance from experienced ground staff to assist passengers who are experiencing flight disruption.

It is clear that such opinions are not based on an irrational distrust of technology; these passengers clearly understand and welcome the effectiveness of technology across the airport journey, however during disruption they value the assistance and empathy provided by a human.

### Human vs. tech support in the face of future flight disruption.

Despite the use of technology being generally welcomed at airports, and consumers being relatively accepting of its increase, when faced with disruption passengers are significantly more inclined to want human interaction and assistance. Younger, digital natives are less inclined to seek out human assistance.

**82% agree:**  
When things go wrong, I want a real person to help sort it out

**77% agree:**  
Human support and expertise will always be superior to technology in times of a crisis or major disruption

**77% agree:**  
I would like to see greater levels of assistance from experienced ground staff to assist passengers who are experiencing disruption to their flight

**52% agree:**  
I would like to see greater use of technology to assist passengers who are experiencing disruption to their flight

**31% agree:**  
The introduction of robots and artificial intelligence will provide the ideal solution to assisting passengers at times of flight disruption

Q. Faced with the possibility of a future flight disruption, to what extent do you tend to agree or disagree with each of the following statements  
N=1,100

#### By age

	18-24	25-34	35-44	45-54	55-64	65+
When things go wrong, I want a real person to help sort it out	65%	78%	80%	85%	88%	91%
Human support and expertise will always be superior to technology in times of a crisis or major disruption	63%	65%	79%	84%	86%	84%

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“AI is unable to think outside the box when an unusual situation arises or simply a question which hasn’t been programmed, whereas a human can just use their common sense and find a solution.”

---

“Technology has its place, and I can see huge advantages but the human touch for when things inevitably go wrong is essential.”

---

“I like having someone to speak to in the case of a change of circumstances.”

---

“I just think we need humans; we need the ability to easily talk to someone, I find talking through chatbots incredibly frustrating.”

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As much as 86% of the sample expressed a preference for a hands-on, human approach to technology versus a self-serve approach, with 46% ‘very much’ preferring this. While there was no difference by gender, the preference for this concept increased with age.

## **Stress – it’s part of the journey.**

Despite the formidable and continuing efforts of both airport operators and airlines, today’s airport journey remains a highly stressful experience for many. To address this, automation can provide powerful support that enhances and expedites the journey, and the survey responses show that passengers readily place confidence in automation and technology that improves the airport journey process, such as automated gates, passport scanners etc. However, when disruption occurs, there seems to be a major shift in passenger mindset; they want human responses, answers and support to get their journey back on track.



05

**Disruption  
management  
and impact on  
passenger loyalty.**

## Influence of disruption experience on opinion of airline.

A significant minority (41%) claimed that the experience of flight disruption led to negative perceptions of the airline, with 45% claiming their opinion remained unchanged.

Younger passengers in the 18-34 year old age bracket were more likely to claim a negative impact on their opinion, with half (50%) claiming it had done so. There were no real differences in opinion by gender.

### By age

	Total	18-24	25-34	35-44	45-54	55-64	65+
Very negative	11%	7%	12%	10%	11%	11%	15%
Somewhat negative	31%	43%	38%	34%	24%	27%	17%
<b>NET negative</b>	<b>42%</b>	<b>50%</b>	<b>50%</b>	<b>45%</b>	<b>35%</b>	<b>38%</b>	<b>32%</b>

Q. To what extent has your experience of this flight disruption, and the customer service you received in the process, changed your opinion of the airline you were flying with? N=776

Disruption clearly has a huge influence on passenger mindset and creates a scenario that requires responses that automated processes and self-serve solutions cannot, at least at present, provide.

A passenger's experience of disruption, and the quality of support received, influences their perceptions of the airline. Almost half (46%) of respondents felt that their experience of flight disruption and the customer service they received had made them less inclined to fly with that airline in the future.

## Likelihood to fly with the airline in the future, post disruption.

A similar significant minority (46%) felt that the experience of flight disruption and the customer service they received had made them less inclined to fly with that airline in the future. Again, disruptions had a more negative impact on the preparedness of younger passengers to fly with the airline again, at 50% of those aged 18-24 and 57% of those aged 25-34, respectively.

### By age

	Total	18-24	25-34	35-44	45-54	55-64	65+
I will definitely not fly with the airline in the future	11%	7%	14%	9%	11%	14%	14%
I am less inclined to fly with the airline in the future	35%	43%	43%	39%	31%	24%	20%
I will be more inclined to fly with the airline in the future	14%	20%	15%	14%	9%	11%	12%
It has not changed my likelihood of flying with the airline in the future	40%	30%	28%	39%	48%	51%	54%

Q. Has your experience of the disruption, and the customer service you received in the process, changed your likelihood of flying with the airline in the future? N=776



## Younger passengers, stronger views.

A critical insight emerged regarding the younger demographic's impact on the longer-term market sustainability for airlines. The research found that 50% of those aged 18-24 and 57% of those aged 25-34 said they were less inclined to or will definitely not fly with the same airline following their experience of disruption.

In addition, a similarly significant minority (41%) claimed that the experience of flight disruption led to negative perceptions of the airline. Again, younger passengers in the 18-34-year-old age bracket were more likely to claim a negative impact on their opinion, with half (50%) claiming it had done so.

This demonstrates a strikingly low tolerance for disruption amongst a demographic that is often considered to be the foundational pillar of an airline's future growth. The findings show that younger passengers display a higher inclination to sever ties with an airline if their service experience following a flight disruption is deemed inadequate.

As disruption becomes increasingly commonplace due to various factors such as weather events, staffing issues, technical glitches or global uncertainties, airlines must recognise that their customers' loyalty and repeat business hangs in the balance. Today's travellers expect seamless and responsive customer service even in the face of challenges.

It is therefore imperative that airlines invest in robust contingency plans in response to disruptions, failing to do so could result in significant long-term financial repercussions if the loyalty of their customer base declines.

## A new response to disruption.

The proposition of an airline guaranteeing the immediate provision of specialist on the ground teams in the event of flight disruption, was extremely well received across the sample - 82% stated that they would prefer to travel with an airline who offered such service.

CMAC Group's specialist disruption management solution enables airlines to book passenger re-accommodation and ground transport through a portal supported by a 24/7/365 customer support team. This allows on-the-ground staff to provide face-to-face information to passengers, while the technology efficiently handles the booking and confirmation of travel plans in the background.

By combining technology with personalised customer service, CMAC delivers an optimal customer experience, especially during times of disruption.

CMAC instils confidence that passengers will receive a prompt and improved service. CMAC actively contributes to mitigating the likelihood of EU261 claims and managing escalation situations. This proactive approach safeguards airlines' financial stability and reputation. Each action taken by CMAC is designed to cultivate customer loyalty and secure ongoing success for the airline.

When the CMAC Group offering and approach was explained to the respondents, there was almost unanimous conviction that human support and expertise will always be superior to technology in times of crisis and disruption. As much as 86% of the sample expressed a preference for such a hands-on, human approach.



“Technology has its place, and I can see huge advantages - but the human touch for when things inevitably go wrong is essential.”



# Passenger voices.



“Airport strikes caused a cancellation, which left us very inconvenienced as we had to sort out our own accommodation. We approached local hotels, but this wasn’t easy as quite a few places were booked. No support was given or vouchers. It made for a very stressful end to what otherwise was a great holiday. We vowed not to use this airline again.”



“Our flight was cancelled, and my wife and I were abandoned by the airline. I had to buy new, much more expensive flights to get home the next day after paying for a night in a hotel as well. The airline did nothing for us and we will never use them again.”



“Our flight was cancelled on a Friday morning and the proposed rescheduling of the flight was made for the Monday morning. We lost a significant sum of money on our accommodation. The flight price was refunded but no further compensation was given due to the weather situation being out of the airline’s control. We will definitely not be flying with this airline again as I feel we were treated very poorly.”



# Passenger voices.



“The airline overbooked the flight. I was bumped from the flight and was told there wouldn’t be another until the next day. I managed to get a different flight but missed my connecting flight so I had to make alternative arrangements from there. The airline also lost my baggage, I waited 2 weeks to get it back. The biggest annoyance was that I checked the airlines website and it said that there were tickets available for the flight I had been bumped from. I was left very angry with the airline.”



“Technical difficulties caused the problem, and we were left for 32 hours until the next flight. We had to stay overnight in a hotel that we paid for ourselves, plus food and drink. We tried to get the money back but only managed to get around half.”



“Four of us were travelling and our flight was delayed meaning that inter-connecting flight was missed. We had to buy new flight tickets and had to stay overnight at the airport incurring significant additional flight costs and food expenses. No airline staff were present to provide assistance. I had no luck with trying to get compensation under Article 7 of EU261/2004. The whole experience has left us very angry and upset with the airline.”



“We were delayed for four hours and moved to three different gates before eventually being told it would be at least another eight hours. We were offered no food, drink or accommodation. I would never fly with this airline ever again.”





CASE STUDY

# Storm Iliina in Greece.

**In March 2023, Storm Iliina in Greece caused major disruption to travellers across the country, as well as knock-on effects to travellers in other destinations due to fly to Greece.**

The heavy rainfall, severe thunderstorms, gusty winds, hail and Sahara dust meant that many flights had to be delayed or cancelled. A quick solution was needed that would provide travellers with emergency transport and accommodation until the storm had passed.

CMAC Group made use of its extensive experience in handling large-scale rescues in response to natural disasters and worked around the clock to provide emergency transport and accommodation to more than 1,200 affected passengers.

With a 24/7 operational hub in Greece, CMAC Group demonstrated its unrivalled expertise, local knowledge and capability to meet and exceed the needs of passengers and minimise further disruption.

# Our recommendations: Essential steps to creating better passenger experiences during disruptions.

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## 1. Communication plays a pivotal role in the passenger experience

Consistent communication of verified information and a calm, friendly and apologetic approach ensures passengers remain informed and reassured during disruptions.

## 2. Ground staff play a crucial role in minimising traveller stress

By ensuring ground staff are well-informed and supportive, the customer experience is improved, and passengers feel more at ease.

## 3. Implement an alternative transport and re-accommodation solution

Amid disruption, passengers dread being left stranded. Such instances can severely impact your reputation. CMAC Group's specialist disruption management solution provides an avenue for airlines to secure passenger re-accommodation and ground transport seamlessly.

## 4. Harness the power of technology and personalised customer service

Operating through a portal backed by a 24/7/365 customer support team, CMAC Group's solution empowers on-the-ground staff to offer face-to-face assistance, while technology manages bookings behind the scenes.

## 5. Equip your personnel with tools to empower passengers during disruptions

With CMAC, you can swiftly create an alternative transport and re-accommodation solution and inform the customer via your passenger app, SMS or email. This empowers the passenger to manage disruptions on their own terms – and find a solution that works for them.

## 6. Gain full visibility and control

CMAC's seamless API integration alerts the supply chain on completion of the customer booking, confirming operators and room details. Authorised users within your organisation will have access to an invocation dashboard with live reporting and capability to drill into individual level data. CMAC's online platform also provides you with a live view of all transportation.

## 7. Prioritise exceptional service to leave a positive impact

Nearly half of respondents said their negative disruption experience impacted future airline choices. By delivering a great service, passengers will feel cared for, creating a lasting memory that will influence their choice to fly with you again.



# How can we help you?

Contact CMAC Group today to enjoy all the benefits of working with a reliable ground transport and accommodation partner and keep your business moving.

## Get in touch...

☎ 0333 358 0153

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