

## Air India Digitalises its Feedback Mechanism to Boost Customer Participation in its New Initiatives

**New Delhi, 2nd June 2023:** Air India today said that its new, digitalised customer feedback mechanism has received over 140,000 responses in three months, as it continues to enhance its consumer experience across the board. The Net Promoter Score (NPS)-based customer feedback mechanism was adopted in March 2023.

With this digital initiative, Air India has established a comprehensive system to draw customer participation in its ongoing transformation, which enables it to enhance customer experience based on their active feedback.

*“The ‘new’ Air India is all about the positive changes that our customers around the world would like to see in their favourite airline, and NPS helps us to move forward in that direction to deliver long-term and sustained improvements. We are overwhelmed by the huge participation from our customers, which shows the trust and love they have for Air India. This brings new energy to our ongoing transformation programme, Vihaan.AI, and we are delighted to have our customers on board with us in these exciting times,”* said **Rajesh Dogra, Chief Customer Experience & Ground Handling Officer, Air India.**

Air India's new NPS adoption marks a significant shift from paper-based feedback system to an advanced digitalized interface, reinforcing its commitment to embrace technology to create customer delight. The platform identifies key parameters that influence customer satisfaction at every touchpoint, whether on ground, on board, or post-flight experiences, effectively capturing customers' sentiments.

Air India remains committed to achieving excellence in its products and services, and the customer will remain at the centre of all new initiatives.

### **About Air India:**

Founded by the legendary JRD Tata, Air India pioneered India's aviation sector. Since its first flight on October 15, 1932, Air India has built an extensive domestic network and also connects with non-stop flights to cities around the world, across USA, Canada, UK, Europe, Far-East, South-East Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of Vihaan.AI, with an ambition to become a world-class airline with an Indian heart. The first phase of this transformation, the taxi phase was recently concluded, and focused on fixing the basics. These included bringing back to service many long grounded aircraft, addition of talent across flying and ground functions, rapid upgradation of technology and strengthening of customer care initiatives amongst others.

Member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity and facilities to passengers all over the world.

It has committed over USD 400MM to completely refit the interiors of all wide-body aircraft and has also planned an investment of over USD 200MM in digital and technology. In January 2023, as part of its transformation efforts, Air India placed the industry's largest ever order of 470 aircraft across Boeing and Airbus and these will start joining its fleet from later this year. With its enhanced fleet, network and improved on-time performance, the airline is revamping its customer proposition.

**About the Tata Group:**

Founded by Jamsetji Tata in 1868, the Tata Group is a global enterprise, headquartered in India, comprising 30 companies across ten verticals. The Group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'.

Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support education, health, livelihood generation and art and culture. In 2021-22, the revenue of Tata companies, taken together, was \$128 billion (INR 9.6 trillion). These companies collectively employ over 935,000 people.

Each Tata company or enterprise operates independently under the guidance and supervision of its own Board of Directors. There are 29 publicly-listed Tata enterprises with a combined market capitalisation of \$311 billion (INR 23.6 trillion) as on March 31, 2022.

Companies include Tata Consultancy Services, Tata Motors, Tata Steel, Tata Chemicals, Tata Consumer Products, Titan, Tata Capital, Tata Power, Indian Hotels, Tata Communications, Tata Digital, and Tata Electronics.

**Media Contacts:**

Air India	Adfactors PR
<b>Aruna Gopalakrishnan</b> (aruna.gopalakrishnan@airindia.com) <b>Sameek Bhattacharya</b> (sameek.bhattacharya@airindia.com) <b>Ronit Baugh</b> (ronit.baugh@airindia.com)	<b>Ranjini Majumdar</b> Email: airindia@adfactorspr.com