

Fly on a Wednesday Morning to have the Best Airport Experience this Christmas

Submitted by: Joshua PR

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Avius (avius.com), the UK technology company that provides survey and customer experience management software, has announced that according to data they have collected, 8.00am on a Wednesday is the best time to travel if you want the most satisfying customer experience at the airport this Christmas.

Based on 8.2 million pieces of customer feedback data, Avius can reveal that Wednesday mornings offer the best airport experience for travellers. The worst experience comes at midnight on a Sunday, so avoid flights at that time to have a better Christmas journey.

Avius powers the customer feedback solutions for airports worldwide – including Hartsfield-Jackson Atlanta International Airport, the world's busiest and most efficient airport with over 100 million passengers every year – and it has analysed the feedback provided by customers to announce the best time to travel.

“We aim to offer passengers a great experience at any time of the day or week, but it's fascinating to see these findings” said Steve Mayers, Director of Customer Engagement at Hartsfield-Jackson Atlanta International Airport. “We collect continuous high quality feedback using Avius Surveys and find it invaluable.”

In 2018 Avius Surveys has generated over 3 million customer data responses from Atlanta's air travellers alone. These have been used to improve the customer experience, increase staffing efficiencies and reduce operating costs. Such technology has enabled Avius' clients across the world to improve customer satisfaction levels on average by around 10%.

“Passenger experience improvements create a significant improvement to the bottom line,” continued Mayers. “Finding out where improvements are needed can be challenging and time intensive – this is where Avius provides the ideal solution. Avius Surveys allow us to make data-driven decisions. Since implementing the surveys in 2017 we have improved customer satisfaction levels by over 14.5%.”

Customer data collected via Avius Surveys kiosks enables businesses to make commercial and operational improvements, for example re-assigning staff to align with peaks in passenger numbers and responding immediately to cleanliness issues or re-stocking requirements in toilets.

Avius provides survey and customer experience management solutions enabling consumer-facing businesses to be on the pulse of customer feedback. From the world's busiest airport to The Shard, London – Avius powers the consumer insights that enable companies large and small to make data-driven decisions, improve customer satisfaction levels and save time and money. Aligned with today's omni-channel landscape, Avius offers the technology to collect customer feedback online, via apps as well as via its popular kiosks.

About Avius

10 - The number of years Avius has been at the forefront of developing customer feedback technology
27 - The number of countries where businesses use Avius solutions
32 - The number of languages that can be utilised by customers for completing Avius Surveys – all of which are automatically translated back to English for subsequent analysis
11,000,000 - The number of responses from customers worldwide using Avius Surveys during 2018

Source: Avius

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