

# Bringing Airline NPS to New Heights with Dependable Connectivity

Loyal customers are more important to airlines than ever before, and maintaining passenger satisfaction is key to retaining loyal customers and gaining brand ambassadors. However, in-flight connectivity issues can turn passengers off from an airline for good.



Intelsat's Ku-band high-throughput satellite (HTS) ecosystem empowers airlines to bring the ultimate passenger experience to life, creating a stress-free, seamless experience that provides both airlines and their customers with:

Top airlines have reported that half of their revenues come from **less than 15% of their passengers**



## Global Connectivity

Intelsat's constellation of 50+ satellites worldwide means airline customers **can connect when and where they need to**



## High-Performing Throughput

Intelsat's HTS network **guarantees the throughput needed** for streaming and sending & receiving large files



## Coverage and Resiliency

Layers of redundant capacity **ensure consistent coverage throughout flights** and continuous connectivity even along the most congested routes

As the foundational architectures of satellite technology, Intelsat's unrivaled network design allows airlines to provide the best possible experience for their fliers by enabling:



## Worry-Free Travel

Flight attendants can proactively rebook passengers who miss a connecting flight through connected crew devices.



## In-the-Moment Care

Airlines are empowered to respond immediately to grievances posted on social media, turning negative interactions into positive ones.



## Surprise and Delight Opportunities

Using connectivity to gain passenger-level insights, airlines have the ability to commemorate customers with unexpected goodwill gestures like extra air miles or travel credits in real time.



## Passenger Needs Served, End-to-End

Passengers are encouraged to use in-flight connectivity to book onward travel, like ground transportation.



## Optimal Management of Customer Expectations

In-flight entertainment displays can swiftly notify passengers of possible disruptions in connectivity, mitigating frustration in the event of signal loss.

Providing passengers with the best possible experience enabled by top-of-the-line in-flight connectivity technology has the power to turn uncommitted passengers into loyal customers and brand ambassadors. Download [our whitepaper](#), created in association with Valour Consultancy, to **learn more about how airlines can leverage existing connectivity networks to grow passenger loyalty.**

To explore Intelsat's flexible service solutions, designed to deliver a seamless and reliable connectivity experience, visit our [Commercial Aviation Resource Center](#).