

Industry Standard (e.g., Commercial Banking)	Disclosure Topic (e.g., Systemic Risk Management)	Accounting metric code (e.g., FN0102-02)	Line of disclosure, where relevant (e.g., .09)	Technical Agenda item number (e.g. #4-10)(in Conclusion Document)	Proposal/Comment to Add measures	Reason
AIRLINES	Customer Welfare	TA05-11-01		#5-11	<p>TA05-11-01: Percentage of customer satisfaction The registrant shall disclose Percentage of customer satisfaction based on customer surveys/feedbacks</p> <ul style="list-style-type: none"> • The scope of customer opinions about critical elements of the customer experience which includes flight schedule options, ease of reservations, boarding process, baggage handling, loyalty programs, in-flight services, call center services and website options • The Scope for calculation of percentage will include the number of satisfied customers divided by the number of survey respondents • The satisfaction survey questionnaire to include the criteria's of a customer welfare <p>Conclusion: The airline industry is highly competitive and customers are the most important factor in the traveling process. Customer satisfaction percentage is an important aspect to know the stand of a company in their service/facilities, disclosing it year on year would help the investor to know how the companies are trying to improve their versions for the betterment of the customers. Out of our testing on sample airline service companies 37% of them report their customer satisfaction information on their yearly basis. High in satisfaction percentage is a positive consumer experience which can potentially increase revenue by increased market share on existing routes and also by the addition of new customers or new routes, reporting the customer satisfaction percentage would be an easy comparable value within the industries and also helpful for the decision making.</p>	Proposal for adding new metric

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AIRLINES	Customer Welfare	TA05-11-01		#5-11	<p>TA05-11-01: Discussion of strategies and approach to improve the well-being of customers The registrant shall discuss its strategies and approaches to improve the well-being of customers and also to overcome the resentment of experiences.</p> <ul style="list-style-type: none"> • Measures in reducing the number of breaches against customer rights as a passenger • Approaches to raising the quality of services in-flight like updated medical facilities • Policy on customer insurance for uncertainties • Initiatives in facilitating for passenger welfare like for pregnant women, disabled passengers, senior citizens in case of delays in flight a separate room to rest, baby care (lounge facility) • Action programs to overcome the complaints of lost baggage, delayed flight, aircraft seats, hidden costs, fare terms, meals, refunds and so on <p>Conclusion: Companies in the Airlines industry may face risks related to loosing of customers in which the company can recognize where problems occur and based on that, change certain tools to create a good and easy path through all different channels, as this leads to the retention of the customers, by following their paths and by using rich data to meet the customer’s expectations, this risk can be lowered, and therefore, it will be beneficial for both parties, the customers, and the company’s financial aims, not always customer looks into the cost of travel but mostly also the service provided by the industry matters for the cost of payment in fares.</p>	Proposal for adding new metric