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## APPENDIX - Questionnaire : Airline Business on the Web

### Overview Details

#### 1. Company overview

Involved in pax transportation?	
Involved in cargo transportation?	
Established in (year)	
No. of fleet	
Destinations (give only the number if more than 10 destinations)	
Countries (give only the number if more than 10 destinations)	

#### 2. Methods of pax ticket booking (give as a %)

Web	%
Telephone	%
Email	%
Ticket Agents	%
Ticket Offices	%
SMS	%
Any other (please specify)	%

#### 3. Methods of pax ticket sales (give as a %)

Web	%
e-ticketing	%
Ticket Agents	%
Ticket Offices	%
Any other (please specify)	%

### Web Site Details

#### 4. Does your Company has a web site?

Yes	No
-----	----

If answer is 'No' to Question 4 proceed from Question 18.

If answer is 'Yes' to Question 4 proceed from here.

#### 5. What is/are the main purpose(s) of having a company web site? (Tick $\checkmark$ if Yes)

Brand awareness / identity	
Prestige	
Provide on-line updates to customers	
For promotions updates	
For e-commerce	
The future and business depends on it	

6. Available features on the website. (Tick  $\checkmark$  if Yes)

E-ticketing	
E-booking	
Online flight schedules	
Flight availability status	
Regional sites	
Multilingual sites	
Frequent flyer facilities	
Regional promotions information	
CRM programmes	
Links to other services/sites/partners	
Has an up-to-date fares database	

7. What do you think about look & feel of the web site? (Tick  $\checkmark$  if Yes)

Very important	
Corporate identity	
Lot of images & effects (animations & attractive)	
Less animation but fast access	

8. Web site hosting & development method. (Tick  $\checkmark$  if Yes)

Fully in-housed development & hosting	
Totally outsourced	
Partly in-house & partly outsourced	

9. Web site maintenance cost (Tick  $\checkmark$  if Yes)

<\$20,000 per annum	
>\$20,000 per annum	
Undisclosed	

10. Any significant/measurable gain from maintaining a web site?

Increased sales (how to measure)	
Ratio of monthly payment to income (how to separate it out?)	
Full analysis of site visit (123 analyser)	

11. Additional staff required because of web

Yes	No
-----	----

12. Some staff assigned entirely for web related work

Yes	No
-----	----

13. Internal processes to change / introduce because of web (Tick  $\checkmark$  if Yes)

Web requests handling	
Web requests tracking	
Web updates	
Any other (please specify)	

### **Web Advertising & Promotions**

14. Your Company's view on doing promotions on the web; (Tick  $\checkmark$  if Yes)

Important / Effective	
Not effective	
Not analysed	

15. What is your web promotions budget? (Tick  $\checkmark$  if Yes)

< 5% of total promotions budget	
> 5% of total promotions budget	
Undisclosed	

16. What form of web advertising done on Internet sites? (Tick  $\checkmark$  if Yes)

PPC (Pay Per Click)	
Banners	
Popup	
Regional	
Links	
Any other (please specify)	
None	

17. What measures you have taken to promote your brand/image online? (Tick  $\checkmark$  if Yes)

Quality web site	
Constant Ad campaign	
Special promotions on the web	
Service Tracking	
CRM	

Please proceed from Question 19.

18. What are the reasons for not having a company web site?

Not required	
Costly	
Any other (please specify)	

**Frequent Flyers & Agents**

19. Do you have frequent flyer program ?

Yes	No
-----	----

20. If answer is 'No' to Question 18 what is/are the reason(s)? (Tick  $\checkmark$  if Yes)

Not required	
Costly	
Any other (please specify)	

21. If answer is 'Yes' to Question 18 what are the methods used to communicate with frequent flyers? (Tick  $\checkmark$  if Yes)

Web site	
Email	
Phone	
Through agents	
SMS	
Post	
Any other (please specify)	

22. How many ticketing agents you have? (Give an approx. number)

Corporate agents	
Normal agents	

23. Travel agents information. (Tick  $\checkmark$  if Yes)

Availability of sales figures	
Availability of performance tracking methods	
Availability of online updates	

**General**24. In your opinion airline business/services sold in traditional way is; (Tick  $\checkmark$  if Yes)

Cheaper than Internet	
No difference with Internet	
Expensive than Internet	
Any other concerns (please specify)	

25. In your opinion what is/are the most appealing factor(s) for your customers?

If more than one factor give as a percentage. (Tick  $\checkmark$  if Yes)

Price	
Quality	
Speedy delivery / easy access	
Any other (please specify)	