

How Orion Air Transformed Customer Feedback Into a 13% NPS Increase and Operational Excellence



Orion Air, a leading low-cost carrier in the Asia-Pacific region, faced a challenge familiar to many in the airline industry: how to prioritize customer experience improvements while keeping fares low.

What's remarkable isn't just that we improved NPS. It's that we became more efficient in the process. Thematic helped us invest smarter, not just more.

Orion Air - Insights Lead

The NPS scores were shifting, and feedback was piling up, but it wasn't clear what needed to change, or where to focus first. Teams worked in silos, investments were too heavily biased towards cost savings, and leaders couldn't track the impact of their efforts. As a result, teams across the business were working in silos, CX investments lacked focus, and leaders couldn't measure the impact of their efforts. Orion Air needed a solution that could transform data into actionable insights.

From a Single Metric to Actionable Insight

Donovan, Orion Air's head of Insights, confirmed that organizations across industries struggle to "effectively quantify and prioritize CX initiatives."

What's needed is to make the customer experience feel real for the commercial and operational teams by linking the NPS score to financial and operational results.

And yet, while commercial and operational teams want to see numbers, the problem with reporting on NPS metrics is that, without context, you can't decipher what's improving (or not) and how to get better business results.

Here's how Thematic enters the picture. Our text analytics platform is purpose-built to wrangle unstructured customer comments, transform them into meaningful metrics, and deliver clarity from chaos.

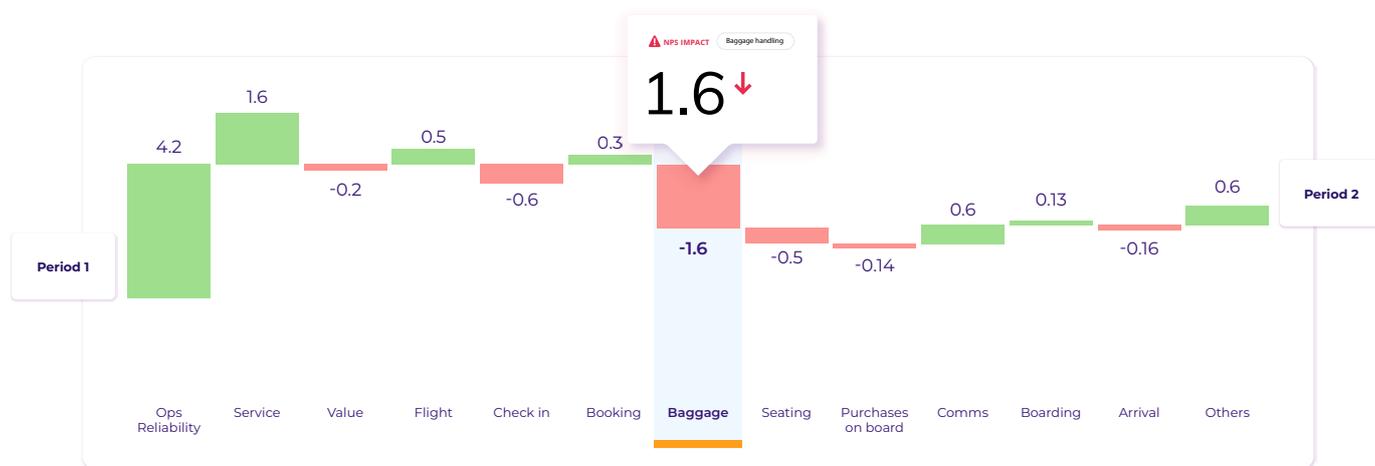
Building CX Metrics for Commercial and Operational Teams

Orion Air sends their customer verbatims, NPS scores, and contextual metadata into Thematic, where advanced natural language processing stitches it all into coherent themes and, importantly, identifies reasons for shifts in NPS scores.

The real value with using Thematic is how quickly we help profit and loss teams act with confidence. For example, Orion Air used Thematic to build a model showing how improving specific customer touchpoints would deliver dividends, not just on NPS, but on revenue and retention.

Take **baggage handling**, for example. It's a major cost center in any airline operation. Thematic revealed that while baggage issues weren't the most frequently mentioned, they had a disproportionate impact on NPS and customer lifetime value.

More importantly, **80% of the issues were operationally fixable**. With this clarity, Orion Air made precise changes to improve the baggage experience and **saw a NPS increase of 1.6 points** (contributing to their overall NPS improvement), along with a measurable boost to revenue.



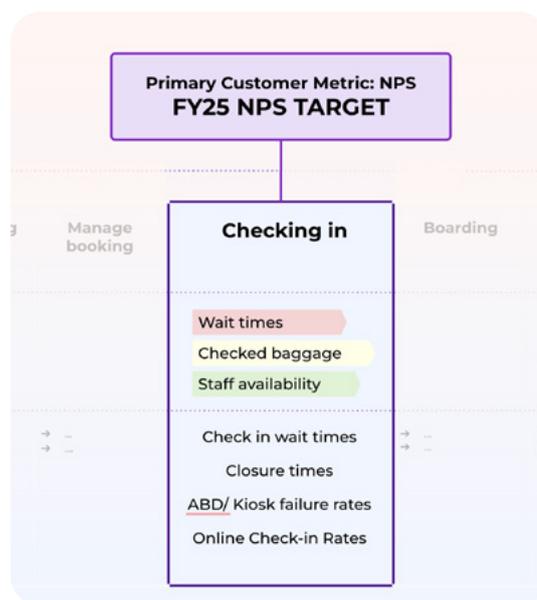
Waterfall chart showing NPS point changes across service touchpoints. Baggage handling (-1.6 points) had the largest negative impact despite low mention frequency. Targeted operational improvements resulted in a net 1.6-point NPS increase from Period 1 to Period 2.

Connecting feedback to operations

For Orion Air, the value isn't just in automating text analytics. It's how Thematic makes sense of it in a natural and commercial way that the rest of the business can relate to. Instead of talking about keywords, comments, and bullet points, the Insights team can now report on the parts of the journey most critical to the overall experience.

For example, when complaints came in about **"frustrating check-in experiences,"** Thematic didn't just report the problem. It connected this broader theme with specific sub themes like wait times and kiosk failures, and linked these to operational metrics that their teams could directly influence.

With customized dashboards for each department, every team now gets a regular 'pulse check' on how their work contributes to business objectives and results.



Key takeaways Orion Air's CX Journey

✦ ✦ ✦ **Unified CX and business prioritization.**

Through building a data-driven framework linking CX improvements directly to revenue, cost, and operational drivers.

✦ ✦ ✦ **Efficiency and agility in decision-making**

Leveraging technology and defined frameworks, our lean team can quickly identify high-impact initiatives and ensure delivery via joint KPIs

✦ ✦ ✦ **Clear metrics delivering real commercial results**

Quantifying CX with commercial outcomes ensure the focus remains on initiatives that deliver measurable impact, whilst staying true to our core business model

AI accelerated results

For Donovan's lean insights team, the new framework and transformation has helped them invest smarter, not just more. The results speak for themselves: a 13% increase in NPS driven by fewer flight delays, lower cancellation rates, and improved baggage handling reliability. More importantly, Orion Air now spots emerging issues early and addresses them before they affect the bottom line.

Benefits

A balanced portfolio of cost, revenue and CX initiatives

- **Common understanding** with a single framework for defining and prioritising initiatives across the business with executive buy in
- **Agility** with ability to quantify and qualify initiatives quickly (with data all in one platform)
- **Increased focus** on the most impactful initiatives to maximise value delivery

