

AMERICAN TRAVELERS WANT MORE AIRLINE APPS

74%

of travelers believe that the Trump administration is making travel more difficult. 37% fear that it has caused Americans to avoid traveling in and out of the US.



88%

of consumers say they would welcome and recommend being contacted proactively inside an app by a customer support agent.

45%

of consumers would be interested in trying mobile apps that offer live customer support, and nearly a quarter (23%) would recommend it to friends because of this feature.



70%

of people say they want to use in-app support in airline apps (47% citing convenience as the primary motivator.)

70%

of people report having problems with apps.

59%

of people say they believe mobile messages are more trustworthy than e-mails.



83%

of airline app users and 95% of airline loyalty members feel airline apps improve the travel experience.



86%

of travelers say they would recommend an airline to a friend if it provided customer support directly within its app.



89%

of travelers and loyalty members say they'd want to use a customer support feature in an airline's app while flying.

47%

of consumers say they just delete apps that are frustrating and don't provide customer support.

