

“Indigo Airlines”



Weekly Learnings 36 / 2023

I took a few Indigo flights over the last few months. I saw them flagging their 17 year heritage of connecting India and having the maximum number of women pilots for any airline in the world. Both very good achievements. Here are my learnings on Indigo.

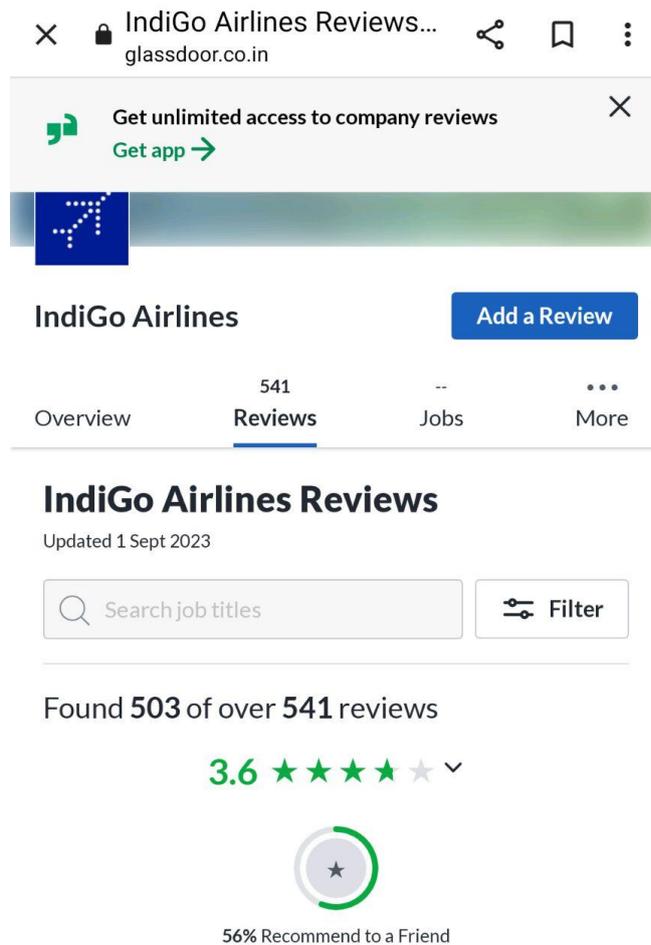
1. Indigo has achieved something remarkable in 17 years. They are in the top 10 airlines in terms of number of aircraft today and will be in the top 5 in the next 5 years. I personally believe that Indigo will be one India's consumer brands recognised globally this decade.
2. Indigo flies to 32 international destinations and 79 domestic destinations, vs Air India of 40 international and 46 domestic destinations. That's great in 17 years.
3. Indigo positioned on punctuality scores most punctual in Asia and 15th in the world on this parameter.
4. The fleet is new, modern, and clean.
5. Market leaders are respected but rarely loved and often hated. Indigo is in that trap right now. Indigo in its pursuit of efficiency has lost empathy. Indigo should learn from Singapore airlines who are a good combination of efficiency and empathy. The Indigo crew is at best polite in interactions and mostly curt. Indians like to be treated as guests when they pay for a service. Crew response if you haven't booked a meal, if you want to use the rest room is close to rude. 10 to 25 pc of the flight time the path to the rest room is blocked for pilots use, and I see irate passengers.
6. Indigo needs to show grace when they are late. Old people were fighting to get water on a delayed flight from Mumbai to Srinagar yesterday and the ground staff did not understand that. Indigo's apology when they are late needs to be updated.
7. I looked at a few reviews on the Indigo site too to ensure I am not biased. The reviews are poor, pics attached, scores of 2.7, 3.6, 1.8, 3.5 and one score of 6 on 10. Glassdoor scores, an indication of how current employees and ex-employees feel about the company are poor.

Indigo needs to upgrade its soft skills from check in to bus boarding to boarding flight to on aircraft dramatically. If they don't then their 50 pc plus mkt share is at risk.

Shiv

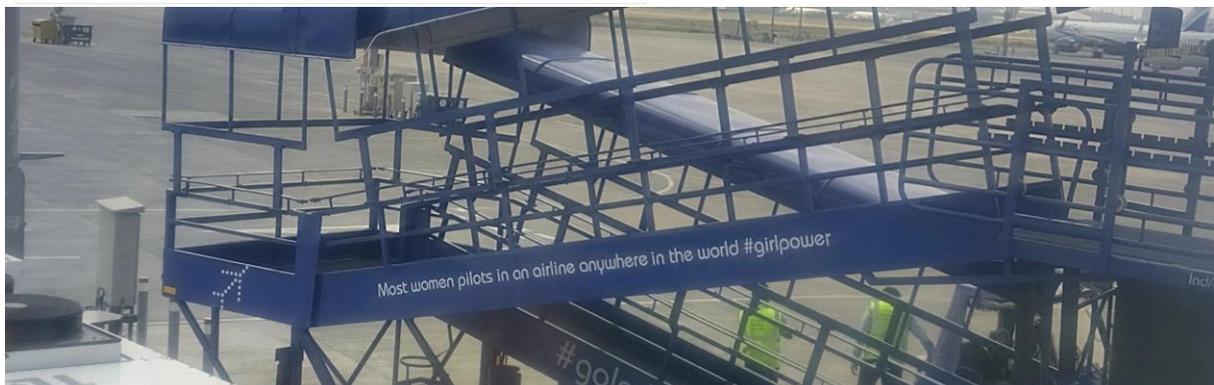
www.shivshivakumar.com

10 September 2023



The screenshot shows the Glassdoor profile for IndiGo Airlines. At the top, there's a browser address bar with the URL 'IndiGo Airlines Reviews... glassdoor.co.in'. Below that is a banner for the Glassdoor app. The main header includes the company name 'IndiGo Airlines' and an 'Add a Review' button. Navigation tabs for 'Overview', 'Reviews' (541), 'Jobs', and 'More' are visible. The 'Reviews' section is active, showing a search bar, a filter icon, and the text 'Found 503 of over 541 reviews'. A star rating of 3.6 is displayed with a dropdown arrow. Below the rating is a circular progress indicator showing '56% Recommend to a Friend'.

In APAC, **IndiGo** (6E) is the new leader in the APAC region. IndiGo takes the lead position with an OTP of 89.02% from Thai AirAsia (FD) who had led the pack for two consecutive months. Vietnam Airlines (VN) makes a remarkable improvement to their OTP performance this month (85.00%) over last month (78.42%) to make their debut in the top 5 ranking at #4.





Indigo Airlines 2.7 ★

★★★★★ 52% 17,287 Votes

25.8K Follower

WRITE A REVIEW

- share
- follow
- call
- info

Summary

Indigo Airlines



PRODUCT RATING

airlineratings.com

A world of discovery awaits

AirlineRatings

Home > IndiGo

INDIGO
Low Cost Carrier

AVERAGE PASSENGER RATING

- Rate your experience with IndiGo
- See Airline & Safety Ratings for IndiGo

Select Country

Search for flights

3.6/10
★★★★★
From 63 passenger reviews

PASSENGER REVIEWS

sam
from India - March 9, 2023
Flew Economy Class

OVERALL SCORE

IndiGo Reviews | Read ...
trustpilot.com

Vehicles & Transportation > IndiGo

Overview Reviews About

IndiGo
Reviews 127 • Poor
1.8

In the Vehicles & Transportation category

goindigo.in

Write a review

Company activity [See all](#)

- Unclaimed profile
- No history of asking for reviews
- People ... their own

Reviews ★ 1.8
127 total

5-star	12%
4-star	5%
3-star	4%
2-star	2%
1-star	77%

Filter | Most relevant

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Overview

3.5 ●●●○○ 8,687 reviews

- Travellers' Choice 2019 Winner
- Travellers' Choice 2018 Winner
- Travellers' Choice 2017 Winner

Legroom	●●●○○
Seat comfort	●●●○○
In-flight entertainment (WiFi, TV, films)	●●○○○
Onboard Experience	●●●○○
Customer service	●●●○○
Value for money	●●●○○
Cleanliness	●●●○○
Check-in and boarding	●●●○○
Food and beverage	●●○○○

About IndiGo

Headquarters: Tower C Global Business Park, Mehrauli-Gurgaon Road, Gurugram (Gurgaon) India 122 002

The largest airline in India, low-cost carrier IndiGo Airlines (6E) flies to more than 35 destinations within India, as well as five international destinations in Nepal, Oman, Singapore, Thailand and the United

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Seat Comfort



Staff Service



Value for Money



Customer rating from 457 reviews



oneworld QATAR AIRWAYS

Book by 15 September 2023



17 years of connecting
the nation #IndiaByIndiGo