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# RESULTS OF THE CUSTOMER SATISFACTION SURVEY ON GLOBAL AVIATION TRAINING (GAT) ACTIVITIES



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## Research Objectives

ICAO mandated Ipsos to help identify and track **satisfaction and opinion** of TPP Members and Member States towards the Global Aviation Training (GAT) Office activities.

## TPP Members



**Method of Data Collection**  
Online survey



**Geographic Scope**  
Across the globe



**Sample Size & Response Rate**  
From a list of 94 TPP Members (at time of survey), 44 accessed the survey: **40 complete questionnaires** and 4 incomplete questionnaires.  
*\*Completion Rate=91%, Response Rate=43%*



**Selection criteria**  
**Members of the TRAINAIR PLUS Programme (TPP)**  
Invitations were sent to both the heads of each TPP Member and to focal points.



**Field dates**  
From 20 November to 11 December 2017

## Member States



**Method of Data Collection**  
Online survey



**Geographic Scope**  
Across the globe



**Sample Size & Response Rate**  
From a list of 191 Member States (at time of survey), 67 accessed the survey: **17 complete questionnaires**, 19 incomplete questionnaires and 31 non eligible States.  
*\*Completion Rate=25%, Response Rate=9%*



**Selection criteria**  
**Member States**, who have submitted requests in past 3 years. Invitations were sent to both the heads and to focal points of the CAA.



**Field dates**  
From 20 November to 13 December 2017



# TPP Members Satisfaction

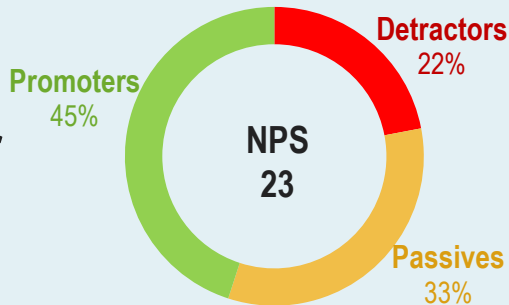
## Overall Satisfaction

8.1/10

## Satisfaction by Theme

Membership application & assessment process	8.3/10
Events	8.2/10
Communications	8.2/10
Development of ICAO-recognized training packages	7.6/10
Standardized Training Package Exchange using the TRAINAIR PLUS Electronic Management System	7.5/10
Delivery of ICAO-recognized training packages	7.4/10
Membership requirements & benefits	7.3/10

## Net Promoter Score®

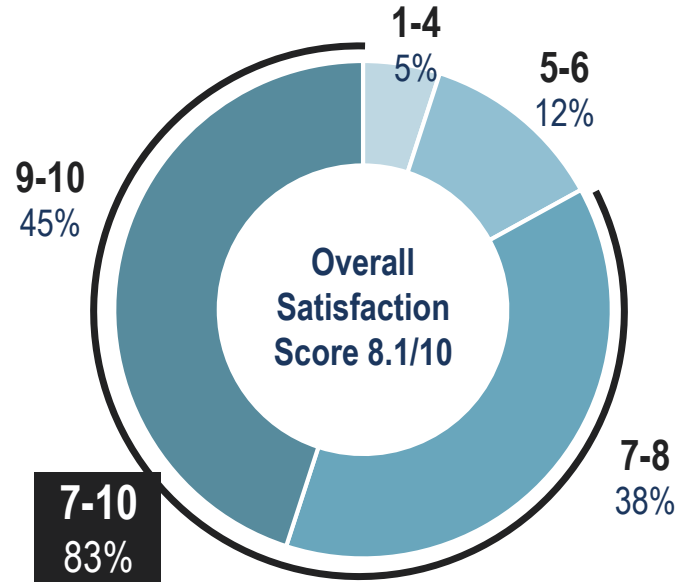
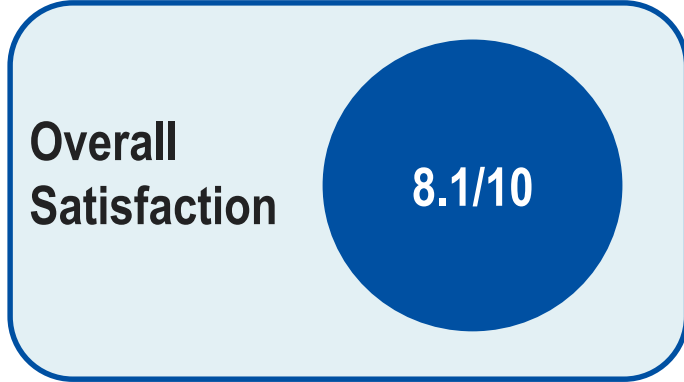


## Intend to Remain a Member



83%

The overall satisfaction with the TRAINAIR PLUS services provided by the GAT Office is high. Indeed, the average score is 8.1/10, with 83% of TPP Members giving a score above 7.



**All surveyed themes garner results above 7 on a 10-point scale. Satisfaction is particularly high regarding the themes: membership process, events and communications.**

## Satisfaction by Theme

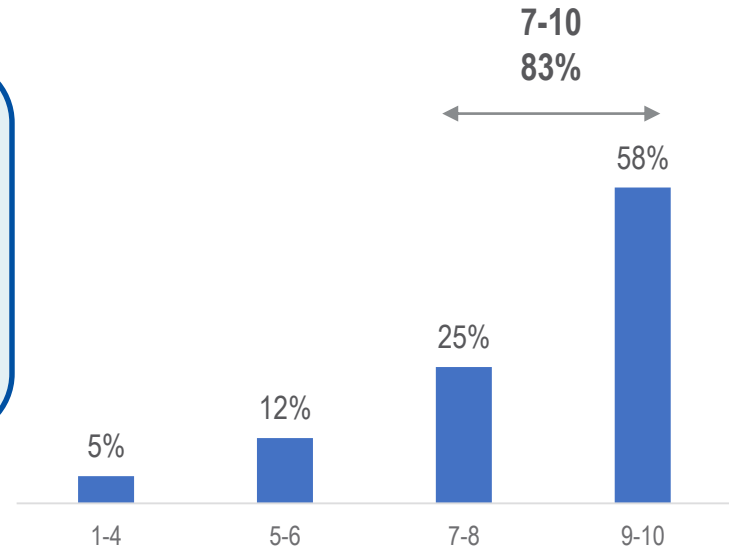
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Membership requirements & benefits	7.3/10

The likelihood to remain a member of TPP is high with 83% of Members giving a score of 7/10, on a scale where 10 means “very likely”. Even more impressive, 58% of Members gave a score of 9 or 10.

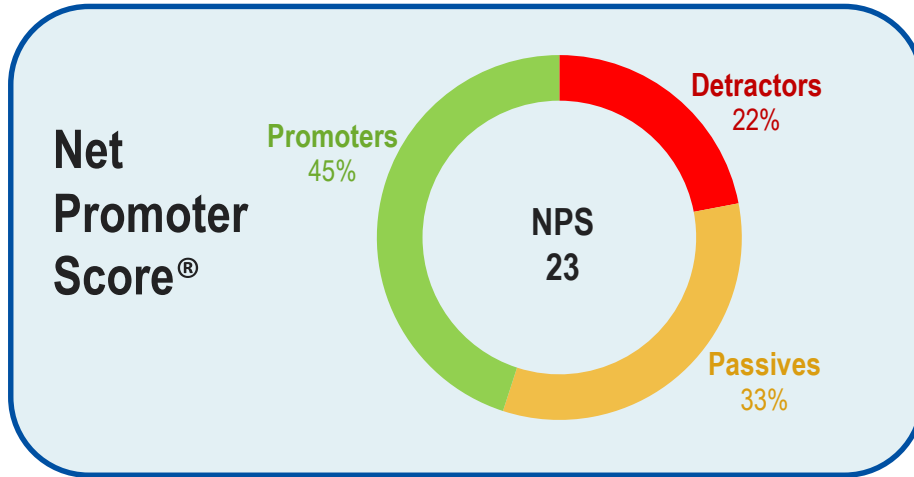
### Intend to Remain a Member



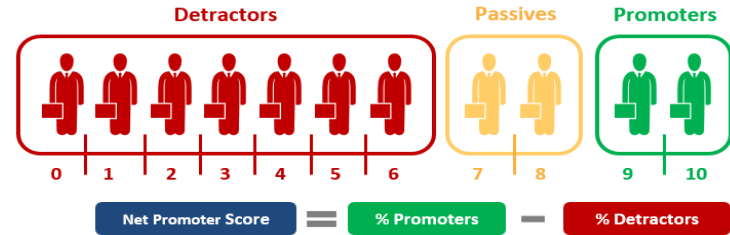
83%



# The likelihood to recommend the TRAINAIR PLUS Programme is illustrated with the Net Promote Score (NPS®). An NPS® of 23 means the TPP has more promoters than detractors.

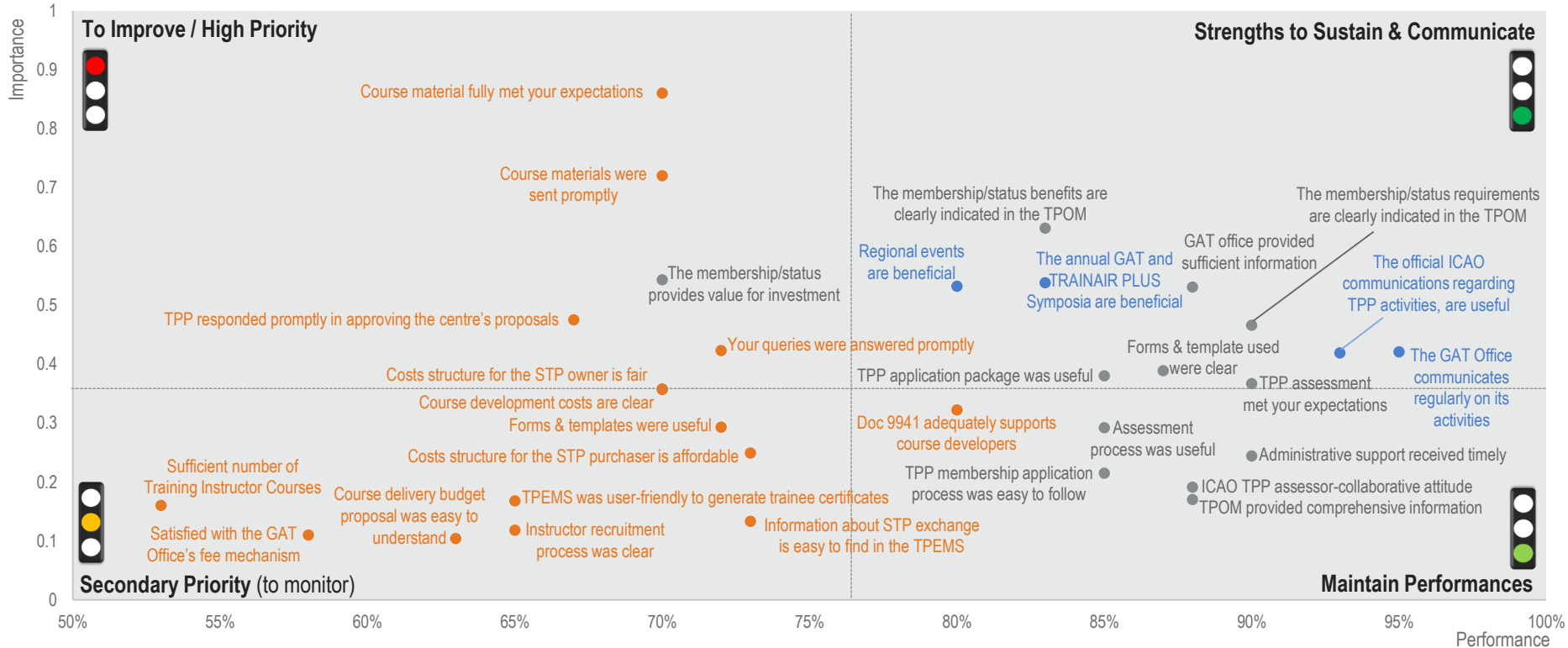


How is the **NPS®** (Net Promoter Score) calculated?



# Importance - Performance Matrix

Elements relating to **Events and Communications** are in **blue**  
 Elements relating to **Costs and Training Package** are in **orange**  
 Elements relating to **Membership** are in **grey**

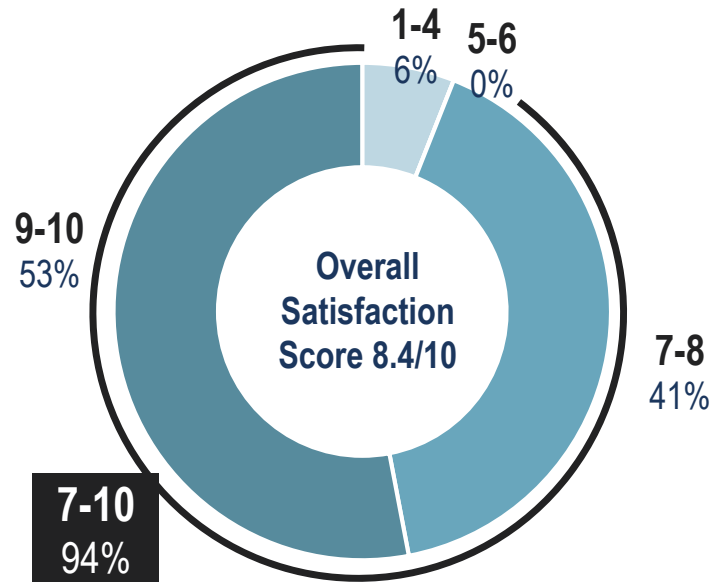


Please indicate your level of agreement with each of the following statements pertaining to ... Q1. the membership application and assessment process / Q3. the delivery of ICAO-recognized training packages / Q5. the development of ICAO-recognized training packages / Q7. the membership requirements and benefits / Q9. the STP Exchange using TPEMS / Q11. events / Q13. communications / Q16. On a scale of 1 to 10 where 1 means "not satisfied at all" and 10 means "very satisfied", what is your overall satisfaction with the TRAINAIR PLUS services provided by the Global Aviation Training (GAT) Office? (Base: all respondents, n=40)



# Member States Satisfaction

**Member States are very satisfied with the GAT Office giving it a high overall satisfaction score of 8.4/10. In fact, more than half of surveyed States gave an overall score of 9 or 10/10.**



**All tested elements are quite satisfactory to their users (>80% of Satisfied). No elements of the GAT Office's services require major corrections.**

**Promptness to process requests and staff courtesy and professionalism are the two elements that render the highest proportions of “very satisfied” Member States.**

**Member States are equally satisfied with the ICAO-qualified instructor's performance and the ICAO-qualified assessor's performance & sustainability (77% of Satisfied).**



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**Thank you !**