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Newsroom

Jetstar introduces web chat service for customers

- Jetstar launches live chat service to answer customer queries
- Live chat links service agents with customers via instant messaging
- Introduction follows a successful trial of live chat for Jetstar holiday bookings

Jetstar is introducing live chat at Jetstar.com to offer customers a timely and convenient service to answer queries.

The live chat platform, which is available from today, allows Jetstar.com users to interact with customer service agents via an instant messaging interface on the website.

Jetstar Group Chief Commercial Officer David Koczkar said the addition of this service was great news for customers.

“We know our customers value their time and our live chat service is all about resolving queries on the spot,” Mr Koczkar said.

“Jetstar has always embraced the use of technology to improve the customer experience and we’re proud to be the first airline to offer live chat in Australia and New Zealand.

“This new platform helps us deliver a hassle-free experience and is another initiative we have implemented as part of our focus on continually improving the Jetstar customer experience.”

Jetstar first used live chat in 2011 to help customers booking holiday packages on Jetstar.com and customer feedback for this service has been positive.

“Four out of five Jetstar customers who have used live chat have had their query resolved on first contact and customer satisfaction rates are around 90 per cent,” Mr Koczkar added.

In July 2012, the live chat service was extended to include help for web users having trouble completing online bookings.

The software that supports Jetstar’s live chat platform was developed by US technology firm LivePerson.

Live chat will only initially be available for Australian and New Zealand customers with other Jetstar markets currently under consideration.

Contact

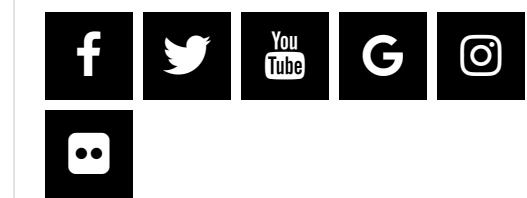
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About Jetstar

About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific’s fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.

