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Newsroom

Jetstar Asia wins People's Choice award for best LCC for the second year

Jetstar Asia has been named the AsiaOne People's Choice for best low cost carrier in 2014 for the second year running.

The result was from an online survey by AsiaOne, the news and lifestyle website of Singapore Press Holdings in Singapore, where more than 200,000 votes from the online community were cast from January to March 2014.

AsiaOne awarded Jetstar Asia in recognition of its brand, product and services offered to its customers.

Jetstar Asia CEO Bara Pasupathi said the award is great news for the airline as it enters its 10th year of flying in Asia Pacific.



The customer has always been at the heart of Jetstar Asia's business
Jetstar Asia CEO Bara Pasupathi



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"The customer has always been at the heart of Jetstar Asia's business so to receive this award is fantastic recognition for Jetstar Asia's team members working for our customers.

"Our win reflects the success of our team constantly endeavouring to improve our service offering, invest in the best of customer innovations and to continue to offer all day every day low fares," Mr Pasupathi said.

In the last 12 months, Jetstar Asia has rolled out a number of new customer innovations designed to improve the customer experience including [Straight to Gate](#), Ask Jess, an online virtual assistant and [Live Chat](#).

"Understanding the needs and wants of our customers is critical and we constantly explore smarter ways to add value to where it matters most whilst still offering the low fares that have become our signature.

"As we celebrate our 10 years of flying in Asia Pacific, we are looking forward to our next decade of offering our customers more ways to make travel seamless and more accessible," he said.

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