

Singapore, 30 April 2015

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Newsroom

Jetstar Asia wins People's Choice Award for the third year

Jetstar Asia has been named the AsiaOne People's Choice for best low cost carrier in 2015 for the third 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 250,000 votes from the online community were cast between December 2014 and January 2015.

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

Jetstar Asia CEO Bara Pasupathi said the award was fantastic recognition for the Jetstar Asia team.



Winning this People's Choice award for the third year running is a great testament that we are making a positive difference in our customer's travel experience

Jetstar Asia CEO Bara Pasupathi



Post

"Winning this People's Choice award for the third year running is a great testament that we are making a positive difference in our customer's travel experience. The award also reflects our teams' success in delivering great value that resonates with all our customers," said Mr Pasupathi.

In the last 18 months, customers have responded positively to Jetstar Asia's first-to-market innovations like [straight-to-gate, check-in kiosks and bag drop services](#) as well as our online virtual assistant service, Ask Jess. "Our investment in customer innovation is meeting the expectations of our customers and more," said Mr Pasupathi.

"More than 40 percent of our passengers are choosing to go straight-to-gate and our kiosks are their preferred means to check-in at Changi airport in Singapore.

"Our customers are telling us that our kiosks are easy to use and very convenient, giving them more time to do more at the airport," said Mr Pasupathi.

"Since Ask Jess was introduced on our Jetstar Singapore website, we have received up to 16,000 queries a month through Ask Jess and the high rate of accurate responses to queries has increased our customer's satisfaction levels. This, in turn has enabled our call centre agents to better manage more complex requests from our customers," said Mr Pasupathi,

"We are very honoured to receive this award and this will spur us to continue to explore smarter ways to add value to where it matters most whilst still offering the low fares," said Mr Pasupathi.

The self-service kiosks and bag drop service is part of Jetstar Asia's drive to improve productivity and offer innovative customer options to customers at the Singapore airport. There are currently 12 check-in kiosks and 6 bag drops at our counters.

Jetstar Asia was also recently ranked as the top budget airline in the 2014 Customer Satisfaction Index of Singapore.

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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.

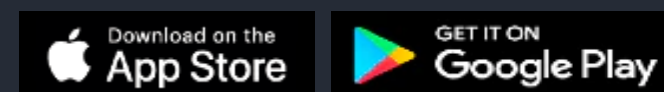
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