

Singapore, 27 September 2017

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Jetstar Asia tops customer satisfaction survey in Singapore again

Jetstar Asia has been named the top budget airline in 2017 by customers in Singapore for the second consecutive year, according to the Institute of Service Excellence (ISES), an independent survey body in Singapore.

Since Jetstar Asia started participating in the customer survey in 2012, the satisfaction index for the airline has improved year-on-year, and over the five-year period, satisfaction levels have increased by nine points.

The survey measures customer satisfaction in terms of customer expectation, perceived quality and value.

Jetstar Asia CEO Bara Pasupathi said that the recognition by our customers is a coveted reward and a strong indicator of our customer-focused efforts from ticket to tarmac.

“As part of our aspiration to make the travel experience seamless and pleasant for our customers, we have embarked on a journey to champion innovation and exceptional customer service.

“In the last year, in addition to rolling out state-of-the-art FAST check-in kiosks at Changi Airport Terminal 1, we have invested in technology, people and processes which aided the roll out of the new cashless payment systems known as Max Airport system and the mobile boarding pass.

“Our promise to make travel more accessible to more people is also underway, with the introduction of three new routes -- Hat Yai in Thailand, Okinawa in Japan and Clark in the Philippines -- for our customers to enjoy.

“We are honoured to receive this acknowledgement from our customers and would not have been able to do this without the passion and commitment from our teams,” said Mr Pasupathi.

The CSISG is an annual benchmark of customer satisfaction released by the Institute of Service Excellence at the Singapore Management University (ISES).

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