

Singapore, 30 September 2019

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Newsroom

Jetstar's Focus on Customer Training Bears Fruit

Jetstar Asia has been named one of the best budget carriers in customer satisfaction according to the Institute of Service Excellence at Singapore Management University (ISE at SMU), an independent survey body in Singapore. Jetstar Asia is also the only Singapore-based low-fares carrier to have steadily improved its scores year-on-year since 2015.

Regardless of the type of carrier or length of flight, the report revealed the importance of quality interactions between airline staff and customers, with empathy, friendliness and professionalism key in improving the customers' flying experience.

Understanding this insight, all Jetstar Asia cabin crew volunteer at the All Saints Home in Tampines, as part of their induction to the airline, becoming one of the only airline training programmes in Singapore to incorporate a community-volunteer component in the curriculum for cabin crew.

Farha Effendy, in-flight service trainer at Jetstar Asia, was part of the first team to visit the home in 2016 and has since taken more than 200 Jetstar Asia cabin crew trainees with her.

"Interacting with the elderly gives our new crew a direct opportunity to understand different needs, apply what they have learnt to better support our wide variety of passengers," Effendy says.

Jetstar Asia CEO, Bara Pasupathi, said this independent recognition is a coveted reward and a strong indicator of our customer-focused efforts and our focus on innovation is paying off.

"As a pioneer in Changi Airport for self-service check-in and bag drop since 2015, the customer satisfaction index for the airline has improved year-on-year illustrating that our investments in innovation, upskilling team capabilities and customer engagement has reduced queues, made seamless the customer journey and delighted our customers," he said.

"Today, more than 78 percent of our customers choose self-service check-in and this high adoption has driven productivity in our teams, enabled us to redeploy team members to other areas of operations and work on continually improving the customer experience."

The Customer Satisfaction Index of Singapore (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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