

Customer initiatives and investment

In September 2023 we announced a material increase in our spending on customer experience to fix pain points, provide more value and make sure we're easier to deal with. We're investing \$230 million in customer improvements across FY24 with a range of immediate, near-term and longer-term initiatives. The information below highlights some of the progress we've already made.

EASIER TO DEAL WITH



Improving contact centres

- More than 100 new contact centre agents onboard since October including experienced airline agents
- Review underway of bringing more contact centre agents back onshore



Better service during disruptions

- Improved digital self-service capability now available to customers for more choice and flexibility during disruptions
- 'Over and above' travel vouchers proactively issued for significant disruptions and service issues



Better flexibility for frontline teams to help customers

- Toolkit for frontline teams to support customers when things don't go to plan (flight vouchers, Qantas Points and refunds)



Review of all commercial policies to make sure they're fair

- Qantas Points can now be transferred to a family member after a death
- Removed the fee to change a customer's name if they made a mistake
- More generous policy introduced for transferring Qantas Points between family members, including reducing minimum transfer from 5000 to 1500 points



Making it easier to use COVID credits

- Removed the expiry date
- All COVID credits are now refundable
- SMS and regular email reminders sent to COVID credit holders
- Working with banks to automate refunds

FREQUENT FLYER IMPROVEMENTS



Innovation — New options in pipeline

- Permanent improvements to Frequent Flyer program coming early next year
- New travel management experience for Qantas Business Rewards customers (SME market)



New partnerships

- Expanding options for Frequent Flyers to earn and use their Qantas Points including new partnerships with Ticketek and Accent Group



Significant discounts across Points Plus Pay

- Five-day offer in October with 50 per cent discount to the number of points required for any Premium international seat on any Qantas flight in our system



More reward seats, the best points value

- 6,000 new reward seats already released to Europe during peak summer period

A BETTER CUSTOMER EXPERIENCE

✔ New Qantas app

- Tens of millions of dollars invested in Qantas app to make it easier to manage booking and journey
- Baggage tracking functionality now available in app for 10 Australian airports (with ongoing rollout)
- New digital boarding passes with refreshed design to be more user-friendly and make it easier for crew to help customers

✔ Investment in aircraft cabins

- Dedicated Engineering Cabin Focus Team established to quickly maintain and refresh aircraft cabins
- Special Chair Bay set up in Brisbane maintenance to proactively maintain A380 chairs amongst global parts shortage

✔ Resilience for upcoming holiday period

- Reserve staffing boosted during peak Christmas holiday period to cover unplanned sick leave and up to 13 jet aircraft on standby
- Dedicated technology support team on the ground at major airports for better resilience

✔ Improvements to lounges, food and beverage

- Beer and wine now available from midday on domestic flights
- Lounge staffing boosted during peak times
- Update and refresh of lounge interiors and furniture in progress

✔ New routes

- Creating new travel opportunities for our customers including recently announced Perth–Paris, Brisbane–Wellington, Brisbane–Honiara and Melbourne–Hervey Bay (JQ) flights

✔ Improved on-time performance

- Qantas has been the most on time major domestic airline for 14 months in a row
- Contact centre wait times and mishandled bags below pre-COVID levels

LISTENING TO CUSTOMERS AND OUR PEOPLE



Weekly focus groups with customers

- Senior executives participating in direct customer feedback sessions based on positive and negative experiences



Better response to customer and service issues raised by cabin crew

- Dedicated resource set up to action and respond to issues raised through cabin crew feedback portal



Customer Advisory Council established

- Council of frontline employees from cabin crew, pilots, airports, contact centres and freight established to advise on customer initiatives