

Investing more for our customers

Over the past year we have invested
\$230 million in customer improvements

✓ 120

Initiatives completed
since September 2023

100

Customer initiatives in
progress for the coming year

This has contributed to improvements in operational performance
and customer satisfaction across the Qantas Group.



On-time performance (OTP)¹

Qantas +10 points
Jetstar +8.8 points



Customer Net Promoter Score (NPS)²

Qantas +22 points
Jetstar +19 points

Key areas we've invested in:



Operational
performance



Enhanced food
and beverage



Qantas
Frequent Flyer



Customer
recovery

Some of these initiatives include:



Flying experience

- Dedicated team of 50 engineers to refresh cabins
- Replaced small snacks with a substantial selection of hot items on more domestic flights
- Updates and refreshments of lounge interiors and soft furnishings
- Alcoholic beverages served from midday on domestic flights and premium spirits rolled out across all international cabins
- Rolled out group boarding to reduce customer wait times at the gate and improve OTP



Digital interactions

- Qantas App updates including homepage improvements, baggage tracking and passport scanning
- Launched inbound flight tracking capability for greater disruption management
- Click to call via the Qantas App, making it faster and more efficient for customers to reach contact centre agents
- Enhanced Jetstar App with improved usability and faster online check-in



Easier to deal with

- Contact centre training program that resulted in contact centre quality scores up ~30 per cent
- Recruited 200 people to assist with customer credits and disruption recovery
- Updates made to qantas.com to improve speed and performance when booking flights
- Digitisation and automation of customer reimbursements



Reward and recognition

- Adding over 20 million more international and domestic rewards seats by the end of 2024 with the launch of Classic Plus Flight Rewards
- More Classic Flight Reward seats added across Qantas flights for the European Summer peak
- Introduction of a Qantas Business Rewards booking tool
- More Qantas Points earn and burn partners including Ticketek and Accent Group

“Restoring trust and pride in Qantas as the national carrier is our priority,
and while there’s more work to do, we’ll get there by delivering for our customers
and people consistently into the future.” Qantas Group CEO Vanessa Hudson

1. Percentage of Qantas Domestic and QantasLink and Jetstar domestic flights that departed on time in 4Q24 compared to 2Q24.

2. Domestic and international Net Promoter Scores 4Q24 compared to 2Q24.