# QATAR AIRWAYS REVEALS CUSTOMER EXPERIENCE TRENDS AT FUTURE TRAVEL EXPERIENCE

**News / Airlines, Events / Festivals**

**Qatar Airways** highlighted the importance of its **passenger-centric approach** to customer experience at the recently concluded **Future Travel Experience** (FTE) Asia Expo 2015.

Held in Singapore, FTE Asia Expo 2015 was the biggest FTE show in its 10-year history, attracting more than 1,000 senior travel industry figures from the region and beyond. The Expo provided a unique platform for airlines and airports in the region to share ideas and view the very latest solutions in one place to help them improve customer experiences, increase revenues, drive operational efficiency and reduce costs.

Qatar Airways' senior vice president customer experience, Rossen Dimitrov, gave two presentations: the first on how Qatar Airways stays ahead of the competition with its First Class Cabin offering, the second when he was joined by Qatar Airways Cabin Crew who explained how the airline champions honest conversations between management and Cabin Crew in order to provide passengers with the best possible service levels.

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“Besides operating one of the world’s newest and youngest fleet in the sky, we recognise how important it is to complement our outstanding aircraft offering with Cabin Crew who are passionate about ensuring our passengers – in both Premium and Economy Cabins – have a great experience when they fly with us,” said Dimitrov.

“It was great having the opportunity to share our award-winning customer experience approach with the Expo attendees, and also to have the chance to see how we can improve to better serve our passengers on-board.”

Also present at FTE Asia Expo were a group of Qatar Airways Cabin Crew who touched on how Qatar Airways’ recently introduced Emotional Intelligence training and regular Cabin Crew roadshows helps in facilitating and ensuring enhanced customer experience at every touch point during the passengers’ journeys.

Dimitrov added: “While technology can and has been appropriately deployed to enhance passenger experiences, the human touch of attentive Cabin Crew can make a tremendous difference in the passenger’s journey with us. Our Cabin Crew and other customer experience staff are our best ambassadors in ensuring every passenger receives the gold standard in in-flight experience when flying with Qatar Airways, and we actively ensure we provide them with the necessary tools and know-how to achieve this.”

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