

## **Air Astra dubbed Most Customer Friendly Domestic Airline**

- A Monitor Report

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Dhaka : Air Astra was awarded the Gold in the Most Customer Friendly Airline (Domestic) category at the ShareTrip-Monitor Airline of the Year Awards 2024, distinguishing itself as the airline that places passenger care and service experience at the forefront of its operations.

NOVOAIR received the Silver, while US-Bangla Airlines took home the Bronze, recognizing all three as key players who are reshaping domestic air travel in Bangladesh with a focus on comfort, communication, and customer service quality.



*NOVOAIR representative receiving Silver trophy*

Air Astra has earned praise for building a customer-first approach into its service model from day one. Highlights of its winning strategy include: prompt and responsive customer support, both online and at airports; polite, well-trained ground and cabin staff focused on creating a warm experience; transparent communication about flight updates or schedule changes; and clean, modern aircraft offering a fresh in-flight experience.



US-Bangla official receiving Bronze trophy

Silver winner NOVOAIR continues to win the trust of regular travelers by offering: courteous and well-trained cabin crew with a reputation for professionalism; on-ground efficiency that minimizes wait times and confusion; loyalty programs and offers designed to reward frequent flyers; and a calm and punctual experience, contributing to overall passenger satisfaction.

Bronze winner US-Bangla Airlines has made significant investments in customer service infrastructure. Its achievements include: a dedicated call center and real-time service chat for customer queries; service desks at key airports with proactive support staff; special care for families, children, and senior passengers; and flight reminder systems and timely status alerts via SMS and email.

