

Malaysia Airlines wins Best Customer Experience Award

A Monitor Report

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Kuala Lumpur : Malaysia Airlines emerged as one of the winners of the prestigious Best Customer Experience Awards 2021 by CXP Asia - the first and only regional awards honouring the highest level of customer experience excellence with a key presence in three markets including Malaysia, Thailand and Singapore.

The special award validates the airline's commitment to keeping its customer as the centre of gravity by creating lifelong connections and beautiful memories through every customer journey. This underpins the three pillars of the airline's customer experience proposition - service from the heart, honest communication, and integrity.

The award also reflects Malaysia Airlines' exceptional customer support throughout the Covid-19 pandemic for the past 20 months, where airline personnel worked around the clock to assist customers through a host of customer support platforms. In addition to this, the national carrier also played an instrumental role in assisting various governments transport their citizens home through the mounting of repatriation flights and flying in the much-needed vaccines for the country in support of the National Vaccination Programme.