

Singapore Airlines lauded for Best Overall Customer Experience

- A Monitor Report

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Dhaka : Singapore Airlines clinched the Gold award in the Best Overall Customer Experience category at the ShareTrip-Monitor Airline of the Year Awards 2024, recognized for delivering an end-to-end travel experience defined by consistency, warmth, and exceptional service.

Emirates and Qatar Airways were awarded Silver and Bronze respectively, reflecting the strong customer-centric approach of the region's top international carriers serving the Bangladeshi market.

Singapore Airlines stood out for its meticulously integrated travel experience, from booking to baggage claim. Key pillars of its excellence include: polished, attentive cabin crew across all classes; intuitive digital experience, including mobile booking, KrisFlyer app, and seamless check-in; top-tier onboard comfort, with award-winning business and economy cabins; and strong reputation for on-time performance, clean aircraft, and thoughtful details throughout.



Emirates representative receiving Silver trophy

Emirates earned its Silver distinction for offering a travel experience that blends luxury, scale, and innovation. Highlights include: spacious cabins with signature ambient lighting and entertainment screens; well-trained crew that deliver consistent service even on high-capacity routes; Dubai International Airport (DXB) experience, including fast immigration and lounge options; and a range of tailored services for families, unaccompanied minors, and premium guests.



Qatar Airways official receiving Bronze trophy

Bronze winner Qatar Airways continues to deliver a refined and seamless journey, earning the Bronze award with high marks across multiple customer touchpoints: Doha's Hamad International Airport, a five-star transit experience for global passengers; personalized onboard service, particularly in Qsuite and premium economy settings; well-coordinated flight schedules with efficient baggage handling and gate management; and a digital-first approach for check-in, upgrades, and loyalty integration via Privilege Club.

The Best Overall Customer Experience category recognizes airlines that go beyond isolated moments of excellence - rewarding those that offer a consistently high-quality, smooth, and thoughtful journey across all customer interactions. These winners continue to raise the bar for what Bangladeshi travelers can expect in the sky - whether flying for

business, leisure, or family reunions.