

Virgin Atlantic Stop Press

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Virgin Atlantic Stop Press 830

UPDATE: New 'Voice of the Customer' programme

We wanted to let you know that we are introducing a new way to measure our customer's satisfaction. Our new 'Voice of the Customer' programme will replace the existing 'xPlane' customer satisfaction survey and will be launched in May 2015.

The new digital programme will allow us to text and email customers up to two weeks after they return home, rather than collecting feedback through onboard surveys, meaning we can react much faster to ensure that we are continually improving the customer experience.

In order to do this, we will be contacting the end consumer directly by using the contact details that are held in their customer bookings. We understand that some of the contact details in the bookings are 'trade' contact details and not 'end customer' details. As we will be texting and emailing every customer where a contact detail exists, you may receive a survey SMS or email.

If you do receive this, you can either send it on to the end consumer or simply 'opt' out of the first email and we won't bother you again.

If you have any questions about this, please contact Sales Support at sales.support@fly.virgin.com or on +44344 2097705.

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