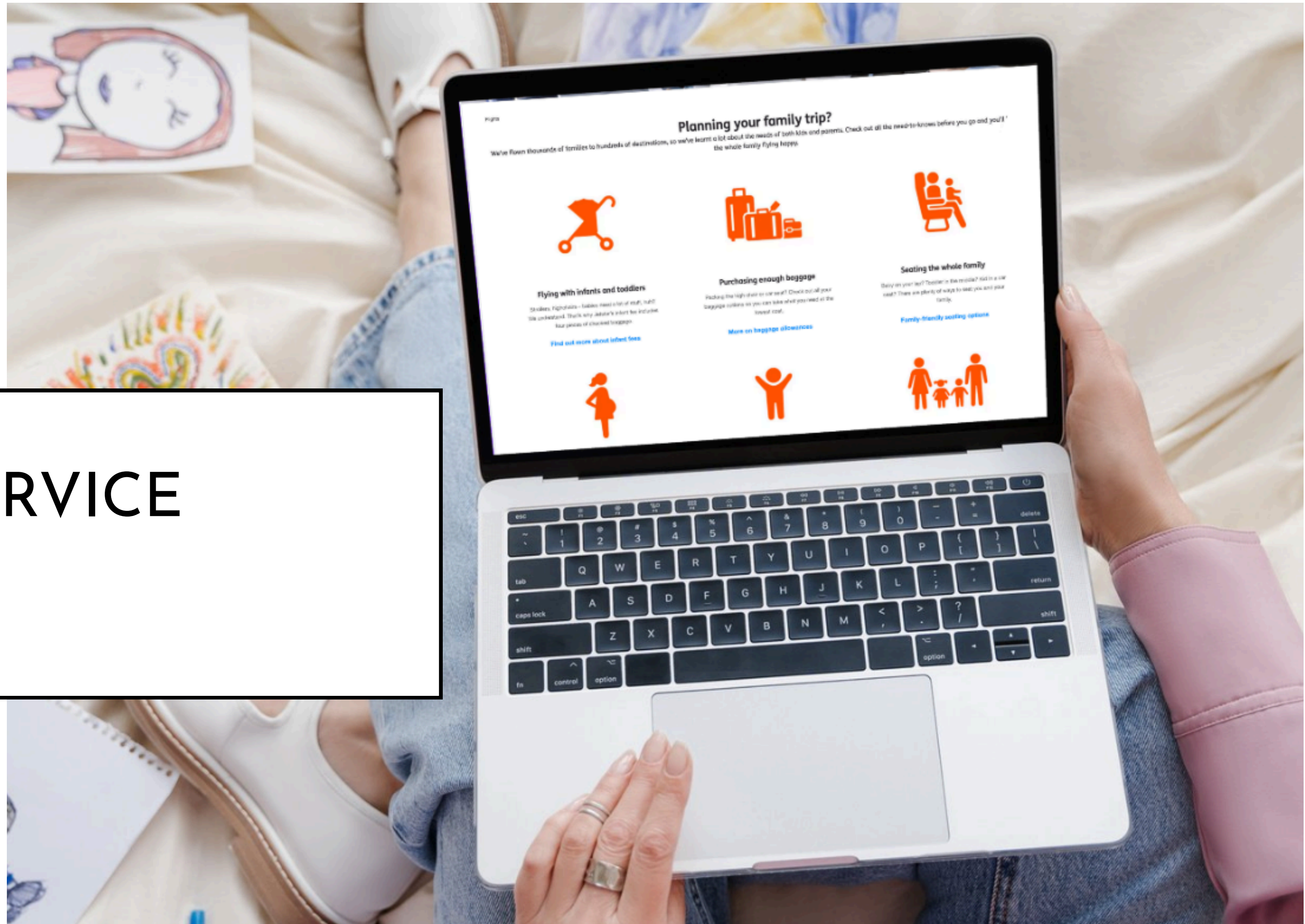


TRAVEL SERVICE CONTENT



JETSTAR SERVICE CONTENT

The introduction of data-driven customer service content was a game changer for Jetstar. This involved developing content specifically to address customer pain-points throughout the booking and travel journey.

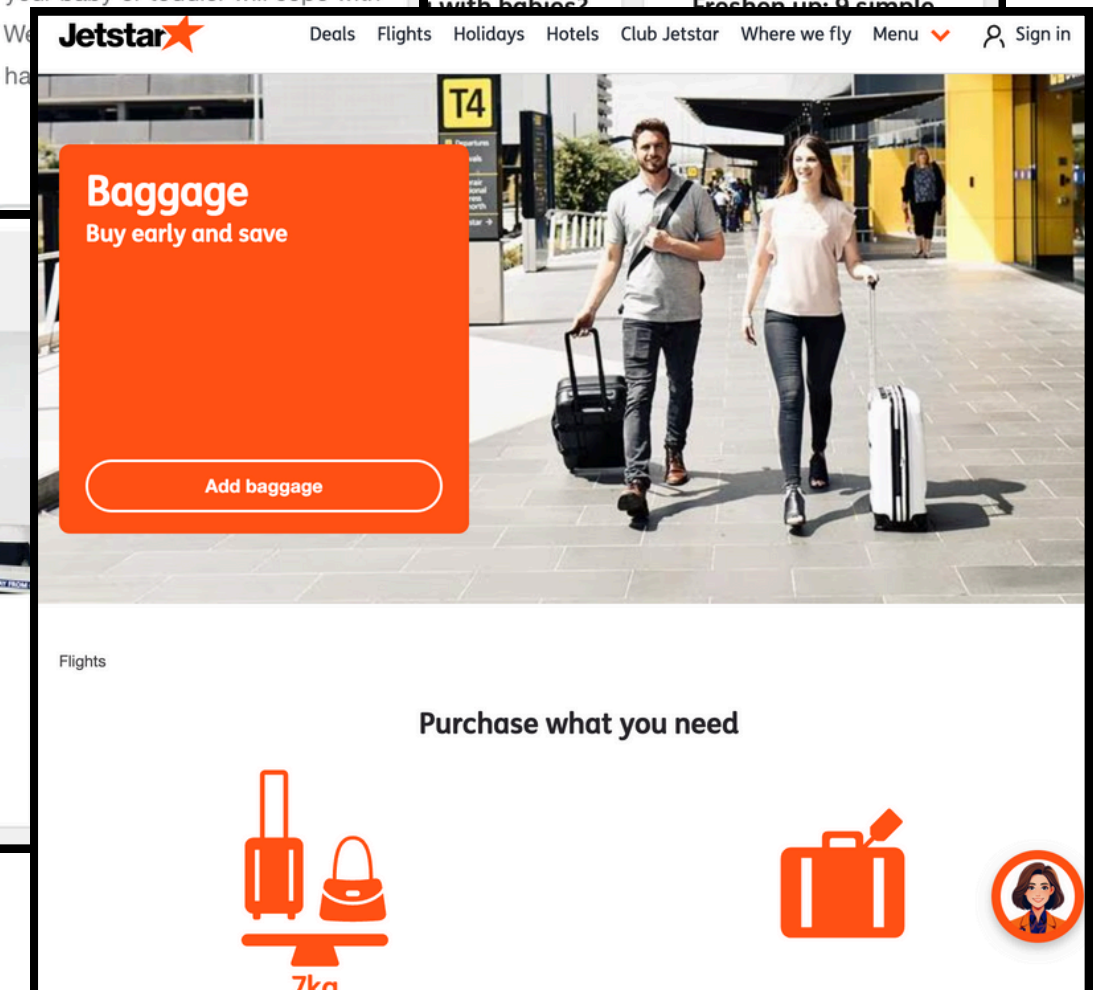
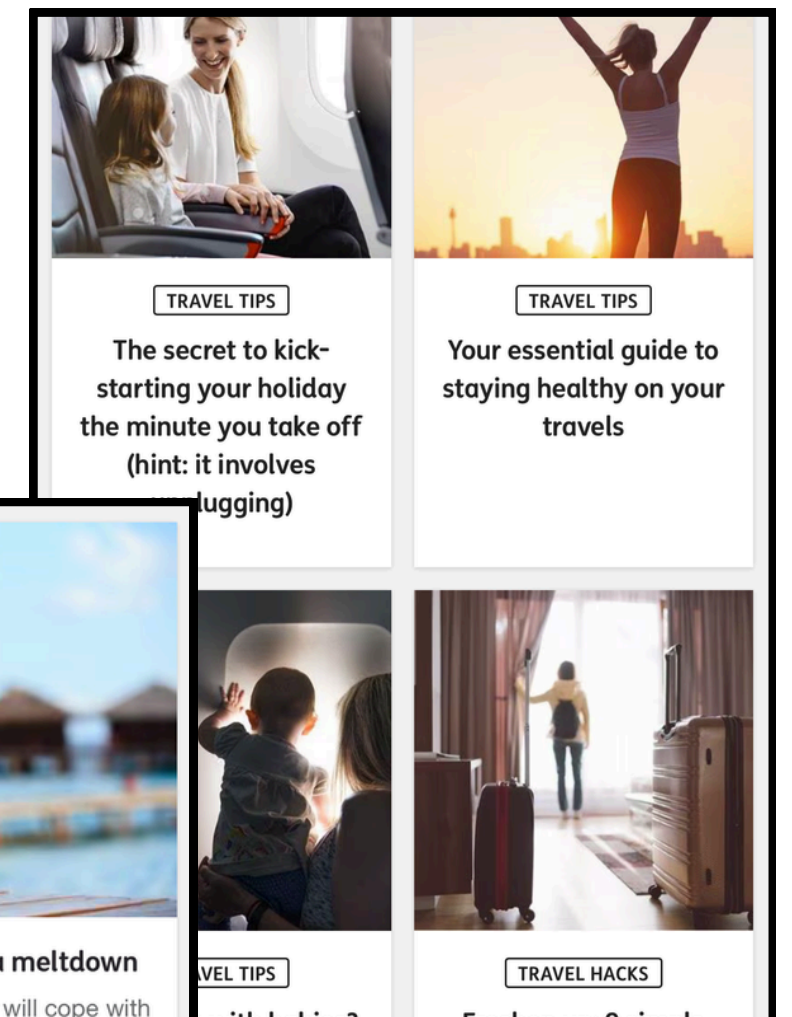
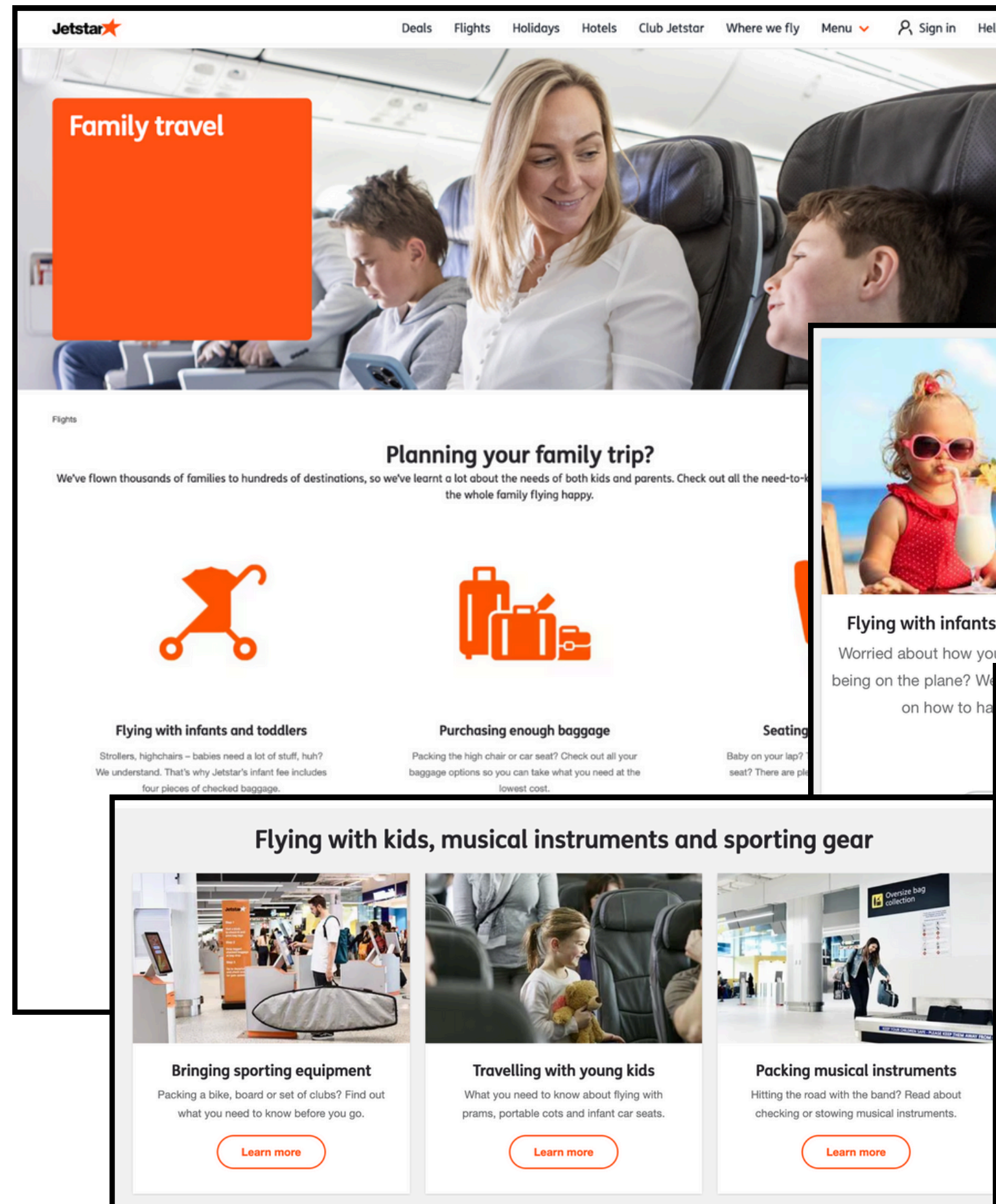
Creating clear information pages, travel advice articles and FAQs and surfacing relevant content at each stage of booking, led to improved customer experience (Net Promotor Score) and a reduction in service queries and calls.

Content goal

To create service content that educates and informs customers, ensuring a great experience and service they can trust.

Editorial goal

The place online where budget-conscious travellers find valuable, practical travel information, giving them the confidence and knowledge they need for an incredible trip.



<https://www.jetstar.com/au/en/flights/family-travel>

<https://www.jetstar.com/au/en/flights/baggage>