

TRAVEL AND HOSPITALITY

## Sentient Jet rolls out booking app behind its most successful summer

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*Photo courtesy of Sentient Jet*

By BRIELLE JAEKEL

Private aviation firm Sentient Jet has released a mobile booking application in which users can get instant access to real-time flight information.

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Sentient's mobile app supports its recent growth, as it just completed its record-breaking summer in which it saw its best performing sales since 2007, and has undergone a brand redesign. The new app allows Sentient cardholders to book private planes in real time with accurate quotes, ratings features, flight information and reports, customer service live chat and geo-location push notifications.

"This is an incredibly exciting time for Sentient Jet and the private aviation industry overall," said Andrew Collins, president and CEO at [Sentient Jet](#). "We recently closed out our best-performing sales summer since 2007, including our greatest summer flight volume in seven years, and completed a brand redesign.

"Given our record-breaking summer results and the many exciting updates at the company, we felt this was the ideal time to debut the booking app," he said. "We have always been very focused on the jet card, but we are always looking to innovate on top of the card as well, and we want to ensure that booking a Sentient flight is the most seamless experience available.

"With flexibility being one of the hallmarks of our brand, we wanted to further elevate and personalize the Sentient experience by allowing Jet Card holders to instantly book private jet travel from their smartphones with the touch of a button."

### Flying high

The private flight brand is hoping to continue its upward growth streak with its new mobile app, and compete with major mobile-first competitors such as JetSmarter, which offers discounted flight-sharing services. [Sentient's](#) app is available to its Jet Card members on Android and iOS.



### *Sentient's Jet card*

Users are now able to instantly book flights directly through their mobile devices. Members can input requests for private flights, provide their passenger information and then receive accurate real-time quotes.

A ratings and reviews feature is incorporated within the mobile app for users to make better choices based on the experience of others. Passengers will also be able to input ratings themselves the instant they land.

To ensure that Sentient will not lose its personal touch and slip up on customer service, a 24/7 live chat feature has been installed for users to talk with personnel.

### Partner benefits

Jet Card members will also be treated to exclusive offers for nearby locations. The app will share push notifications based on the user's location for offers.



*Image courtesy of Castello Di Casole, Timbers Resorts, one of Sentient's partners*

Benefits range from hotel stays to retail discounts at participating locations. Users may receive free nights at participating hotel locations such as The Peninsula Hotels in New York and Chicago and The Little Nell in Aspen, CO and discounts at retailers such as Brioni, Roberto Coin and Baccarat.

The private aviation company often values partnerships. The brand recently hoped to impress luxurians through a partnership with the Kentucky Derby.

Sentient Jet was named the preferred private aviation partner of the Kentucky Derby, Kentucky Oaks and Churchill Downs Racetrack in a multi-year agreement. The high-end clientele that the venue and events attract made it an ideal location for an aviator to try to win over fans and create space in a crowded field ([see more](#)).

Previously, as part as its push into equestrian content, Sentient Jet, together with its partner the Breeders' Cup, offered equestrian lovers an opportunity to witness horse racing history through a promotional effort.

American Pharoah was the first Triple Crown winner since the Breeders' Cup was established 32 years ago, and the colt captured a "Grand Slam" title when he competed at the World Championships at Keeneland, KY last October. With so much attention honed in on the horseracing world, interest in Breeders' Cup events increased among affluents wishing to be part of the action ([see more](#)).

"The launch of our new app brings us to the next level in servicing our cardholders' personal and business travel needs by allowing them to book flights more quickly and easily than ever before, while providing them with the same unparalleled service and commitment to safety they have come to expect," Mr. Collins said

"Flexibility has always been a defining feature of our asset-light business, and the mobile app elevates this flexibility

even further," he said.

"At the same time, our safety philosophy and certification process called, Sentient Certified, as well as our unique partnerships with like-minded brands through our Benefits Guide, continue to set us apart from the competition."

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