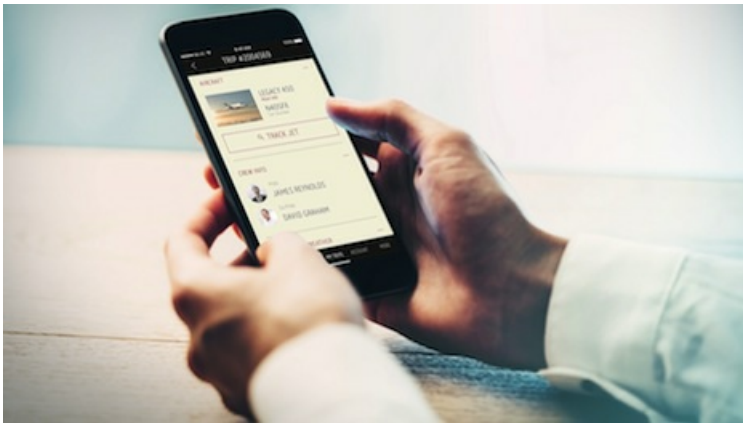


TRAVEL AND HOSPITALITY

Flexjet looks to streamline customer experience with app refresh

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Flexjet looks to make customer experience easier

By BRIELLE JAEKEL

Private aviation firm Flexjet is empowering its customers through an updated mobile application that brings a slew of new features to innovate in the private flying space.

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Private jet owners will now be able to access features to make their travel more convenient and bring them closer to the Flexjet brand. For instance, one feature allows users to view a photo of their pilot to find them better at the airport for a more seamless journey.

"There are so many features in this app that our owners will be delighted with," said Greg Johnson, chief technology officer at **Flexjet**, Cleveland, OH. "For example, they will be able to get a photo of their pilot on the app so they can find them easily in the airport.

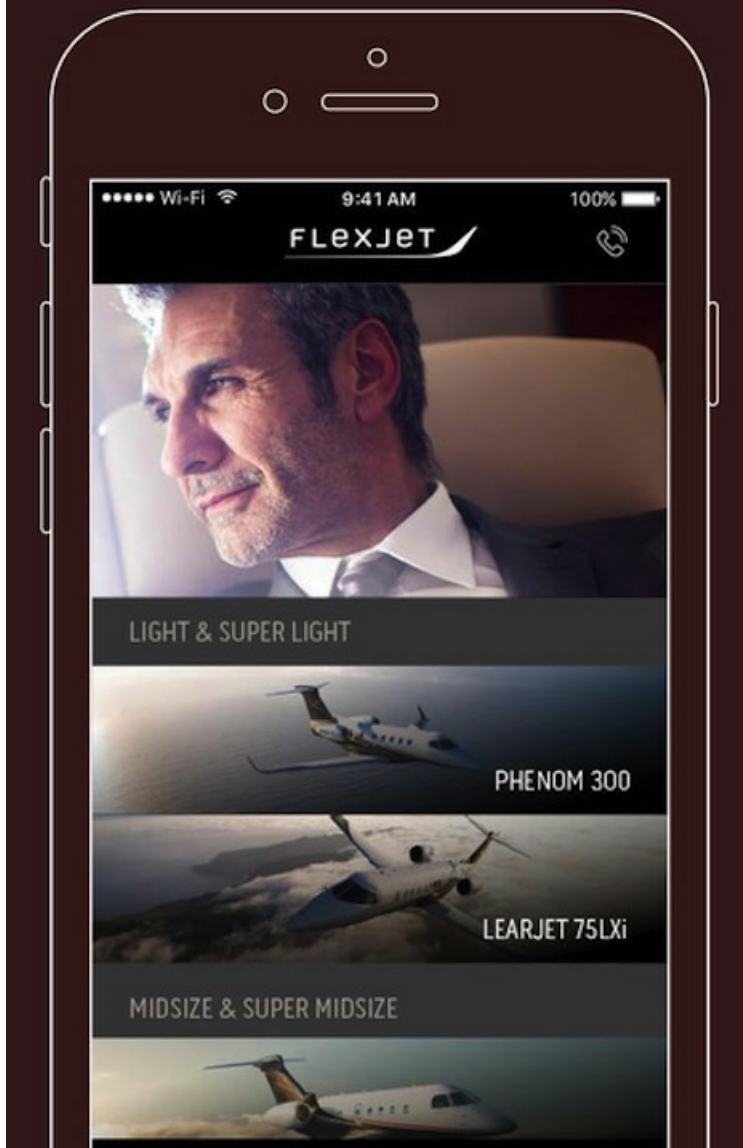
"In addition, we are seeing potential new owners asking for more information about our offerings through the app," he said.

App control

Members of the Flexjet app will have access to information regarding special events, tail number assignments and more.

Those who have not yet purchased a private aircraft can browse their options via the Flexjet app. The app has a database that shows off aircraft photo galleries, aircraft statistics and cabin configurations.

INTUITIVE INTERFACE

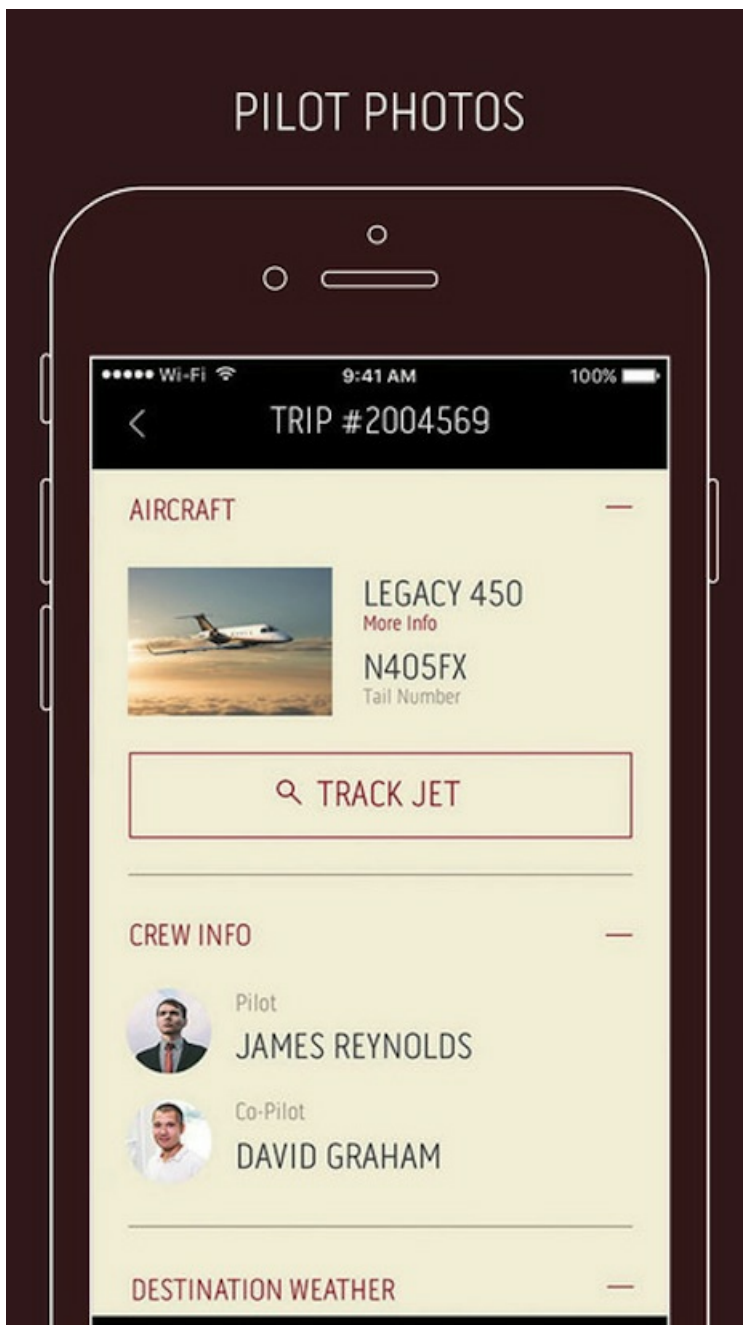


Flexjet's new mobile app

Current owners are able to book everything on their trip including their flight, catering and ground travel. They will be kept up to date regarding their trip throughout via push notifications.

By keeping a log of previous flights, frequent fliers to a specific region will be able to quickly rebook a trip there by selecting their flight history. Flexjet's app also integrates with other apps on the iOS device, such as Calendar.

A tap-to-call feature allows those who would prefer to speak on the phone an easy way to do so as well.



Flexjet updates its app for easier use

Flexjet claims that its audience is highly interactive, with 35 percent of app users opting in for push notifications within the first week of the new app's launch.

Commercial for Flexjet's app

Aviation and apps

Travel brands and private jet platforms have been looking to mobile to help make the customer process easier.

For instance, global aviation firm VistaJet similarly looked to usher in bookings from China's digitally savvy consumers through a conversational commerce endeavor with a potential to tap a large audience.

WeChat, Chinese consumers' predominant platform in communicating with brands and retailers, now houses VistaJet's newest sales platform. The aviation firm looks to increase bookings with convenience by tapping into an already established user behavior ([see more](#)).

Private jet customers also now have an option to better track which firm or jet card program will be best for their needs through a new online database.

PrivateJetCardComparisons.com is an online hub that allows users to compare and choose which private jet options are best for them as individuals. Users are able to browse private jet firm comparisons with factors such as in-flight amenities, corporate structure, price rate structure, flight crew standards, insurance factors and cancellation policy

([see more](#)).

"This app offers push notifications to alert owners to tail number assignments and special event invitations, just to name a few," Mr. Johnson said. "This allows us to quickly get news to our owners through the app.

"We are seeing that our owners are open to getting information from us through notifications," he said. "They are opting in to accept the notifications at a rate comparable to the 41 percent industry average for iOS apps.

"In just the first week 35 percent of our owners who have adopted the app, opted in for push notifications.

"This app offers an additional avenue for our owners to provide feedback, which allows us to continue to refine and deliver upon the exemplary service levels that our owners expect."

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