



**FOR IMMEDIATE RELEASE**

## **Kenya Airways Revamps Its Digital Customer Experience with New High-Speed Booking Platform & Online Self Rebooking Service**

**Nairobi, 4th September 2024** – Kenya’s national carrier, Kenya Airways (KQ) has launched a revamped online booking platform, designed to deliver a faster, more intuitive, and user-friendly experience for its customers.

Building upon the successful launch of a new website last year, these latest developments mark the second phase in the airline’s ongoing commitment to enhance the online customer experience. The new booking engine is estimated to reduce the customers’ flight booking time on the website significantly as a result of faster loading times for page sessions, thus bringing to an end session timeouts and repeated prompts.

"Technology is a key driver in ensuring exceptional customer service. This revamped booking platform delivers a significantly smoother online experience, streamlining everything from flight searches to booking, payment, and check-in for our digital-savvy customers," says Julius Thairu, Chief Commercial and Customer Officer (CCCO) at Kenya Airways.

Concurrently, Kenya Airways has introduced a free online self-rebooking service for customers that will now allow KQ customers to rebook themselves seamlessly in case their flight is canceled or rescheduled without calling the contact center. This service gives guests the control to select the flight that is convenient for them based on their schedule. The self-rebooking service is available on this [link](#).

The new self-rebooking service will streamline the process of re-booking passengers during flight disruptions which was previously manual. By implementing the service KQ will significantly improve its ability to manage disruptions, ensuring that customers are quickly and efficiently re-booked on alternative flights with minimal inconvenience thus enhancing customer satisfaction and operational efficiency.

"Our goal is to streamline all our processes to ensure efficiency and convenience at all touch points in the customer journey by integrating technologically advanced solutions that give our guests control and allow them to self-service and save time.," Julius noted.

This move demonstrates the airline's pursuit of innovation to enhance its digital operations and provide a rewarding travel booking experience for every customer. This is underscored by a series of prestigious awards and nominations including the World Travel Tech Awards 2024 [nomination](#), the e-commerce Leader Travel & Tourism Award (2023), Gold Winner for Best Ticketing Platform (2023 & 2024), Silver Winner for Best Travel & Hospitality e-commerce Website (2024), and Gold Winner for Best in E commerce Travel & Tourism (2021). These accolades recognize the airline's dedication to e-commerce excellence, solidifying its position as a leader in the travel industry.

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### **About Kenya Airways:**

Kenya Airways (KQ), *The Pride of Africa*, is a leading African carrier on a mission to propel Africa's prosperity by connecting its people, cultures, and markets. We fly to 45 destinations worldwide, 37 of which are in Africa, connecting over 5 million passengers and over 70,000 Tons of cargo annually through our Hub at Nairobi's Jomo Kenyatta International Airport.

As the sole African carrier in the SkyTeam Alliance, we open up a world of possibilities for our customers, connecting them to over 1,060 destinations in 173 countries. We take pride in offering a delightful flying experience with a caring African touch. Our exceptional African hospitality has consistently earned us global recognition including the prestigious Skytrax World Airline Awards where we were honoured with the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.

For more information, visit [www.kenya-airways.com](http://www.kenya-airways.com) or call our 24-hour Customer Services Desk at +254 20 327 4747. We are also available on Twitter: @KenyaAirways & @KQSupport, Facebook: @OfficialKenyaAirways, and Instagram: @OfficialKenyaAirways.

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