



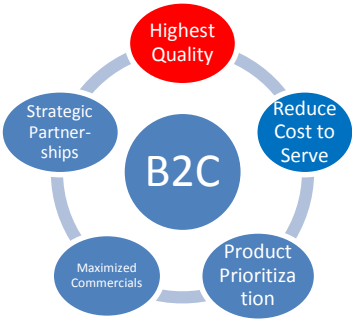
Chief Operating Officer

Investor Briefing

November 26th

The Objectives





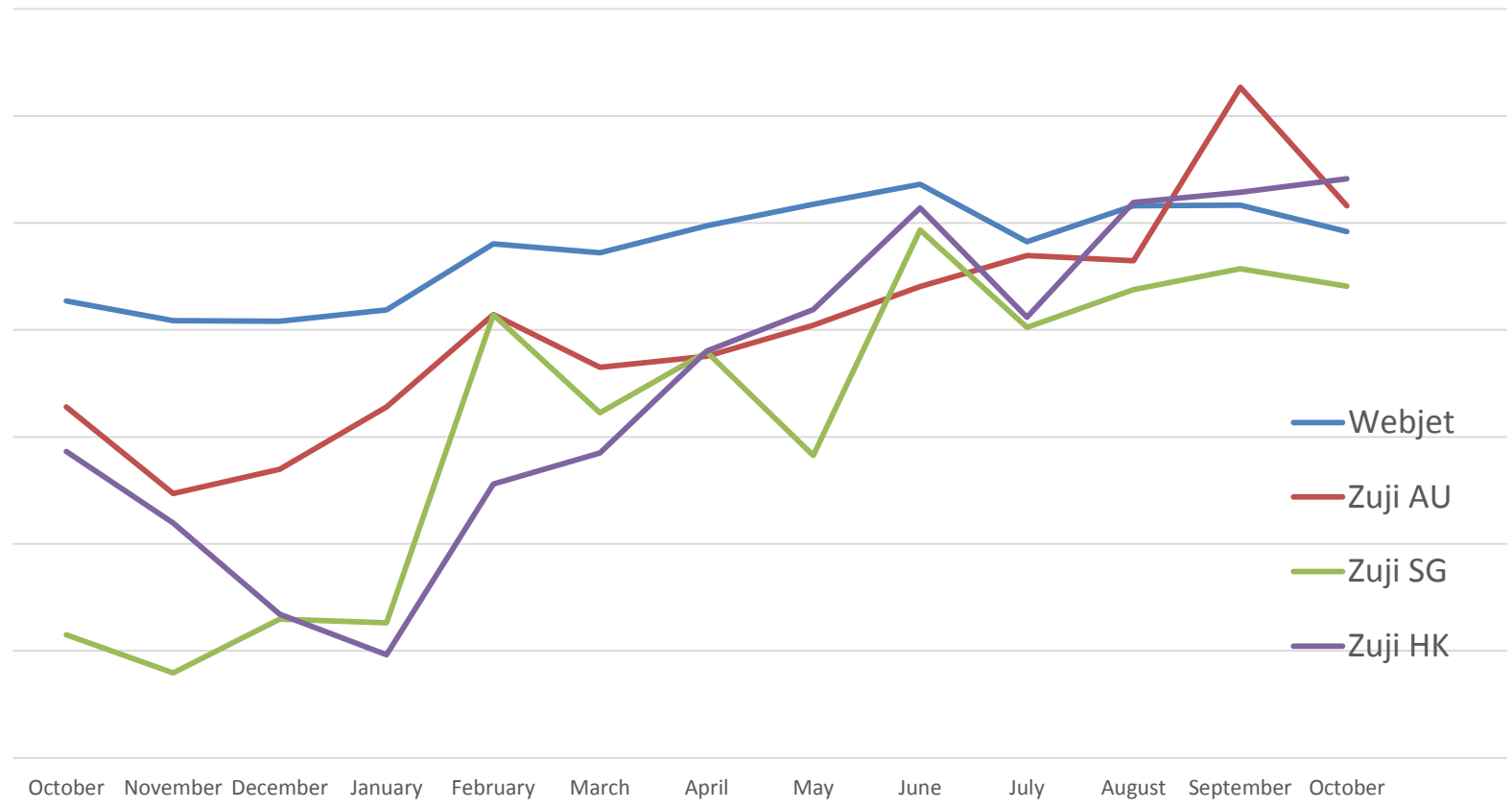
Highest Quality

Focus on Service Excellence: To deliver the best customer service in the airline/OTA industry in the markets we serve



Focus on Service Excellence

NPS





Focus on Service Excellence

- External Benchmarking: #1 in all three markets benchmarked

Webjet.com.au

Ranking	Webjet
1	Webjet
2	Emirates
3	Virgin Airlines
4	Jetstar
5	Tiger Airways
6	Singapore Airlines
7	Qantas

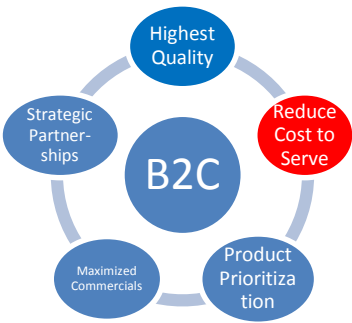
Zuji.com.sg

Ranking	Airline
1	Zuji
2	Singapore Airlines
3	Silk Air
4	Cathy Pacific
5	China Eastern
6	Thai Airways

Zuji.com.hk

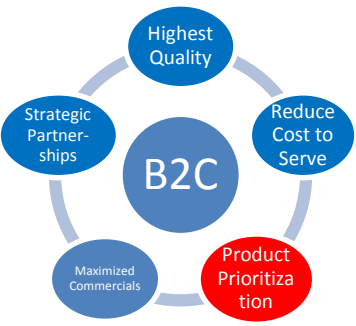
Ranking	Zuji Hong Kong
1	Zuji Hong Kong
2	Singapore Airlines
3	Hong Kong Airways
4	China Eastern
5	Dragon Air
6	Cathay Pacific

*Data from Customer Service Benchmarking Australia

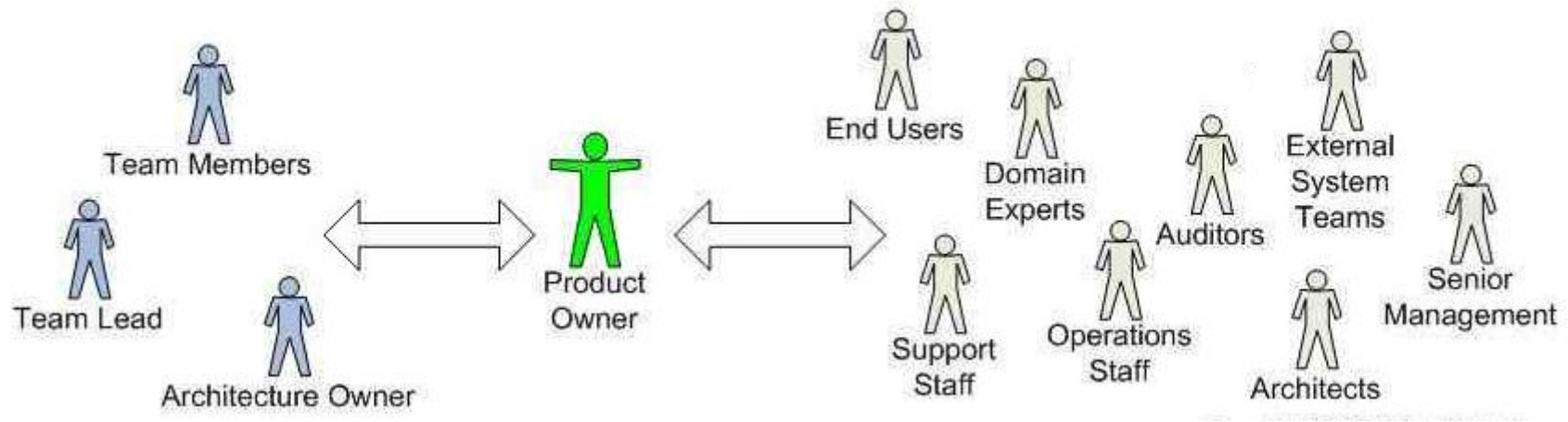


Reduce the Cost to Serve

- **Cost Reduction:** To continuously lower the percentage of service expenditure to TTV
 - Reduce the number of inefficient contact points
 - Live person
 - First call resolution
 - Empowered staff
 - Reduce fare escalations
- **Process Improvement:** To continuously drive efficiency
 - Automate, automate, automate



Website Product Ownership

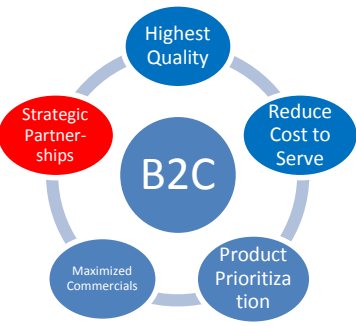


- Negotiates priorities, scope, and schedule
- Communicates team status
- Is the "go to" person/team for domain information
- Prioritizes requirements, defects, and other work items for the team
- Manages requirements dependencies with other teams, negotiating and reprioritizing as appropriate



Maximized Commercials

- Centralized negotiations for cross brand / cross geography deals
 - Insurance
 - Cars
 - Airlines Deals
 - Technology



Virgin Australia Holidays

The holiday program is the leisure brand and distribution arm of Virgin Australia



Virgin Australia Holidays

- Sizeable customer database with loyal repeat customers
- Recognised best in class sales and service team
- Market leading innovation in technology and products
- Key channel for airline distribution with low cost of sale
- Valued benefit for Value Frequent Flyer

The Objectives



Thank You

