



THE STEVIE® AWARDS FOR
SALES & CUSTOMER SERVICE



IndiGo bags 4 awards at Stevie Awards for Sales and Customer Service

National, Feb 03, 2021: India's leading carrier, IndiGo, has been honoured with four awards in sales and customers service category in 15th edition of Stevie Awards. The airline has won four accolades across prestigious categories, including - Gold for Contact Center of the year, Silver for Best use of Technology in customer service and Bronze for both - Best Customer Feedback Strategy and Customer Service Complaints Team of the year". IndiGo has emerged as the winner in these categories, outranking over 2,300 nominations from organizations across 51 nations this year.

IndiGo has always been committed for being a leader in the global competitive environment, offering a hassle-free customer experience. Over the last year, the airline has introduced technology integrations including AI-enabled WhatsApp service which can cater to 10 Lakh+ users simultaneously. The service has enabled web check-in, instant response to queries, receipt of booking-related notifications, and ability to perform an array of tasks related to bookings directly on WhatsApp. The integration has tremendously improved customer satisfaction during a challenging time.

Mr. William Boulter, Chief Commercial Officer, IndiGo said, *"We feel absolutely honoured to be recognised in four categories across various aspects of Sales and Customer Services at the annual Stevie Awards. This is a true testimony that we listen to our customers very keenly, across all channels and are sensitive to their needs. Our internal mechanism of sharing feedback followed by robust review help us to serve in the most hassle-free manner. Every customer complaint is a golden opportunity to review process, product, and people. These awards are an acknowledgement of our team's persistence and commitment to deliver an exemplary hassle-free service."*

One of the **judges** while sharing his thoughts around IndiGo's entry for Contact Centre of the Year category said, *"There are a lot of good things in this nomination such as efficiency improvements, process improvements, digitization, self-help (IVR), etc. To me, the one thing that stands out above all is the customer-centricity - features such as special assistance desk, WhatsApp integration will make life much simpler for travelers. Good work!"*.

The Stevie® Awards, conducted annually out of the USA, were instituted in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. The Awards are divided into different subsets including sales, customer service & contact center, new product & service, solution provider, and business development. The Stevie Awards for Sales & Customer Service are open to all organizations worldwide, and recognize the achievements of sales, customer service, and call center professionals. The awards process is adjudged by over 1000 of the world's most respected executives, entrepreneurs, innovators, and business educators each year.

About IndiGo

IndiGo is amongst the fastest growing low-cost carriers in the world. IndiGo has a simple philosophy: offer fares that are low, flights that are on time, offering a courteous, hygienic, and hassle-free travel experience. With its fleet of 283 aircraft as of 31st December 2020, the airline is operating over 1100 daily flights and connecting 64 domestic destinations and 6 international destinations. For more information, please visit www.goIndiGo.in. You can also connect with us on Facebook, Twitter, and Instagram.

About Stevie Awards

The Stevie Awards for Sales & Customer Service are the world's top honor for customer service, contact center, business development and sales professionals. The Stevie Awards organizes eight of the world's leading business awards programs, also including the prestigious American Business Awards® and International Business Awards.

-End-