

Media Release

Tiger Airways Improves Call Centre Services

- Number of call-centre agents to be doubled
- Call Centre operation hours to be extended
- New local telephone lines for Hong Kong, Indonesia and Malaysia

Singapore, 7 April 2010. Tiger Airways Singapore today announced measures to improve call centre services for its customers. The airline has reached an agreement with Symphony BPO Solutions Sdn Bhd to provide improved call centre services in phases after 15 April 2010.

With this new agreement, customer calls will be handled by twice the number of agents, once recruitment and training of agents are completed within a few months. In addition, call centre operation hours will be extended. In some cases, they will be doubled from 9 hours to 18 hours daily. Customers calling from Hong Kong, Indonesia and Malaysia will also enjoy the convenience of new local hotlines, which are handled by agents who speak the local language in addition to English.

Rosalynn Tay, Managing Director, Tiger Airways Singapore, said, “We are pleased to partner with Symphony BPO Solutions as they have established efficiencies and a strong track record in providing call centre services. Once the transition has been completed and the new call centre improvements are in place, we look forward to improving our customers’ experience, particularly in terms of call waiting time.

“This is the latest initiative by our Customer Task Force to improve customer satisfaction. We have achieved it while keeping costs low, so that passengers can continue to fly on the lowest possible fares with Tiger Airways.” added Rosalynn Tay.

Symphony BPO Solutions is part of The Symphony Group, a leading business process outsourcing organization in Asia. Symphony services more than 3,000 clients from over 29 countries across the globe, including listed companies and Fortune/Global 500 companies. It is the first Malaysian Company to be listed on the International Association of Outsourcing Professionals and awarded top 100 Global Offshoring Company for 3 years in the annual study recognising excellence among global service providers published by Global Services/neoIT.

Call Centre – New Operating Hours and Telephone Numbers

Location	Operating Hours (Local Time)		New Telephone Numbers	With Effect From:
	Current	New		
Singapore (Main Hotline)	9am to 9pm daily	6am to midnight daily	+65 6808 4437 (+65 680 TIGER)	16 April 2010
Guangzhou	9am to 6pm daily	6am to midnight daily	To be advised at a later date	16 May 2010
Hong Kong	-	6am to midnight daily	+852 3060 9155	16 April 2010
India	9am to 6pm daily	9am to 9pm daily	+800 600 1153	16 April 2010
Indonesia	-	6am to 11pm daily	+1 803 60 1933	16 April 2010
Malaysia	-	6am to midnight daily	+603 7849 4608	16 April 2010
Philippines	9am to 7pm daily	No change	+63 2 884 1524	16 April 2010
Thailand	9am to 6pm Mon to Sat	6am to 11pm daily	+1 800 601 5637	16 April 2010
Vietnam	8am to 8pm daily except Public Holidays	6am to 11pm daily	To be advised at a later date	16 May 2010

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