



Traveller Trust Awards 2018 FAQ's

Q: What are you announcing today?

A: Today we are announcing the launch of Skyscanner's Traveller Trust Awards, an initiative set up by Skyscanner to recognise top 10 airlines and online travel agencies providing the highest rated booking experience over the past year (August 2017 to July 2018) based on the feedback from Skyscanner customers.

Q: Why are these awards significant?

A: The Traveller Trust awards are the first awards of their kind which recognise the most trusted online travel agents and airlines based on the feedback from Skyscanner customers. Skyscanner has not fed into the scoring and the awards are decided entirely by the people that experience the Skyscanner brand first hand.

Q: Why have you introduced these awards now? What's the point in them?

A: In September 2016, Skyscanner launched Partner Quality Ratings, becoming the first metasearch to roll out these types of ratings globally to help customers base their choice of travel provider on more than just price, and giving brands the opportunity to distinguish themselves on the quality of the booking service, not just on price alone. Collating feedback in this way allows us to work with our partners on improving the service they provide to customers. We are launching these awards to celebrate the brands who over the past year have seen the greatest levels of positive feedback.

Q: What do you hope to achieve in launching these awards and doing them annually?

A: We will be using these annual awards as a way of benchmarking - as a point of reference for evaluating performance and level of quality – year on year. The idea behind recognising Skyscanner's most trusted partners is that it not only helps travellers make an informed flight booking decision, but it also means that brands compete not just on price but also on the quality of the service they're providing. This incentivises customer service improvements too. We give partners access to detailed feedback about their score to help them continually improve, monitor for any trends and of course remove any travel brands who we feel are not up to standard.

Q: How many survey responses were covered for these awards?

A: Looking at the data used for the project, the whole analysis considered 1,110,424,287 survey responses (~1.1billion).

Q: Why are OTA and airlines being judged in the same category?

A: The trust awards are looking at all providers on Skyscanner rather than splitting out different types. Skyscanner provides travellers with the choice of all providers and options in the market place to facilitate choice and so our awards also reflect this.

Q: Do the winners get special rates with Skyscanner?

A: No. Everyone is treated the same, the winners aren't decided by Skyscanner but rather by customer feedback which adheres to our unbiased and transparent values.

Q: Can I apply the award badge across all my communications?

A: Yes absolutely! The top 10 brands will all receive a media pack with all necessary materials which include a winner logo and award certificate.

Q: Why didn't I win?

A: The Traveller Trust award is given to online travel agents and airlines based on the feedback from our users, so it's completely up to them. Skyscanner is unable to feed into the scoring, which is part of what makes it so great! They are decided entirely by the people that experience your brand first hand.

Q: Does the award apply forever?

A: The awards will be given out on an annual basis providing you are still a Skyscanner partner, you can still display the award for as long as you wish on your site and materials.

Q: How do I become involved as a Skyscanner partner?

A: As long as you are a partner on our site, you're already involved! If you're keen to win that trusted title, all you have to do is follow this link to your portal and work to improve your Quality Rating. The Quality Rating is based on ease of booking, customer service, price accuracy, transparency and user experience. You can find out more on your performance of these variables by logging in to your partner portal account or by speaking to your dedicated commercial flights manager.

Q: I made X many bookings this year, can my brand have an award?

A: The awards are based on performance over the year and awarded to the top providers globally on Skyscanner. To find out more about improving your PQS scores please join our webinar or log into your portal account to see current performance and guidelines on how to improve.

Q: How did you decide on the winners?

A: The Traveller Trust Awards focus purely on the traveller's experience before they step onto the plane and are calculated using Skyscanner's Partner Quality Ratings scoring system. Quality Rating is something we've developed at Skyscanner so travellers can feedback on their booking experience with airlines and online travel agents.

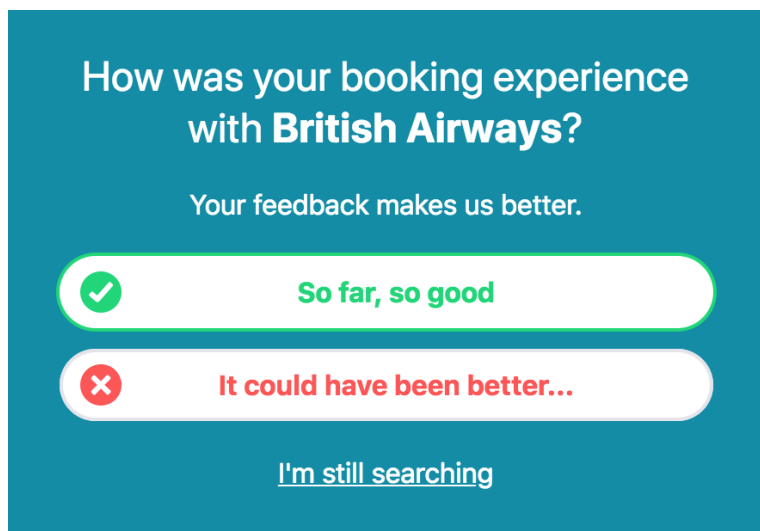
Travellers contribute to this score in two ways:

1: When clicking out of Skyscanner to an airline or online travel agent partner, we ask customers to take part in a survey to find out about their booking experience.

A Quality Rating is a number between 1 and 5 which reflects the overall quality of the booking experience with one of our travel providers. This takes into account a range of issues, grouped into the following categories:

- customer service scoring
- ease of booking scoring
- ease of website use scoring
- price accuracy scoring
- clarity of optional extras and costs

The survey component of the Quality Rating comes from data collected as part of the overlay which appears on Skyscanner after redirecting (example below). This allows us to understand the positive vs. negative responses in relation to the number of click-out redirect events for partners and user markets.



How was your booking experience with **British Airways**?

Your feedback makes us better.

So far, so good

It could have been better...

[I'm still searching](#)

2: Via feedback received by our customer service team

Here at Skyscanner we receive complaints data from multiple sources. The complaints data gets scaled based on the number of similar complaints, categorised depending on the problem, and if high enough will reduce a partners Quality Rating.

Q: Will you prioritise these award winners on the search results?

A: No, airlines and online travel agents will continue to appear on search results as normal and as defined by the traveller using our default list 'Best'; taking into account price and journey time or by using our sorting filters; price, journey time.

Q: How do these ratings compare to other flight comparison website ratings?

A: Our ratings concentrate the booking experience, something that other flight comparison websites are not doing. Some consider in-flight reviews or feedback on check-in experience at the airport instead. Given our focus on different elements of booking, Skyscanner's quality rating doesn't touch on in-flight experience.

Q: Are the awards the same as TripAdvisor's Travellers Choice Awards? How do Skyscanner Traveller Trust awards differ?

A: This is the world's first travel awards that focus on the traveller experience before they step onto the plane. All results are awarded based on direct feedback gathered from our 80 million active monthly users. In doing so we are promoting a traveller-first approach. The better airlines and agents serve travellers during and after booking, the more likely they are to get the highest rating. We're asking millions of travellers to help celebrate the best in the industry and shape the future of travel. Most importantly, it's a huge well done to our travel providers and a chance for us to recognise that achieving a consistently high rating or working to improve positive traveller feedback takes a huge amount of effort and outstanding traveller focus.

Q: Have you included Direct Booking partners in these awards?

A: Yes.

Q: What about the brands that didn't receive an award? Does this mean they are getting poor ratings from customers?

A: The awards represent the travel companies that our traveller's have rated and are not representative of any views of Skyscanner or Employees. We strive to work with all our partners to ensure a high quality customer experience for all our users. We will review the data each year and work with partners who wish to improve their scores for the next year's awards list.

Competition between brands is strong and are reflective of their performance from August 2017 to July 2018. As we awarded 10 airlines and OTAs, there were many trustworthy and high performing partners who did not receive an award. All partners scores are clearly visible to travellers searching on Skyscanner (see screenshot of search results). **On average over the past year, over 50% of our partners have above or equal to 4 stars.**

Q: Can all partners get involved in this awards scheme? How do brands monitor their performance?

A: All of our partners at Skyscanner have access to their online account management dashboard on our Partner Portal which provides them with analytical tools to monitor and assess their performance, make strategic decisions more easily and boost their revenue. The user-friendly design makes it easy to view extensive analytics and performance metrics at a glance, including data on current traffic performance. It is also easily searchable, enabling you to drill down by device, carrier and market, and make comparisons against competitors.

Benefits include:

- Fully visualised data makes it easy to see what's happening at any time and take action if needed
- Easily export your data whenever you need to, for example if you want to import to an existing in-house analytics system
- Monitor user reviews in real time and respond if necessary
- Enables you to optimise routes and take advantage of real time traffic trends
- Keep an eye on your API and inform the Skyscanner support team of any issues
- Proactively manage your Quality Ratings

Q: Will this award apply to Hotels and Car Hire?

A: At the moment the awards are looking solely at flights but hope to expand the awards to other categories in 2019.