

Mango ranked top LCC

Ask Africa answers Mango - Orange Index ranks airline as top low-cost airline



It's Orange all round this year as low-cost airline Mango made pole position amongst its low-cost peers at the annual Ask Africa Orange Index Awards last week. The airline, second only to South African Airways in the airline category, ranked as top low-cost airline. Earlier this year Mango was also voted coolest low-cost airline in the *Sunday Times* Generation Next Awards and top low-cost airline brand in *Sunday Times*' Top Brands survey. The Orange Index is claimed to be South Africa's foremost benchmark of service excellence.

"Beyond affordability and accessibility, service and Guest experience is paramount to us," says Mango CEO Nico Bezuidenhout, "in a market where competitive pricing measures much of the low-cost aviation milieu, service is a differentiating factor that could influence consumer brand choice significantly. Recognition of our service levels by the Ask Africa Orange Index Awards allows us to check a box on our list of ambition. However, delivering good service is a daily goal. We aspire to achieve this on an ongoing basis."

During 2010 Mango invested substantially in delivering a greater guest experience. The airline created additional channels where direct interaction between traveller and carrier could take place. Mango's blog, www.flymangonews.co.za, it's Facebook and social media presence has contributed in its increased engagement with its guests. A guest care line was established, a corporate desk for business travellers and frontline and call centre staff were provided additional training. "Affordability and accessibility are the cornerstones of our company; equally as important is the openness with which we can connect with our customers, without whom we wouldn't have a business."

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