

Lotte Duty Free snags customer service award

By **Elena Owyong** on December, 6 2018 | Retailers



Lotte Duty Free's efforts at improving customer service has been recognized with the top spot in the duty-free shop category at the National Customer Satisfaction Index (NCSI), this month

Lotte Duty Free has taken the top spot in the duty-free shop category at the National Customer Satisfaction Index (NCSI) Awards, this month. This follows a slew of other accolades that it had won this year – ranked the top duty-free shop in Korea's Brand Power Index (K-BPI) in March and the National Brand Competitive Index (NBCI) in August.

The NCSI is an index that measures the customer satisfaction level. It is evaluated by customers who have used applicable products or services produced in and out of Korea and that are sold to end-users in Korea. The index is managed by the state-run Korea Productivity Center.

According to Lotte Duty Free's statement, the duty-free shop surveyed customers who purchased goods worth more than \$100 within the last six months and measured their satisfaction among Koreans and foreigners. Lotte Duty Free was commended for its improved convenience, expanded marketing activities and the opening of the Star Lounge, the largest VIP lounge in Korea.

Lotte Duty Free's CEO Jang Sun-wook said: "The Star Lounge, which was opened this year, has become a representative resting place for customers and has greatly contributed to improving the service of Lotte Duty Free."

Lotte Duty Free had established a 'Service Innovation Team' last year to expand branding activities and improve customer service. Additionally, it has recruited "Service Supporters" who are customers to objectively evaluate the service of each branch.

The K-BPI is an index that measures brand influence, it is managed by the Korea Performance Association. Lotte Duty Free has been ranked first in the index for 11 consecutive years since the introduction of the duty-free shop sector in 2008.

The NBCI, also managed by the Korea Productivity Center, is an indicator that measures the competitiveness of 232 brands in 64 different industries in South Korea every year. A brand's competitiveness is calculated through brand awareness, brand image and relationship building marketing activities.