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LunaJets Relaunches its Website and App for Enhanced Client Service

Europe's largest independent private jet booking platform rolls out its new Website along with an App to match. One year in the making, the new LunaJets website is rethought from top to bottom and boasts a proprietary Content Management System (CMS) that offers new, highly intuitive features.

The Customer Area, for instance, allows storage, review and retrieval of all necessary travel documents in one place. Travelers can also access their travel history as well all the details concerning upcoming flights. These features are unseen in the industry, not even with Management Operators and Fractional Operators.

The online flight request tool uses geolocation to automatically enter the nearest city in the departure field. Should a traveller type a city without any airports, the site still forwards the request to a Private Aviation Advisor who can propose viable solutions to the client.

A unique and exclusive Jet Comparator on the website (and App) allows clients to compare side by side the sizes, flight ranges and performances of aircraft they are considering. By offering such a tool, LunaJets, in a way, pulls back the curtain on information that numerous competitors keep for themselves.

The Digital Customer Journey of Booking a Private Jet

The significant investment LunaJets has put towards their new Website and App is apparent. The technologies used are clearly customer-focused, yet it is also designed to help LunaJets' Advisors to leverage their personal expertise. LunaJets' Head of IT, José Ferreiro, who led both digital projects, states, "From the beginning we asked ourselves what new features could our clients find useful, and what will ultimately heighten our level of human service." Following this logic, contracts can be signed with a simple click and the App allows secure and instant credit card payment. Furthermore, clients can chat live with their very own, dedicated LunaJets Private Aviation Advisor 24/7/365 from anywhere in the world.

Regarding the real-time locating system to provide customers with driving directions to their airport—most useful when flying from a new airport—José believes "Such a new feature is win-win, it means an easier experience for our clients and more efficiency for our sales team."

LunaJets has raised the bar when it comes to chartering a jet via a smartphone. Everything required to book a flight is in a single place—the LunaJets App.

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