

# WORLD CLASS



## FAQs

### 1. Who is APEX?

APEX (Airline Passenger Experience Association), the largest international airline association dedicated to passengers and advancing their experience, is the official ratings body that issues the new WORLD CLASS award and accreditation.

APEX CEO Dr. Joe Leader said, "APEX has an overriding mission transforming aviation to better serve its customers and our society."

### 2. How is WORLD CLASS different than other industry awards?

WORLD CLASS is the new North Star for aviation.

It embodies everything that is important to airline customers today.

It is a more comprehensive recognition of superior service, depth of guest experience, keeping guests safe, and sustainability achievement.

### 3. Does WORLD CLASS embody luxury in the guest experience?

WORLD CLASS encompasses all those elements of luxury that today's travellers desire.

In particular space, comfort, personal attention and fine cuisine.

### 4. Why do airlines need to qualify for WORLD CLASS through an audit?

APEX requires the upmost scrutiny and transparency in awarding airlines WORLD CLASS.

Only an extensive audit by industry professionals can provide confirmation that WORLD CLASS standards are achieved.

### 5. The audit is carried out by Yates and Partners' industry professionals. What is typically the auditor's background?

Yates+ audit team of industry professionals each have at least 10 years aviation or hospitality guest experience leadership and or consulting to major airlines.

Competencies include service design, F and B strategy, product and comfort design, guest experience training design.

### 6. Is there any peer review or external validation of the audit data?

Every audit report is peer reviewed at the Victoria University, Melbourne, by Associate Professor Dr. Maxwell Winchester.

### 7. Are customer reviews considered?

Customer reviews of the airline are included in the overall assessment.

NPS customer data is assessed and triangulated with the audit results.

### 8. How is WORLD CLASS different from the Official Airline Ratings™?

Both are high honors for the airlines that help to elevate the passenger experience.

The APEX Official Airline Ratings™ were the industry's first validated, verified, and certified industry award where the airline's passengers rate their overall experience on a scale of 1-5, with Five Star being the highest honor.

The audit process for WORLD CLASS provides the most extensive industry validation of an airline's comprehensive guest experience, providing a new North Star for Airline CEO's.

### 9. Will WORLD CLASS bring about change in aviation?

WORLD CLASS puts a spotlight on sustainability, keeping the customer safe, brand integrity, comfort, engagement, service and cuisine.

WORLD CLASS requires airlines to consider their focus on all these areas.

### 10. Will WORLD CLASS make the journey experience safer (health/wellbeing), more sustainable, and more rewarding?

Yes.