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China Eastern Upgrades Online Service with “Internet + Service”

China Eastern (CES) has demonstrated its service at a fair themed on “Witness Love with You” in Shanghai Pudong International Airport, which features latest integrated online service by leveraging information and mobile internet technologies in an effort to provide travelers with convenient experience.

The integrated online service attaches importance to special customers including passengers with disabilities, unaccompanied minors, stretcher passengers, passengers with oxygen request, guide dogs and pets. In addition to its ticket offices, the company has opened full-service channels on the internet including official website, M website, mobile app and the 95530 hotline. With conventional services available online, the procedures are simplified to save passengers from offline trouble.

CES stands out among all domestic airlines in boasting the fullest online channels of all kinds for special travelers. Over recent years, CES has been dedicated to the optimization of customer experience and the initiative of service transformation and innovation.