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## Finnair's Quest for Quality

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Seven is the lucky number for Finnair and Helsinki Airport, both of which are teaming up in a search for seven "Quality Hunters" to evaluate their caliber of travel. The Quality Hunters have a pretty tough job and one that some of us wouldn't mind having. They'll judge various facets of Finnair's travel standards as they fly through Helsinki to destinations in Asia, Europe and the US, noting ease of travel, level of comfort and convenience. Finnair's air travel was put to the test by four Quality Hunters last year and the assessment was so successful that Finnair is now conducting another evaluation this year alongside the award-winning Helsinki Airport. With seven chosen applicants drawn from the public, both the airline and airport will be able to improve upon their model.



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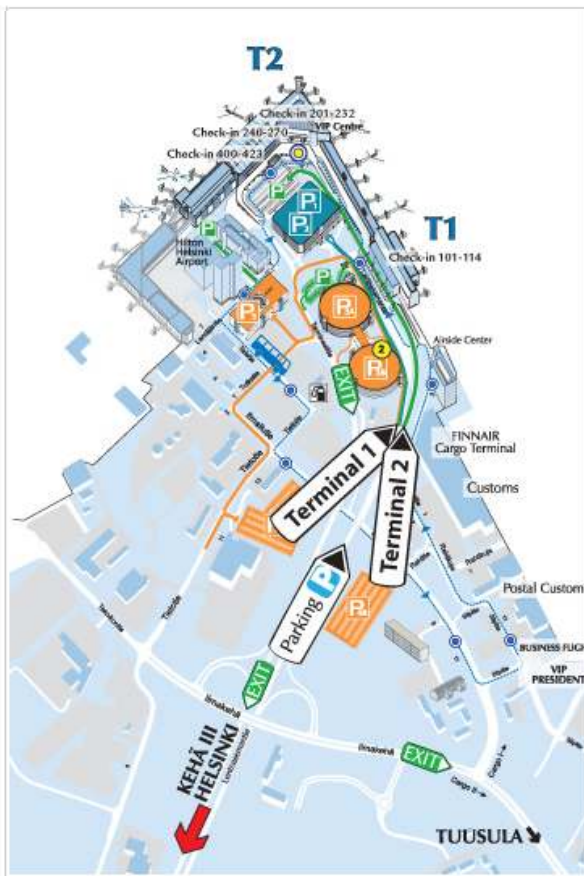
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The Quality Hunters, who could just as easily be tempted to relax on these excursions, have an important task of analyzing the numerous quality aspects of both the airline and airport. The job requires observing, assessing and divulging the results throughout Finnair's flight and also the transfer experience at Helsinki Airport. The process of evaluating seven points of service quality will take the QH team seven weeks. The lengthy period of time is well worth the perks of the job, as they'll be getting the opportunity to enjoy Finnair's great service and the outstanding Helsinki Airport.



Yet, this project would be remiss if it did not include the average customer's feedback also. Thus, not only will the Quality Hunters report on their findings, but the general public can read their findings and comment on them. The Quality Hunters will post their experience on the [www.qualityhunters2.com](http://www.qualityhunters2.com) web site. All who wish to comment or even propose tasks for the Quality Hunters will be able to use this site as a forum. The blog will serve as the bridge between the general public and the Quality Hunters, engaging a wider spectrum of customers that will ultimately give more feedback.

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Finnair offers speedy connections between 50 destinations in Europe and 10 cities in Asia through Helsinki airport and is conscious about being environmentally efficient, using aircraft that have low fuel consumption. This quality service follow-up is proof that both Finnair and Helsinki Airport have high ambitions for their customer service; it would seem that the sky's the limit when it comes to customer satisfaction.

Are you obsessed with perfection? Why not apply yourself?

[www.qualityhunters2.com](http://www.qualityhunters2.com) has more info in addition to the application.

The deadline is October 5, 2011.



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