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Finnair refreshes its economy class service

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Finnair is launching a suite of product upgrades and developing a mobile application to enhance the customer experience both on the ground and in the air.

Beginning this fall, product upgrades on long-haul flights will include the Economy Comfort package, a new offering in the front of the Economy Class cabin, featuring at least four inches of extra legroom, comfortable headrests, high-quality headphones and personal amenity kits.

The meal service in all of Economy Class is also being updated with an additional complimentary mid-flight snack on daytime flights, a new wine selection and complimentary sparkling wine.

Throughout both Business and Economy, the inflight entertainment system is being redesigned with a wide selection of movies, TV shows, newspapers, magazines and books.

On short-haul flights in Economy Class, Finnair will introduce Sky Bistro, a mix-and-match selection of seasonal, high-quality foods and beverages combining tastes of both Europe and Asia.

Finnair's mobile application, rolling out initially for Apple iOS devices in the fall and arriving on other mobile platforms later can be used to check in, select seats, purchase upgrades, receive relevant offers and check Finnair Plus point status.

"During the past year we have carried out detailed surveys of nearly 8,000 customers from our key markets in both Europe and Asia," says Jarkko Konttinen, Finnair vice president for marketing and product development. "With these product updates in tune with customer expectations and desires, we can support our core goal of growing Asian revenue and becoming a preferred airline in travel between Asia and Europe."

Other product developments announced previously include new seats in Business Class that convert to fully flat beds on almost all long-haul aircraft, a sauna and new shower suites at the Finnair Lounge at Helsinki Airport, and the new Premium Lounge, an exclusive lounge annex for Finnair Plus Gold and Platinum members and other oneworld top tier customers only.



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