

## Complaint : Air Asia - price fluctuation

Written by Administrator

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I wanted to make 3 ticket reservations to Hong Kong from Kuala Lumpur on the 24 March 2008. The ticket was priced at RM 189.99 for one way when I wanted to make the bookings. However, in a split second (about 15 minutes span), the ticket price changed to RM 229.99. I was very annoyed because in a span of 15 minutes the price changed. I shrugged it off as the overwhelming demand to Hong Kong during the particular dates.

When I finally clicked to do the booking, the price changed AGAIN for the second time within 30 minutes to the initial RM 189.99/way! And finally I realize the 3rd ticket was the benchmark for the RM 189.99/way ticket. So being a kiasu Malaysian, I book the first 2 tickets at RM 189.99/way and the 3rd ticket with the RM 229.99/way. We managed to obtain the first reservation confirmation. However, the second reservation is still pending after so many hours without any feedback from Air Asia on the status. Isn't it courteous to provide customers at least a minimum feedback on the ticket status?

The annoyance level adds on as I login to Air Asia website in less than 12 hours, the price of the air ticket became RM 149.99/way without any promotional activities on. Being a Malaysian working abroad, it is really difficult for me to pick up the phone and file an enquiry/complain to your customer service personnel. Perhaps it is marketing strategy. Perhaps it is for the fun of making fun of your customers. Perhaps it's just pure luck. However, I do hope Air Asia has a clear pricing strategy without causing unnecessary nuisance to its customers.

**NCCC : Air Asia tickets seems to fluctuate according to the stock market. This complaint has been forwarded to the Ministry of Transport and Air Asia for action.**

**27 March 2008**