

Lotte Duty Free demonstrates commitment to customer service with appointment of Chief Customer Officer



Lotte Duty Free CEO Lee Kap (third from left), with the newly appointed Chief Customer Officer Kim Joo-Nam (second from right) at the ceremony introducing the Consumer Centred Management

Lotte Duty Free is introducing Consumer Centred Management (CCM) at its World Tower Branch.

The duty-free retailer announced this at a ceremony which was attended by 200 employees, yesterday (April 1). CCM recognises companies that puts the interests of consumers first and continues to improve customer service in a systematic manner. It is certified by the Korea Fair Trade Commission and operated by the Korea Consumer Agency.

During the ceremony, Lotte also appointed Kim Joo-Nam as Chief Customer Officer to underscore its commitment towards enhancing customer service and satisfaction.

Commenting on Lotte's dedication to customer service, Kim Joo-Nam said: "Lotte Duty Free has a strong advantage for customer service in the duty-free industry. It won the top prize in the National Customer Satisfaction Index (NCSI)."

"We will continue to actively implement the management philosophy of the CCM."

Lotte had previously snagged multiple accolades for customer satisfaction and brand power. It was ranked first in the [2018 National Customer Satisfaction Index](#) for two consecutive years for the Duty

Free category, first in the 2018 Korea Brand Power Index – an accolade it had the honour of winning for 11 consecutive years and first in the 2018 National Brand Competitive Index for five consecutive years.