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## **Pledging to Go the Extra Mile**

### *Changi Airport frontline staff raise their hands for better service*

Frontline staff at Changi Airport are gearing up to embrace a new service mindset in an effort to play their part to keep the airport ahead of the competition. For the first time, these frontliners are publicly declaring their commitment to up service standards at the award-winning airport through a service pledge.

Some 100 airport frontline workers and management from the Civil Aviation Authority of Singapore (CAAS), the Immigration and Checkpoints Authority (ICA), Airport Police Division, Singapore Customs, SATS, CIAS, Aetos, shops, F&B outlets and cleaning contractors made the pledge today to delight passengers and exceed expectations of every passenger to help grow Changi Airport's aviation hub status. The objective of the pledge is to highlight that providing quality service is an honourable commitment to be undertaken seriously by each individual.

The event was led by Mr Ho Beng Huat, Deputy Director-General of Airport Management at CAAS, and marked the start of a two-month long Quality Service Management Campaign for the airport's 6,500 frontline workers. He said, "We are proud of our service culture which has come a long way to make us where we are today. Changi Airport is like a family, the Changi Family, where every contribution counts, no matter how big or how small. However, airport staff must now be even more proactive in making that effort to improve service standards in view of the new competitive environment. This is one way to make a difference in the Changi Experience and delight our Changi guests."

CAAS recognises that newer airports are increasing their handling capacity and making efforts to improve efficiency. To differentiate itself from the rest, Changi Airport will have to provide better customer service all round. This is why CAAS is stepping up its investment in this area. It is ploughing some 4 million dollars into service training programmes and service awareness campaigns for airport frontliners this year, 54 per cent more than last year.

Through the years, CAAS has introduced innovative programmes to improve service standards at Changi Airport. One such programme saw the hiring of foreign language speaking Customer Service Officers (CSOs) to reach out to passengers who do not understand English. From a small base, the scheme, launched in 1998, has since grown in scale. There are currently 42 foreign language speaking CSOs attending to passengers in 15 different languages, including Dutch, French, German, Japanese,

Korean, Tagalog, Thai, Russian, Spanish, Bahasa Indonesia, Nepalese, Burmese, Vietnamese, Arabic and Italian.

This year's Quality Service Management (QSM) Campaign enters its 10<sup>th</sup> year with the theme "Service Gestures -- Every Little Act Counts". Nobody will know this better than Mr Tee Soon Kay from ICA who won the EXSA Award in 2003. He said, "As frontline ambassadors for Changi Airport, we serve with our hearts and with pride. We go the extra mile so that the passenger will have a lasting impression of how good Singapore is."

Customer Service Officer Ms Reena Rai of CAAS is another example of a model service provider. She took pains to master a new language so that she could offer more personalized service to travellers at Changi Airport. She said, "Travelling brings with it anxieties. It is my job to help a visitor to Singapore feel at ease and at home. Speaking their language helps in breaking the ice and bridging the communication gap."

*Note to editors:*

This year's Quality Service Management Campaign runs from 13 September 2004 to 16 November 2004. Other activities during the campaign include Service Gesture Cards for frontline staff, the Amazing Service Challenge and a QSM road show.