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Feel Like a Star at Changi Airport

Changi Airport's service staff to provide star treatment to passengers

Singapore Changi Airport is going the distance to provide star treatment to its passengers. This initiative is part of the 20-month Quality Service Management (QSM) campaign themed 'Be a Service Star', which the Civil Aviation Authority of Singapore (CAAS) launched today. In line with the campaign's theme, CAAS is encouraging all airport frontline staff to give the star treatment to its passengers by providing exceptional service and going the extra mile.

The newly launched QSM campaign is part of CAAS' QSM programme which was introduced in 1998 with the aim of aligning all airport organisations towards the goal of quality service, and to cultivate a customer-oriented service culture among all front-line staff.

The service values for this campaign are: Sincerity, Teamwork, Attentive and Responsive (STAR). The QSM campaign will address each of these values separately and all frontline staff will be able to learn more about these values through training workshops, publicity collaterals, as well as fun activities and games organised by CAAS during the campaign. For the first time, there will also be a catchy STAR jingle. Frontline personnel who can recite the jingle accurately within a set time frame will win a prize.

A special component of the campaign is the "Catch My Sincere Smile" contest. To be held from March 2007 to June 2007, service auditors will go around the airport to capture sincere smiles from staff providing good service. Staff and passengers will vote for the person with the most sincere smile. Posters of smiles from the Changi Family will also be displayed in the transit Mall. To further engage passengers in the campaign, colourful star-shaped premiums will be distributed in the transit area. Stands bearing the message "Welcome to Changi - Home of the Service Stars" will also be placed on frontline counters, together with mobiles in the gate holdrooms.