

7 Oct 2008

Providing Service with a SMILE at Changi Airport

The Civil Aviation Authority of Singapore (CAAS) has launched a new quality service campaign, entitled SMILE. The SMILE campaign is part of CAAS' Quality Service Management (QSM) programme, aimed at aligning all organisations in the Changi Airport community, towards the goal of providing quality service. Through a month of fun-filled activities, this campaign aims to reinforce service values in all airport front-line staff. The campaign was launched at Changi Airport today by Minister for Transport and Second Minister for Foreign Affairs, Mr Raymond Lim.

Director-General & Chief Executive Officer, CAAS, Mr Lim Kim Choon said, "Changi Airport has bagged 18 awards and accolades so far this year. It is excellent service, an important component of the 'Changi Experience', that has helped Changi Airport maintain its 'Best Airport' status over the years. This would not have been possible without the effort of each and every staff." He added, "Such QSM initiatives have a meaningful impact on the service culture within Changi Airport. In a strong and positive culture, staff will possess the right attitudes and mindsets and provide quality service to passengers."

SMILE captures the essence of providing quality service, signifying Smiling, being Motivated and having a positive attitude, being Interested in passengers, Listening to their needs and going that Extra mile. Front-line airport staff will be able to learn the SMILE values through interactive ways. Mobile carts will be plying the terminals and staff can try their hands at the games to learn about the SMILE attributes.

In addition to the SMILE campaign, CAAS also works with other airport organisations to reinforce the service culture within Changi Airport via regular training sessions. Outstanding service staff are also recognised through awards and incentives.