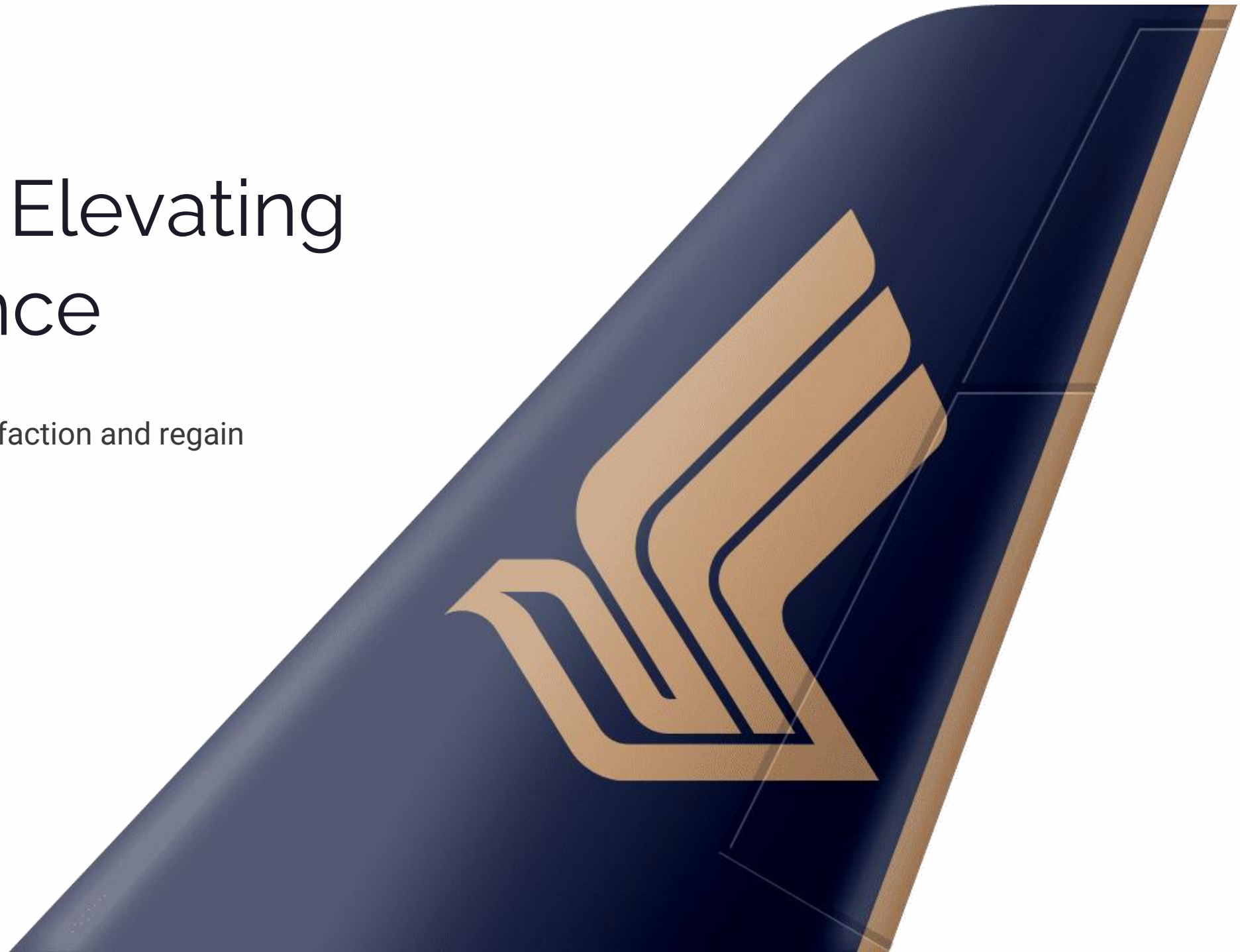


# Singapore Airlines: Elevating Customer Experience

Key recommendations to enhance customer satisfaction and regain confidence.

**by Victor Linkevich**



# Update Customer Service System

1

## AI-Chatbots

Implement smarter AI-powered chatbots to handle minor customer queries, reducing wait times and freeing up human agents for complex issues like refunds.

2

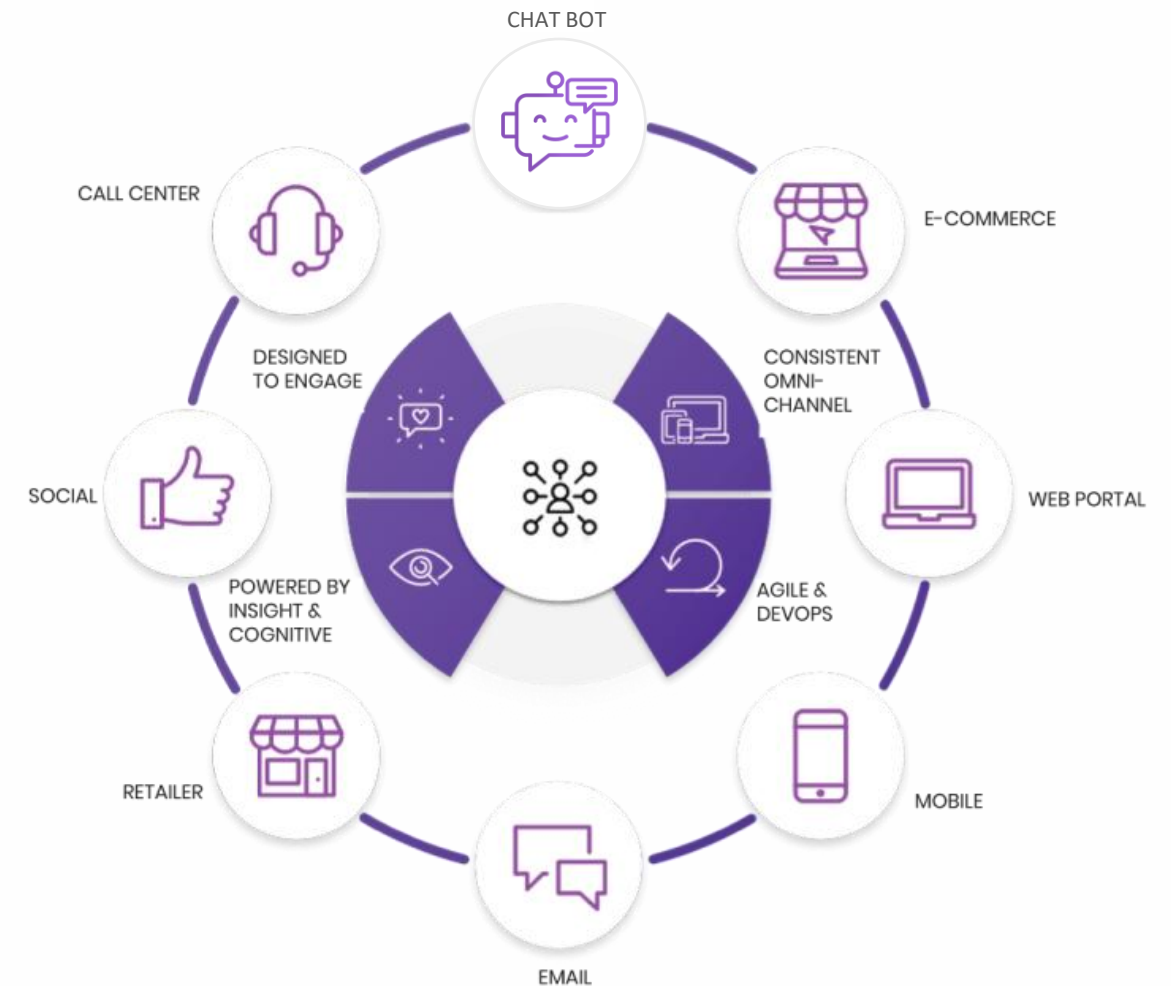
## Automated Refunds

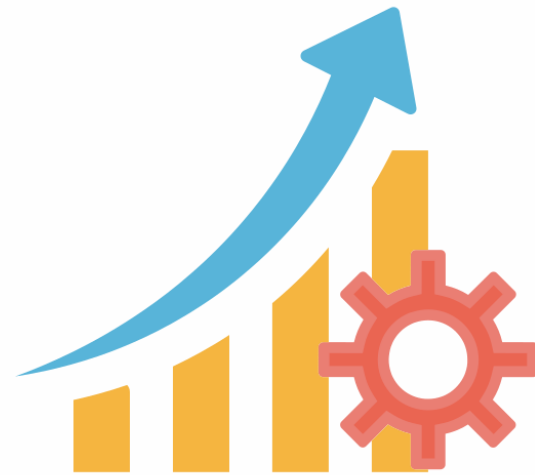
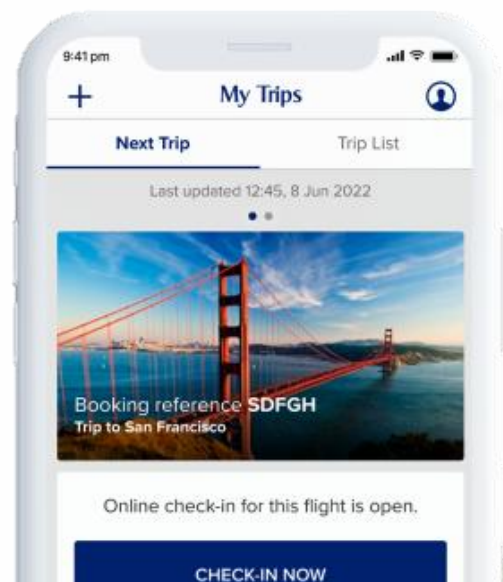
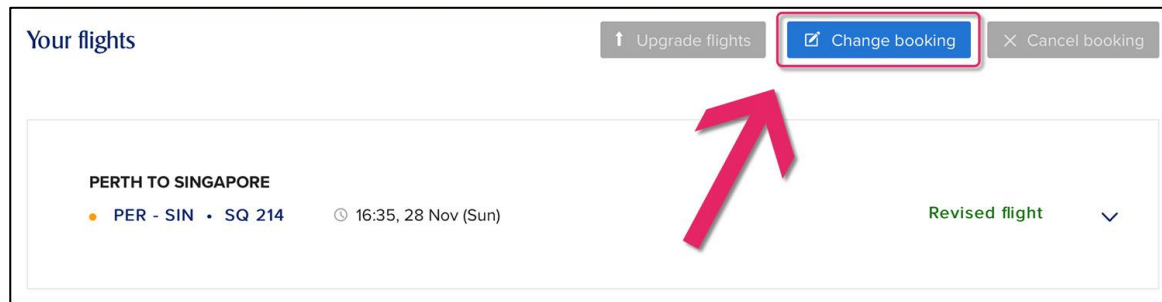
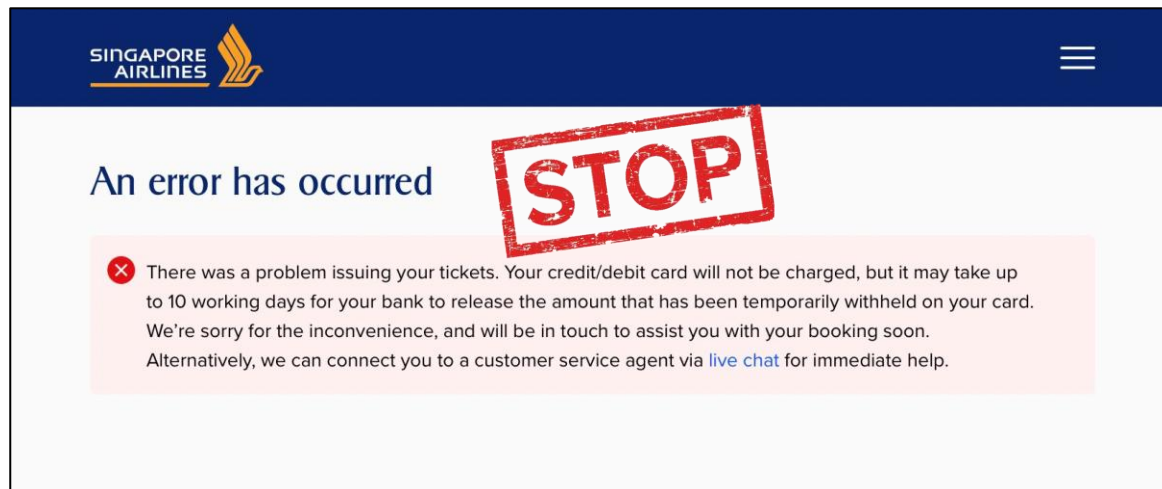
Develop an efficient automated refund system for small and infrequent claims, allowing passengers to quickly and easily receive compensation for eligible issues like delayed baggage or service disruptions. This will improve customer satisfaction and reduce the workload on customer service agents.

3

## Agent Re-Training

Invest in a strict agent re-training programs to ensure professional and empathetic customer support. Equip agents with the standardized skills and knowledge to efficiently and accurately handle a customer issues. Emphasize empathy and professionalism in training modules.





# Modernize Booking System



## Real-time Synch

Ensure availability is always up-to-date across all devices and platforms.



## User-Friendly UI

Intuitive design for effortless navigation and a seamless booking process.



## Easy Amendments

Allow passengers to quickly modify flight details without unnecessary barriers.

Improve booking experience, reduce support needs, and meet digital standards.

By implementing these upgrades, we expect to see higher customer satisfaction, more efficient operations, and an overall stronger brand image.





# Staff & Crew Improvement

1

## Crew Retraining

**Consistency, warmth, professionalism.**

Invest in retraining programs focused on enhancing service consistency, demonstrating genuine warmth, maintaining the highest levels of professionalism, and customer prioritization. Ensuring customers feel appreciated and cared for, boosting their experience and consequently improving their satisfaction and image of SIA.

2

## Mystery Flyers

**Evaluate performance, incentivize staff.**

Implement a "Mystery Flyer" program to objectively evaluate staff performance. Use evaluation scores to incentivize staff through performance-based bonuses, improving the likelihood of training practices being applied.

3

## Luggage Handling

**Reduce mishandling, bonus system.**

Implement improved luggage handling procedures to minimize mishandling and delays. Introduce a bonus system for baggage handling teams based on successful luggage delivery rates, incentivizing careful handling and efficient processing.

# Enhance Premium Experience

## Premium Economy

- Improved meals & drinks: Offer a wider selection of gourmet meals and premium beverages.
- Exclusive bathroom access: Ensure dedicated facilities for premium economy passengers.
- Priority boarding: Ensure premium economy passengers to board before general economy.

## Business Class

- Newer A350s/A380s: Deploy the latest aircraft models with state-of-the-art amenities, while withdrawing older models.
- Availability of bar menu: Ensure availability of the bar menu with top-shelf liquors and signature cocktails.
- Frequent Flyers: Recognize and appreciate frequent flyers, occasionally offering complimentary bonuses.

# Thank You

Thank you for considering this proposals to elevate the Singapore Airlines customer experience. By modernizing booking system, improving staff, and enhancing premium services, we can reinforce SIA's reputation.

Looking forward to partnering with you on this transformative journey.