



# Hello Tomorrow



Welcome



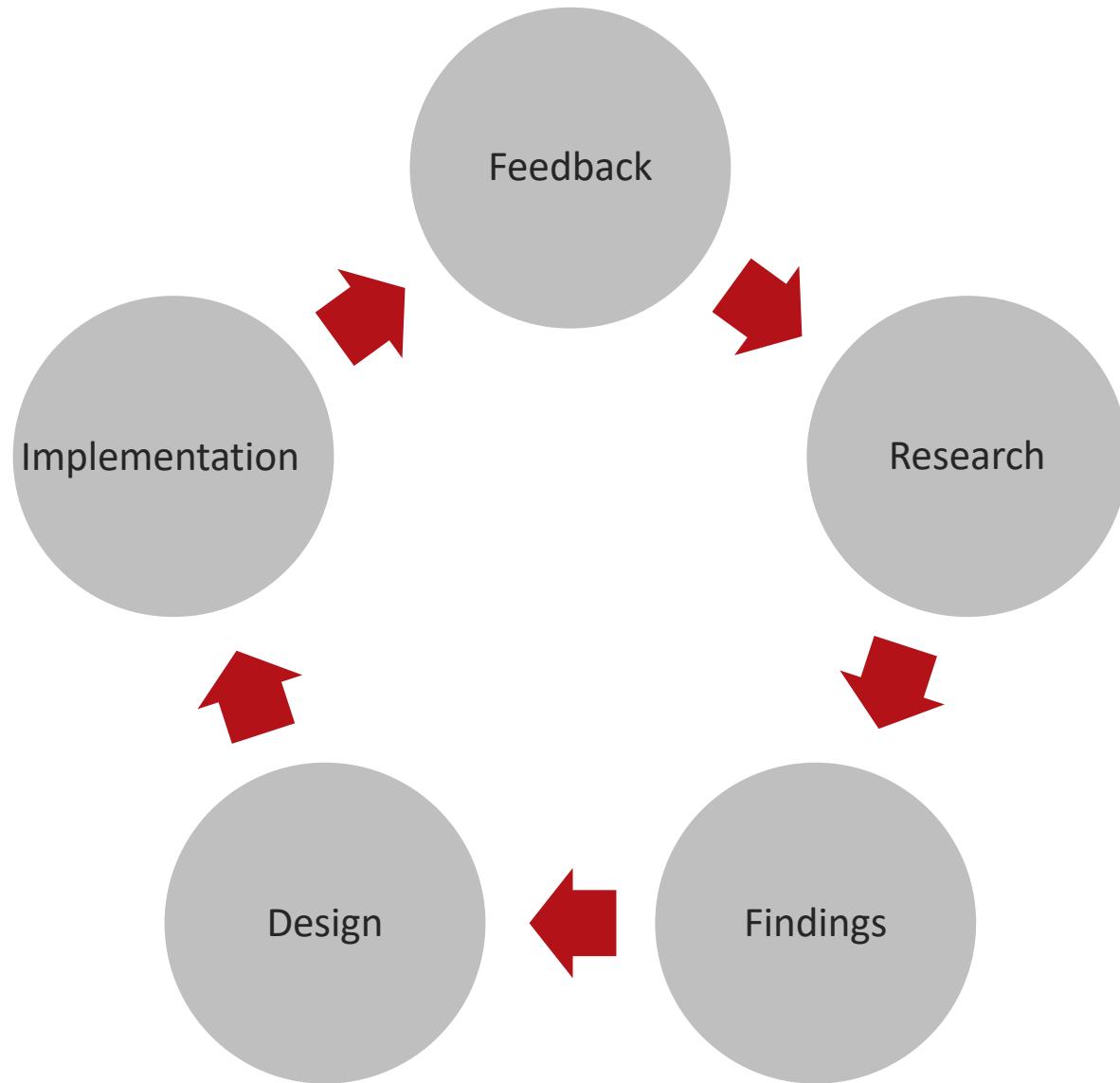
Hello Tomorrow



Emirates Ab initio Programme.  
Tomorrow's Cabin Crew

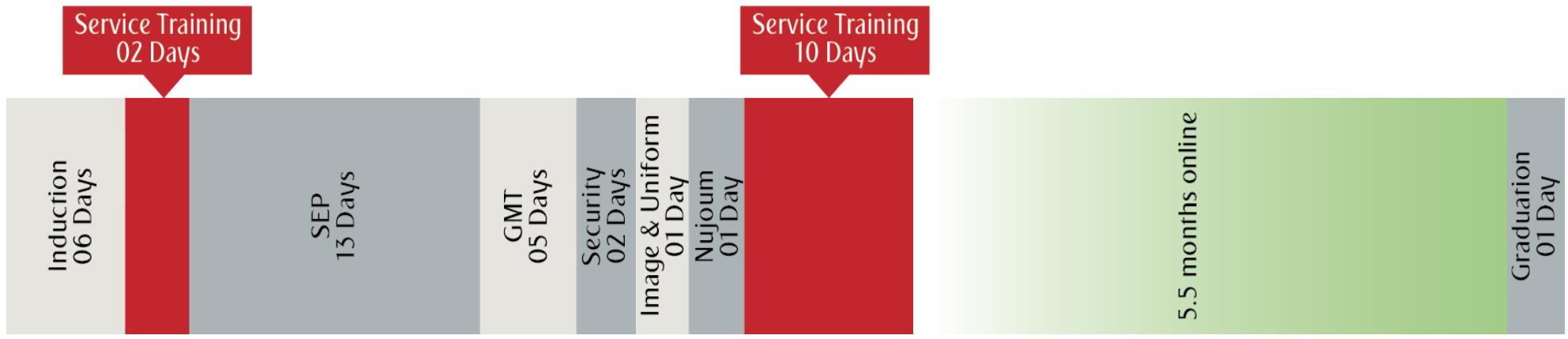


# Journey...





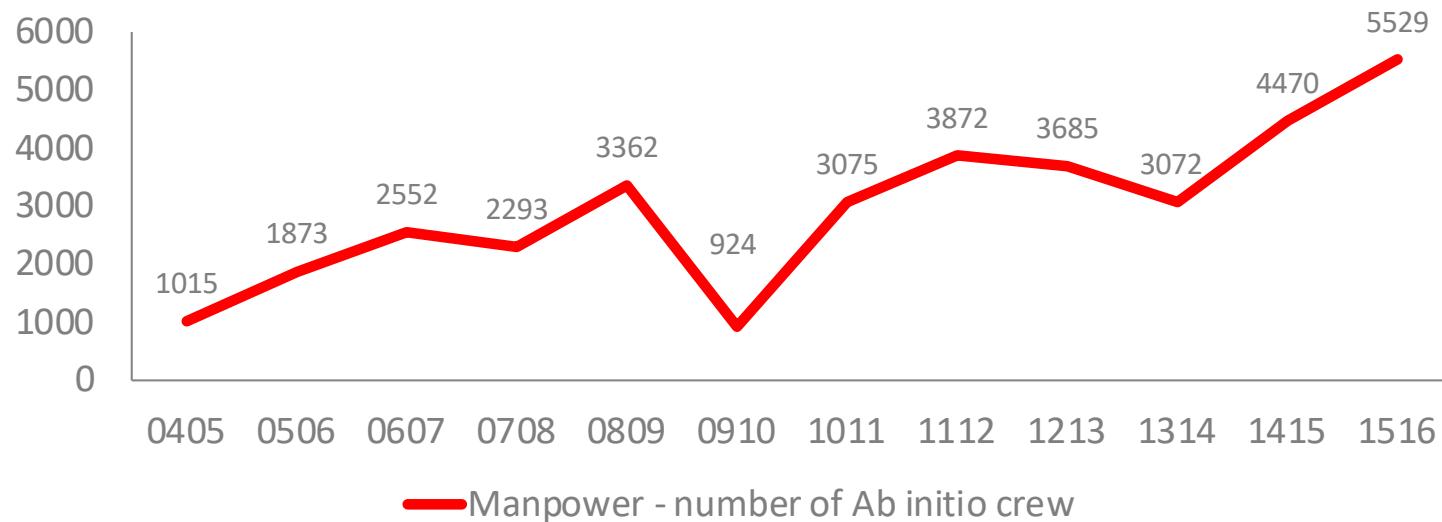
# Footprint: 2008 - 2015



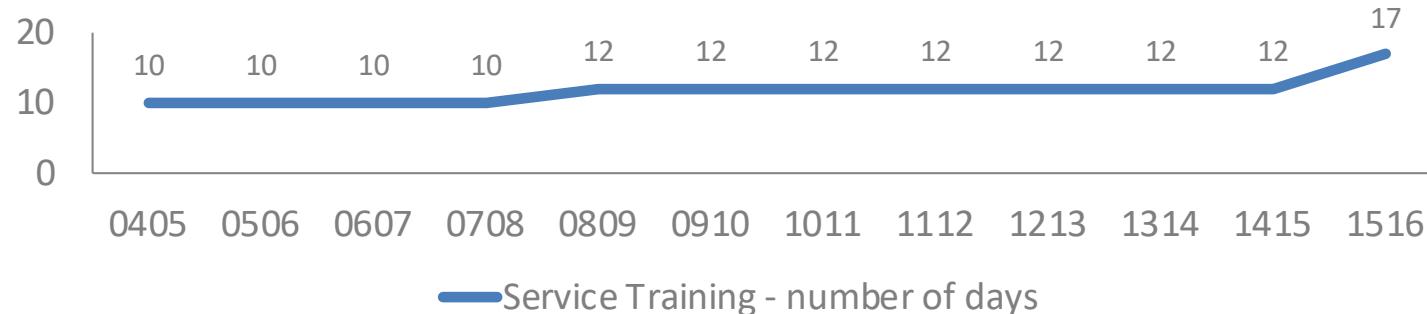
Ab initio Service Training course duration: 12 days



## Cabin Crew Growth



## Service Training Footprint





# Research: quantitative / qualitative

## Internal Customer Feedback

Course Evaluation

Learner/onboard crew performance

Questionnaires

Focus Groups

## External Customer Feedback

Customer Affairs & Service Audit

Market Research:  
Inflight Survey  
Airs@t  
Skytrax

## Industry

Competitor and other airline benchmarks

Hospitality and Customer Service industries

# Research: findings

## Internal Customer Feedback

Customer scenarios & problem solving techniques

Practical sessions

Service skills

Duty Free

Galley management

Explore the use of technology

## External Customer Feedback

Interpersonal skills

Attentiveness

Product knowledge

Cabin presence

## Internal Stakeholder Feedback

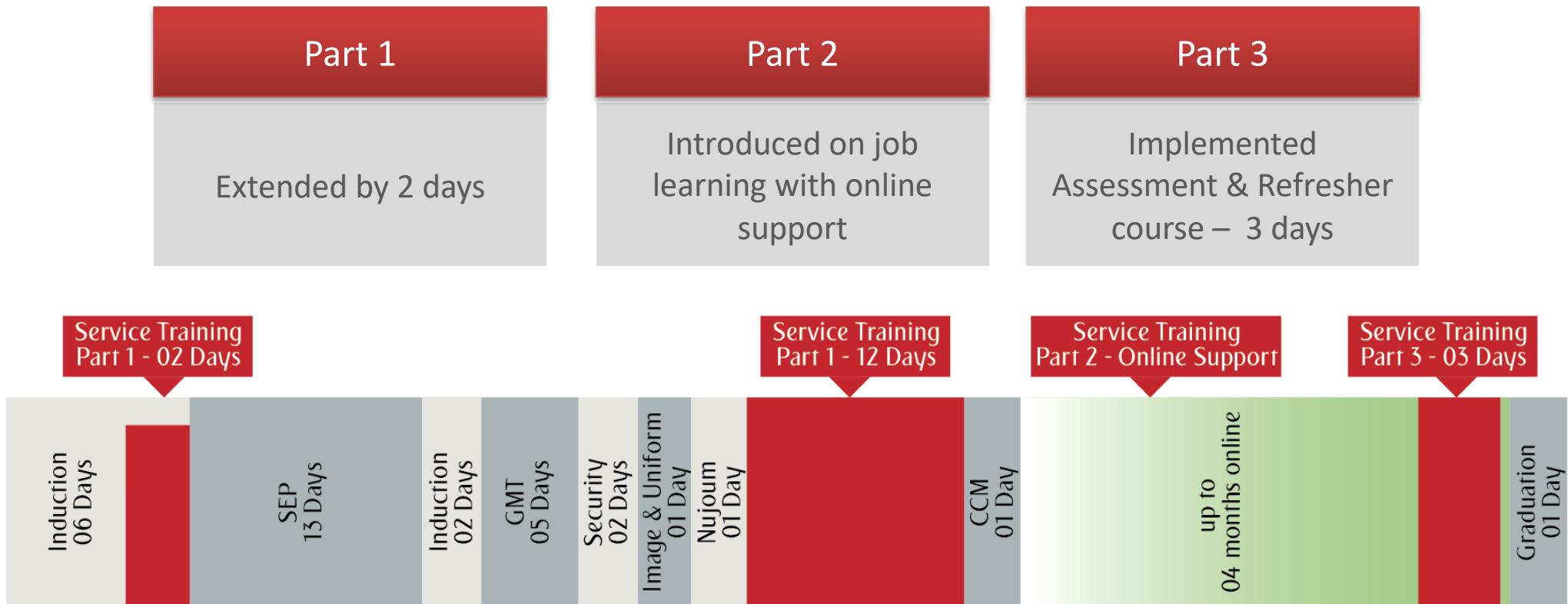
Increase the time spent on Hospitality & Customer Care

Implement an Assessment in addition to Refresher training at the end of the probation period



# Footprint: May 2015

- Service Training components split into 3 Parts





# Interesting facts...

New Ab initio Service Training course

launched on 3<sup>rd</sup> May 2015 – 13<sup>th</sup> Nov 2016

Number of Courses

**517**

Number of Learners

**7519**



## Interesting facts...

3 Day - Service Assessment & Refresher course[YSA]

launched on 19<sup>th</sup> Oct 2015 – 16<sup>th</sup> Nov 2016

Number of Courses

**332**

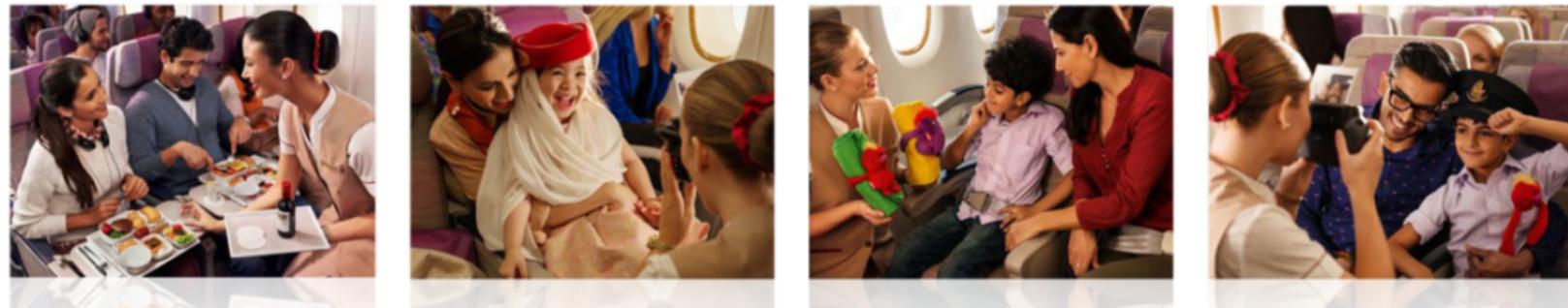
Number of Learners

**6098**

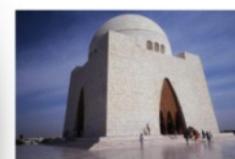


# Course enhancements:

- Hospitality & Customer Care session time doubled



CAT 1  
DOHA



CAT 2  
KARACHI



CAT 3  
DELHI



CAT 4  
BANGKOK LONDON



CAT 5  
NEW YORK

- Focus on customer service skills: positive interaction with customers and problem solving



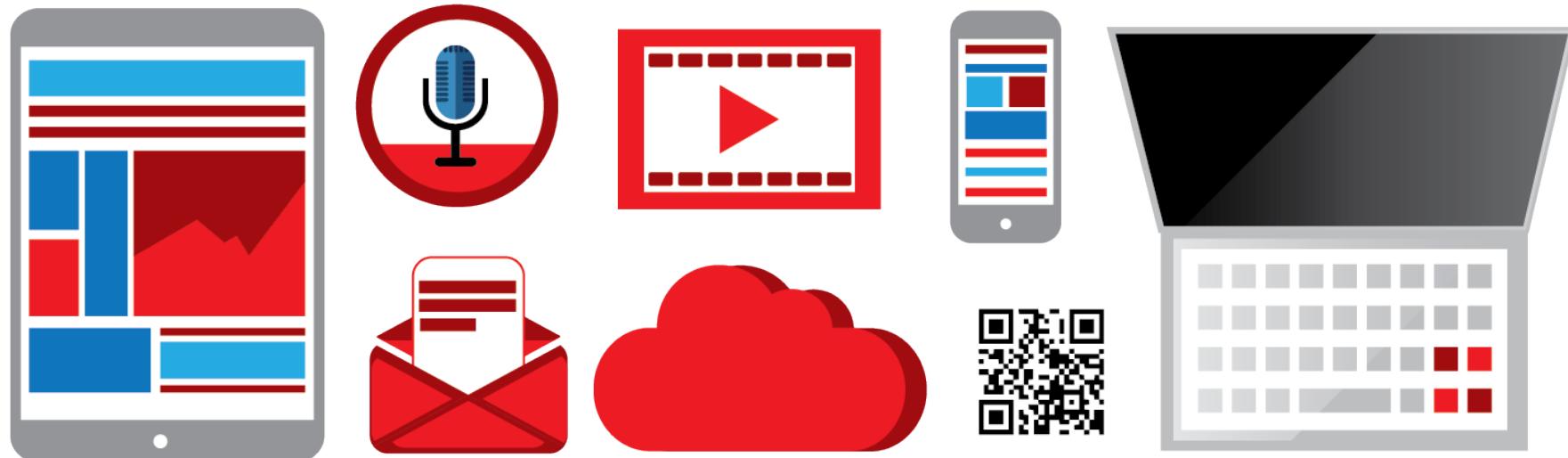
# Course enhancements:

- Simulate - realistic boarding and flight experience - Doha



# Course enhancements:

- Wider use of multi-media to enhance learning and retain knowledge

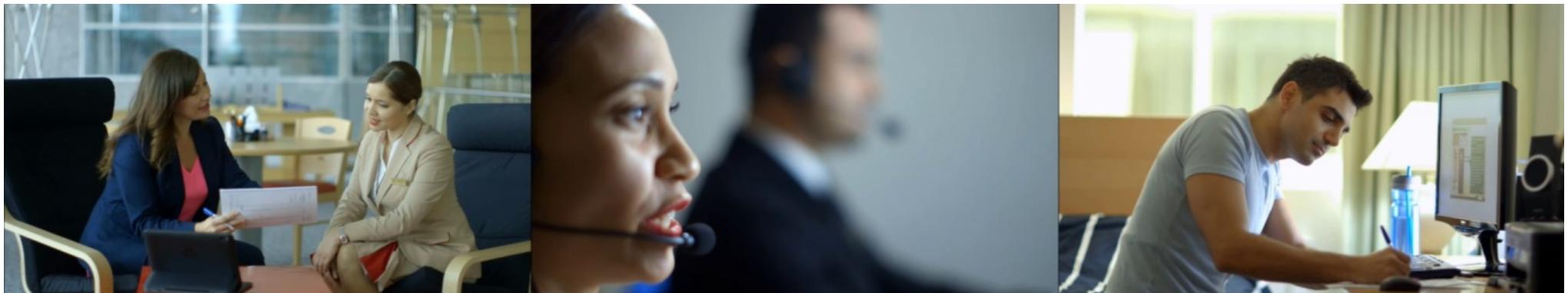




# Course enhancements:

Introduced: On job learning with online support

- Probationary Crew – produce a learning portfolio
- Online Support Team
  - Workshops
  - Reviews
  - Webinars
  - Support sessions
  - Email Support : [probationarycrew@emirates.com](mailto:probationarycrew@emirates.com)
  - Portal Support : [Career & Development > Learning Hub > Economy Class](#)





# Emirates Ab initio Programme: Portfolio Road Map

upto 04 Months online

Mandatory requirements during your probation

## PEER TO PEER



## CABIN SUPERVISOR FEEDBACK



## SELF REFLECTION



## TASKS PER COMPENTENCY



## SERVICE TRAINING WEBINARS



## TASK IDEAL CREW





## Interesting facts...

### Online Support – Service Training

launched on Aug/Sep 2015 – Nov 2016

Number of Workshops

**65**

Number of Webinars

**36**

Number of Learners attendance

**4511**

Number of Learners registered

**7303**



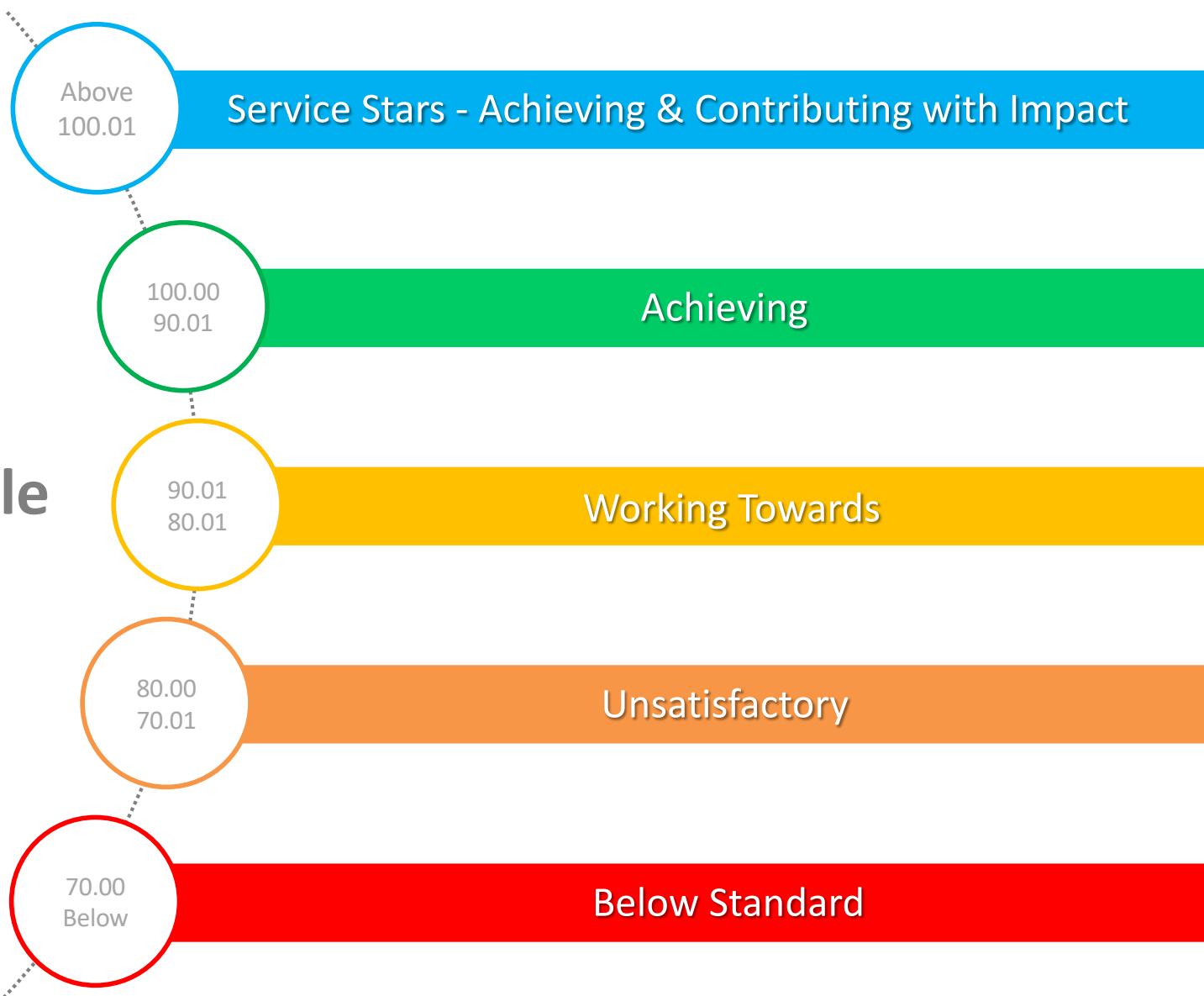
## Course enhancements:

- Implemented a variety of assessment methods i.e. peer to peer feedback
- Duty Free operator training moved from part 1 to part 3 to support initial transfer of learning to online
- Enhanced the training matrix to identify and categorise learner's performance



# Performance matrix

## Key/Scale





# Performance matrix

Economy Class Continual Assessment																																																																										
Name:	Staff No:																																																																									
Facilitators:	Course No:																																																																									
Cabin Crew Manager:	Course Dates:																																																																									
Work Experience:	Nationality:																																																																									
Signature: _____ Additional Comments _____																																																																										
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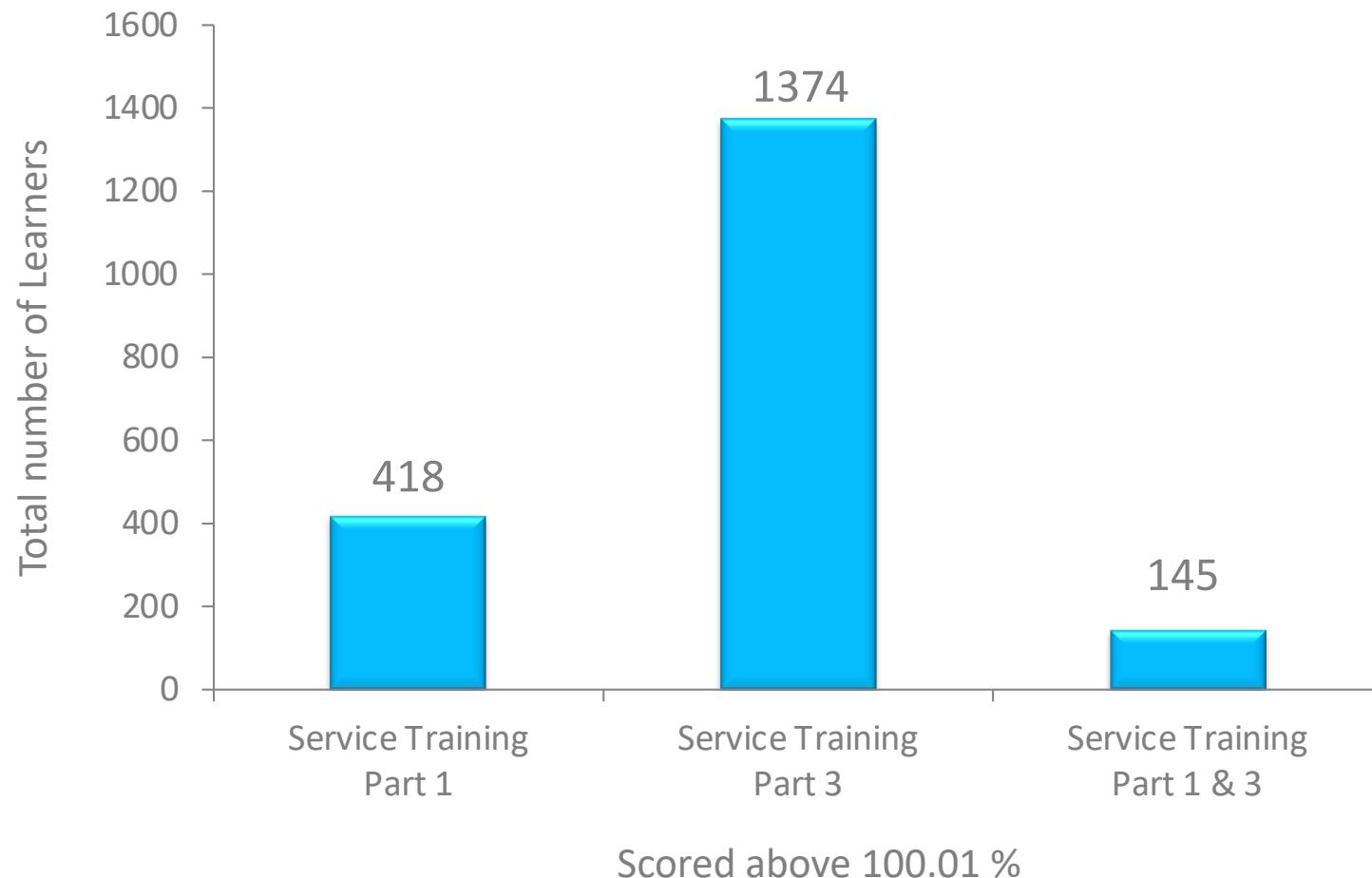
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# High performers - Service Stars...

- Out of 7519 learners





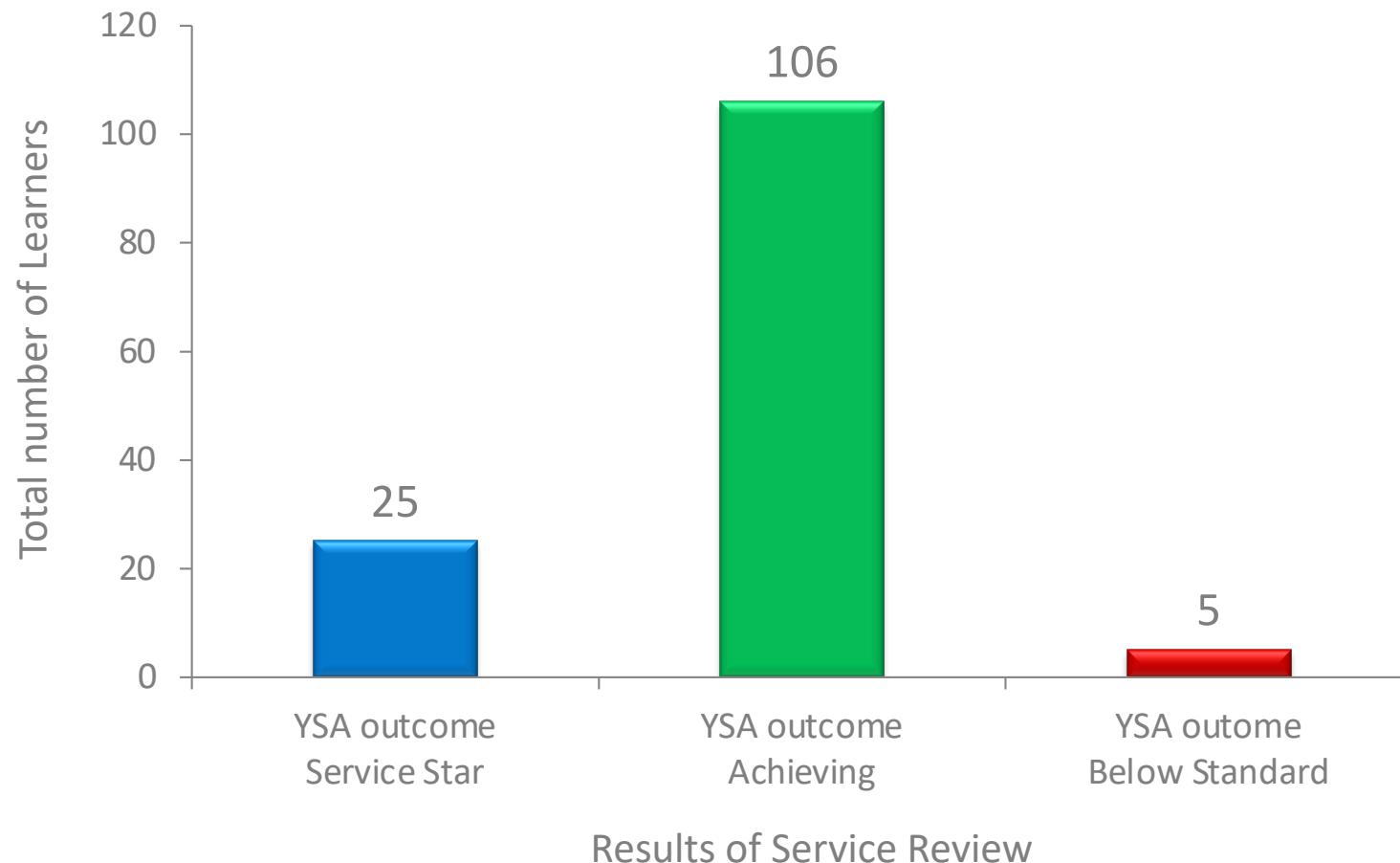
## Course enhancements:

- Implemented a variety of assessment methods i.e. peer to peer feedback
- Duty Free operator training moved from part 1 to part 3 to support initial transfer of learning to online
- Enhanced the training matrix to identify and categorise learner's performance
- Designed a Service Review day for additional support



# Impact of Service Reviews...

- Out of 7519 learners, 136 learners flagged for Service Review





# Course enhancements

Enhanced active collaboration between CC Management and CC Training teams

- Welcome On Board day



- Performance Management





# Implementation - cost per course

3 Day - Service Assessment & Refresher course[YSA]

Operational - manpower

20 learners & 2 Trainers

AED 29,640



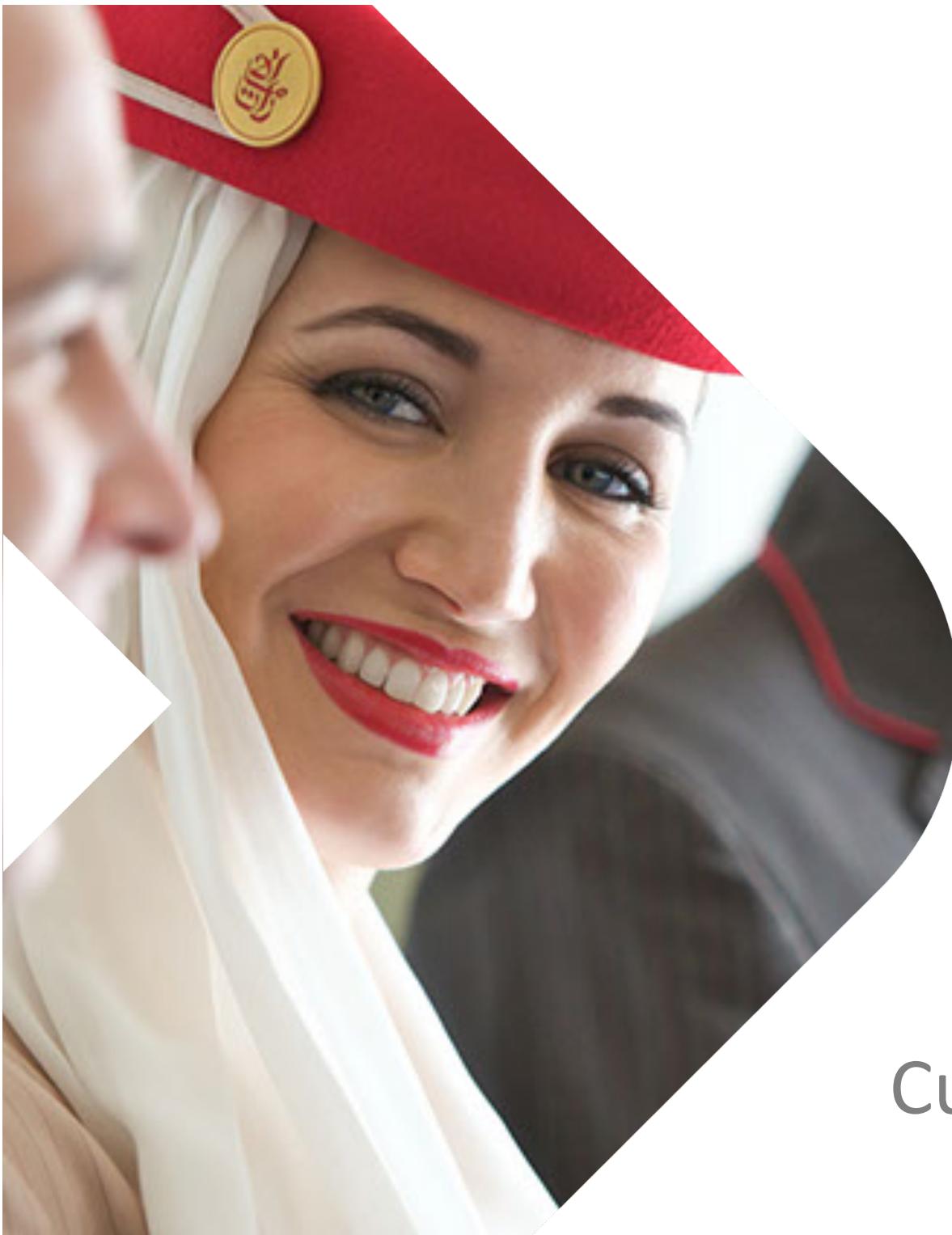
Hello Tomorrow



# Media Launch



# Tomorrow's Cabin Crew



Hello Tomorrow



# Customer Feedback



# Internal Customer Feedback:

Course evaluation learner's comments...

The training period went over my expectations. I feel confident and totally able to operate the flights.

Good structured course, just the right amount of home studies. They helped me prepare for the sessions.

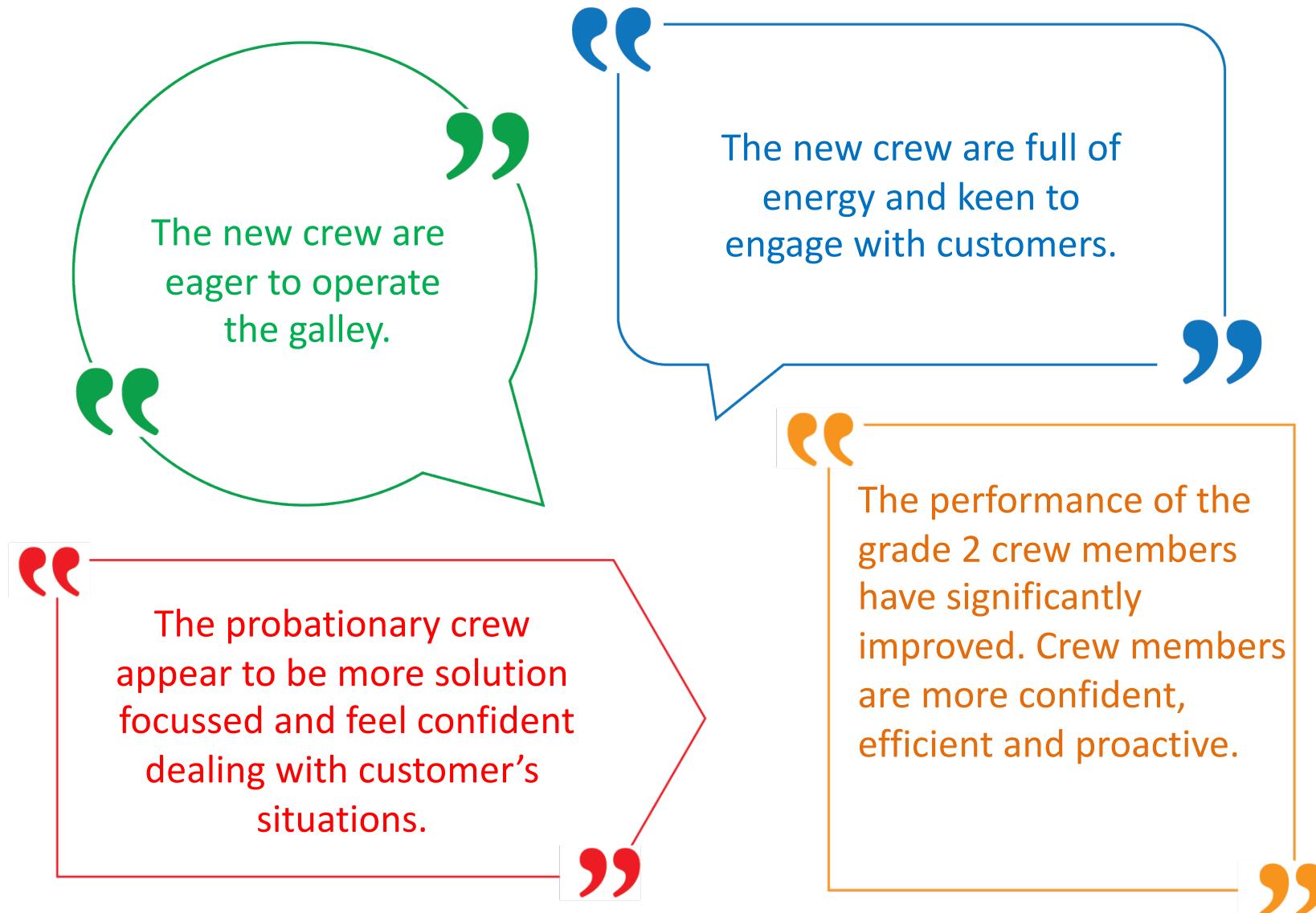
Course was fully executed by our amazing trainers. Service training was extremely interesting and knowledgeable for me.

Very happy to participate in this training. Everything related in service training course was clear and very helpful for me. Thank you very much.



# Internal Customer Feedback:

On board Cabin Supervisor's comments...





# External Customer Feedback:

Best Economy Class & Airline with the Best Cabin Staff



Business Traveller Awards April 2016

World's Best Airline



Skytrax World Airline Awards July 2016



# Ongoing & future focus...

- Continue to review the course curriculum – efficiencies/costs
- Talent management – cabin crew community
- Continuous improvement – Business & First Class Upgrade courses
- IT platforms for data management
- Enhanced integration and implementation of technology - potentially reduce the footfall in the college



Thank  
You