



07. CUSTOMER JOURNEY

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1. CUSTOMER JOURNEY

1.1 Introduction

The customer journey outlines various touch points; from the time they plan their trip with Emirates, until they reach their destination.

Today more than ever, customers have the power of choice. They have a variety of airlines to choose from in the market.

In this competitive market it is important to ensure every customer disembarks, wanting to come back and fly Emirates again.

Our business success depends on customers' expectations, being met and exceeded, at each of the touch points along the journey.

Emirates offer 14 out of the 15 touch points. The exception being; airport security, customs and immigration.

It is important that all Emirates employees develop their knowledge of the service and products offered at each touch point to consider what the customer would value most at the different stages of the journey.



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1.1.1 Touch Point 1 – Prepare

Customer decides to fly with Emirates and make a booking via:

- service centre
- travel agent
- online

The most important **value** for the customer in choosing Emirates, is their **confidence** in:

- their airline of choice
- route network
- on-time departure
- reputation of excellent customer service
- convenient connections
- excellent safety record
- most recognisable airline brand in the world

Confidence is gained through:

- previous experience
- internet forums
- word of mouth publicity
- our advertising campaigns
- Sponsorship

Sponsorship is an advertising method supports customers' confidence. Emirates sponsors various sporting clubs and events. Sponsorship shows that as a company:

- we are socially responsible
- we invest in sports, culture and events
- we enhance our reputation and image through association and ensure high visibility among key audiences and publicity



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1.1.2 Touch Point 2 - Travel to

Customer leaves home for the airport.

- This is a potential **relationship maker**, if the customer chooses to use our complimentary Chauffer drive service, and the driver builds a rapport with the customer.
- The travel could be a **time of tension or frustration** for customers, as they give up control of their safety and time to rely on a driver to escort them to or from the airport, hotel, work or residence.
- Factors that may make our customers feel tense during their complimentary Chauffer drive service would be traffic congestion, road works and delays.



1.1.2.1 Chauffer-drive Service

Emirates' Chauffeur-drive service is a complimentary ground transfer service available to customers travelling in First Class or Business Class, transporting customers to and from the airport for a seamless travel experience.

Refer to the emirates.com website for updated information such as:

- Provision made to complete advanced online bookings through the Manage your booking tab.
- The Chauffeur-drive service terms and conditions.
- The reservation booking timelines.
- Number of destinations available.
- Customer legibility such as First Class and Business Class customers' holding tickets with confirmed reservations in First Class or Business Class on Emirates-operated flights qualify.
- Additional onward travel offers, with how to book details from the website or at the local Emirates offices.
- The Chauffeur-drive service covers a set distance in each city. However, customers can travel even further for an extra fee. If the Chauffeur-drive service requested exceeds the specified mileage limits, the additional charge should be paid to the driver on arrival at the destination.
- Different car types available for the each specific cabins.

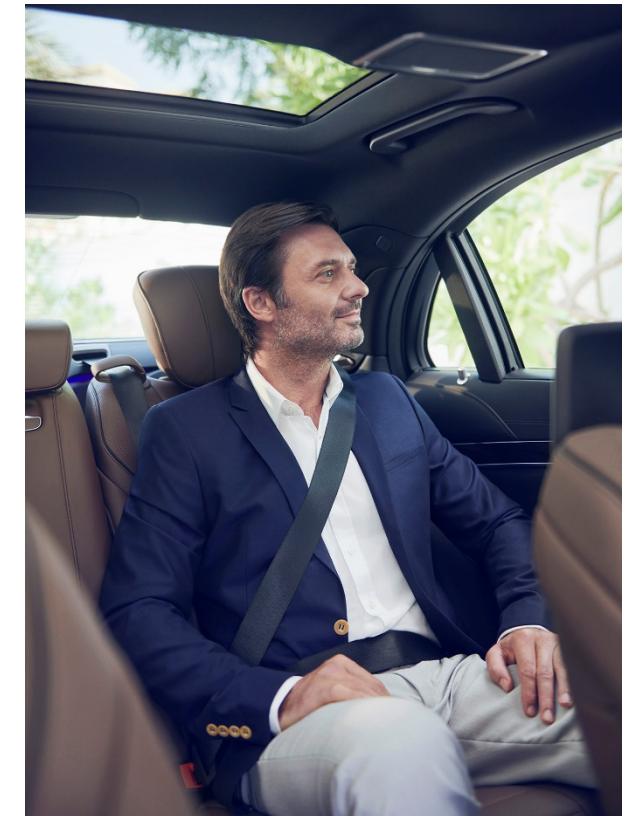


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1.1.3 Touch Point 3 - Arrive

Customer arrives at the airport and looks for signs of the check-in counters.

- First Class and Business Class customers have a Meet and Greet service welcoming them at the curb side and are then escorted to the check-in counter.
- Economy Class customers have the support of ground personnel positioned to monitor the arrival area to support arriving customers make their way to the check-in counter.

Having the dedicated teams actively approach the customer to welcome and assist is another potential **relationship maker**, as it creates an opportunity to support with **tension or frustration** the customer may have from the travel touch point.



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1.1.4 Touch Point 4 - Check-in

Customer arrives at the check-in counters.

Customers may feel vulnerable and stressed when they arrive to check in for their flight, focus must be on the feelings the customer may be experiencing at this stage.

The check in could be a **time of tension, frustration** and a **relationship breaker** as customers give up control of their time to rely on the efficiency of the check-in process. Tension and frustration build due to:

- time constraints
 - long queues
 - delayed Chauffeur-drive
 - reaching the airport late due to traffic
- excess baggage
- leaving family and friends
- fear of flying
- language barrier customers

The most important **value** for the customer at this stage is **time**.

- It is crucial that our ground personnel check-in customers within the allocated time to minimise queues.
- Tensions can be minimised due to the Emirates facilities and check-in staff positioned at Terminal 3, ensuring our customers journey through check-in is smooth and efficient.
- Emirates has provided options of check-in to minimise waiting time.

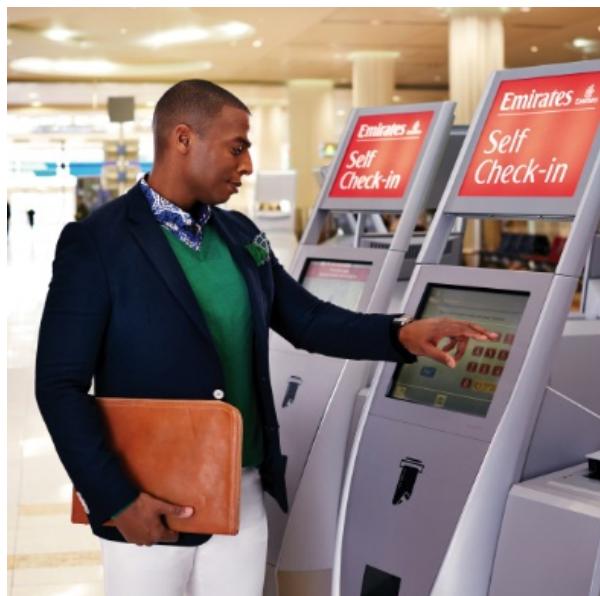


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1.1.4.1 Check in options

To support efficiency and time during this touch point customers have various check-in options such as:

- online check-in baggage drop counters
- self-service check-in
- Emirates Skywards members only check-in counters
- dedicated cabin specific check-in counters
- some destinations have separate areas for First Class and Business Class check-in counters, such as Dubai.
- Terminal 3 has 20 dedicated First Class check-in counters, including 4 First Class online check-in baggage drop counters.



1.1.4.2 Checked baggage entitlement

Checked baggage allowance for all fare types, in each cabin is:

- Economy Class: 30kg or 25kg on special fare tickets
- Business Class: 40kg
- First Class: 50kg

Baggage allowances may vary on specific routes, refer to the emirates.com website for updated information such as:

- The Americas and between US and Europe
- The flights originating in Africa.

11.5.3 Cabin baggage entitlement

Cabin baggage allowance for all fare types, in each cabin is:

- Economy Class: 1 piece of carry-on baggage, not exceeding 7kgs or 15 lb.
- Business Class: 2 pieces of carry-on baggage: one briefcase, plus either one handbag or one garment bag. Weight of each piece carry-on baggage, not exceeding 7kgs or 15 lb.
- First Class: 2 pieces of carry-on baggage: one briefcase, plus either one handbag or one garment bag. Weight of each piece carry-on baggage, not exceeding 7kgs or 15 lb.



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1.1.5 Touch Point 5 – Security

Customer passes through security.

Customers want to feel safe and secure when they travel and value that every passenger will proceed through the same security procedures at airports.

The most important **value** at this point in the journey is **safety**.

- Security and immigration are the only touch points that are not related to Emirates.



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1.1.6 Touch Point 6 – Waiting

Customer waits for boarding to open.

Having reached this touch point, the customer may have experienced a **time of tension or frustration**. This touch point is a potential **relationship maker** if:

- The customer has time before boarding, chooses to access our lounge facilities and the lounge attendant, followed by the ground staff at the boarding gate build a rapport with the customer or where applicable recognises and welcomes the customer.
- The customer must go directly to the boarding gate, due to time constraints. The ground staff at the boarding gate build a rapport with the customer or where applicable recognises and welcomes the customer.
- Factors that may make our customers feel tense whilst waiting to board are queues, delays, no seats left in waiting area and limited access to lounge facilities.



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The most important **value** for the customer at this stage is **recognition**.

Whether in a lounge or waiting area, customers want their loyalty recognised. Use of their name and being welcomed back at every opportunity makes it feel personal.

Recognition is the most important value at this point in the journey.

Tension or frustration can be minimised due to the Emirates lounge attendance and ground staff.

- First and Business Class Lounges in Dubai are in Concourse A, B and C. The directions are clearly marked throughout the airport.
- Qantas frequent flyers have access to our lounge facilities.



1.1.7.1 Access to Lounge Facilities:

- Travelers may pay to access Dubai airport lounges, regardless of class of travel. For latest prices, please see emirates.com.
- Emirates Skywards Gold and Silver members may pay a fee to be upgraded to the airport's First Class lounge.
- Lounge access is subject to capacity restrictions and is limited to lounges in Dubai.
- Children aged 2-12 years pay half the adult rate, infants under two years access the lounge free.



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1.1.7.2 Business Class Lounge Facilities:

- personalised barista experience with Costa
- new health hub
- business center
- gourmet dining options
- bar areas with complimentary premium beverages
- direct boarding from the lounge (A380 only)
- comfort in the lounge area
- dedicated quiet areas



1.1.7.3 First Class Lounge Facilities:

- unique wines from the best vintages in Le Clos Wine Cellar
- gourmet dining options
- in-lounge duty free boutique
- business center
- shower spas
- comfort in the lounge area
- Cigar Bar (Concourse A)
- dedicated quiet areas



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1.1.8 Touch Point 7 – Boarding

Customer boards the aircraft.

Boarding is the first contact cabin crew have with the customer and is an opportunity to make a positive first impression. This is a relationship maker, as the customer spends touch points 7 – Boarding, 8 – In flight and 9 – Disembarkation with the cabin crew.

Recognition of our high valued customers is a vital value at this point in the journey.

First and Business Class, Skywards Gold and Silver members and special category customers are encouraged to board first, followed by zonal area boarding to allow for easy flow.

- Take the opportunity to warmly welcome customers by name, and create a positive first impression.
- Ensure boarding time is used to observe, impress, and develop a professional rapport with the customers.
- Be mindful using body language, facial expressions, smiling, eye contact and tone of voice.



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1.1.9 Touch Point 8 - In Flight

Customer settles in to enjoy the hospitality.

This is the period where our customers have time to relax, reflect and enjoy Emirates exceptional hospitality. Customers spend the maximum time with the crew on board, it is the heart of the customer's journey experience and is the **relationship maker** between the cabin crew and the customers.

This is the only touch point in the whole journey where there is no room for time of tension or time of frustration.

The most important **value** for the customer at this stage is **comfort**.

- Every opportunity should be used to ensure the customers experience is amazing.
- Customers want comfort and relaxation, time to reflect and enjoy the Emirates hospitality.
- Customers want the whole inflight experience to be personal and memorable.
- Crew are to use their conversational skills to enhance the product at every phase to ensure an experience is created beyond the expectations.
- This is the time when we can change the customers experience should they have experienced any mishandling on ground.



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1.1.10 Touch Point 9 – Disembarkation

Customer bids farewell.

Cabin crew have worked hard during the in-flight experience to build the relationship with the customer. We must ensure our customers disembark with a good lasting impression of Emirates.

Maintain a professional and elegant image, through body language and posture used whilst saying thank you and good bye to the customers.

This will encourage customers to fly with us again.

The most important **value** for the customer at this stage is regaining their **freedom and control**.



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1.1.12 Touch Point 10 - Transfer

Customer continues with the next phase of the journey.

If a customer has a connecting flight, their journey starts all over again from the security touch point.

It could be a time of tension and frustration, particularly if a customer encountered a delay at the start of their journey and is connecting through Dubai.

- Emirates has positioned ground staff to support customers to a speedy transit experience.
- Customers appreciate clear signage to the next gate to make their connecting flight on time.
- For connecting flights through Dubai, the airport transfer area is divided into separate lanes for First Class, Business Class and Economy Class.
- Customers use their boarding passes to access the appropriate lanes.



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1.1.13 Touch Point 11 - Baggage Claim

Customers wait to see if their bags have arrived.

This is a time of tension or frustration for the customers as the wait for their baggage to arrive. Tension and frustration may occur if bags are delayed, are not available or have not arrived.

- Emirates has positioned ground staff to support customers locate their baggage.
- Priority Baggage facility is available across our route network.
- First Class customers along with iO and Platinum members will be first in line for baggage collection.



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1.1.14 Touch Point 12 – Leave from

Customer leaves the airport.

Once the customer disembarks the aircraft and leaves the airport they can make their own choices, unlike on the aircraft when they are told:

- when they can eat (in Economy)
- where they must sit
- when they must have the seat belt on
- when they can move around the cabin

The most important **value** for the customer at this stage is regaining their **freedom and control**. They are now in control of their actions and can make their own choices.

- The First Class and Business Class customers may choose to give up their control to use our complimentary Chauffer drive service again, and the driver builds a rapport with the customer.
- The travel could lead to a **time of tension or frustration** for customers, as they give up control of their safety and time to rely on a driver to escort them to the hotel, work or residence.

1.1.15 Touch point 13 – Destination

Customer arrives at the destination.

The customers' journey is over and the customer reflects on the entire experience.



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1.1.16 Touch point 14 – Feedback

Customer feedback is valuable.

Customers value being able to provide feedback and share their experience with Emirates at any point in the journey; they can also provide feedback at the end of the journey.

- **Feedback** from customers is extremely important to the growth of Emirates as it gives insight into what is working well and what we need to focus on.
- We respond to customers' feedback positively and adapt our services and products to ensure we are providing an exceptional experience at every phase of their journey.
- Customers can provide feedback through the following methods at any stage of their journey:
 - Customer feedback card from the Ships' Library (email address written on the back of the card)
 - comments and incident reports (KiS)
 - IFE survey form, telephone
 - internet forums
 - social media
 - walk in to Customer Affairs Service Audit (CASA) at EGHQ



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1.1.17 Touch Point 15 – Contact

Customers can contact Emirates at any point during their journey.

At certain touch points during the journey, some customers may encounter a time of tension and or frustration.

Previous touch points in the customer's journey can have a knock-on effect to other touch points creating an unpleasant experience such as traffic on way to the airport will delay the customer at check-in.

At certain touch points during the journey, some customers may be delighted with the customer service offered.

Based on their experience, there is a potential to make or break a relationship with a customer.

Our goal is to build effective relationships, generate repeat business and customer loyalty.

The customer journey cycle restarts as loyal customers return to Emirates as their preferred airline.

1.1.18 Customers Values

Customer values change as they move through the touch points. Below are the values at different phases of the journey:

- Confidence (Planning stage)
- Time (Check-in)
- Safety (Security)
- Recognition (Lounge and boarding)
- Comfort (Inflight)
- Freedom and control (Destination/out of the aircraft)
- Feedback (Final value at end of journey but can be provided at any touch point).

