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# 1. *EmiratesRED & INFLIGHT RETAIL STRATEGY*

## Introduction

Inflight Retail is part of the customer service offered on every flight.

We encourage our customers to choose from an extensive range of global luxury brands and everyday items and accessories.

They can shop from our selection of classic best sellers and modern new pieces from the comfort of their seat.

We have Inflight Retail onboard:

- for a better product image
- for customer convenience
- to give the crew an added incentive
- to fulfil customer expectations



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# 1.1 EmiratesRED

## 1.1.1 What is EmiratesRED?

- EmiratesRED is our inflight retail brand, which we introduced in 2019.
- RED stand for Retail, Experiences, Dubai.
- EmiratesRED is an important part of Emirates customer experience.
- We offer a stand-out inflight retail experience for our customers.

### 1.1.2 What makes us different?

- Hard-to-find fragrances and global perfume launches.
- Exclusive brands where we are the only airline worldwide to sell these.
- Competitive prices and value offers.
- Experiences to Dubai's top events and attractions and beyond.
- A dedicated channel called 'EmiratesRED TV' where customers can explore the best features and secrets behind the outstanding brands and products on EmiratesRED.

### 1.1.3 What do we offer?

- Over 150 duty and tax-free products, top brands, a host of special offers, and features on experiences in our home city and beyond.
- All at competitive prices – which means great deals for customers.
- Products sourced directly from the brands.
- Curated EmiratesRED experiences and an extensive range of products across fragrances, tech, skincare, watches and more at great prices.
- Standard promotions on all fragrances and other various promotions every month to offer our customer an even better value for money.

**Tip:** Lift your confidence and attend one of the frequent EmiratesRED Inflight Retail workshops. Future workshops are shown in the 'Engagement calendar' on the Crew Portal or Pulse.



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### 1.1.4 Categories

- Emirates Official Store
- Emirates Experiences
- Watches
- Fragrances
- Beauty
- Jewellery
- Tech
- Accessories
- Young Travellers

### 1.1.5 Experiences

- Customers can buy a number of discounted tickets for a host of top events, venues and experiences in Dubai.
- It's really important for you to learn what is on offer.
- Offer it to customers visiting Dubai as these are great prices, sometimes exclusive to EmiratesRED.
- When selling an Experience place the EmiratesRED receipt inside the booklet
- Booklets can be found inside the cart, see the magazine for details of drawer number
- Give the booklet and place the receipt inside the envelope in front of the customer - the T&Cs are in the booklet so customers can follow the steps

**Tip:** Always remind customers that the receipt is their ticket and must be presented at the venue.

### 1.1.6 Champagne

- Customers in economy class can treat themselves with a Moët & Chandon Brut (200ml).
- Champagne sales is another way of generating revenue for the group and it should be offered to customers.

**Tip:** Always serve the Moët & Chandon chilled accompanied by a bowl of nuts.



### 1.1.7 Upgrades

- Customers can upgrade their experience on board and pay using cash, Skywards Miles or card, while also earn miles.
- Extra legroom seats – stretch out with more space in the exit row
- Class upgrades

**Tip:** Always offer customers the paid option of extra leg-room on flights where these are vacant.



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## 1.2 INFLIGHT RETAIL STRATEGY

### 1.2.1 The basic rules of selling

Inflight retail is an important part of our customer service and every cabin crew is responsible to its success. It makes a big difference to our customers' experience and contribute to the company's profit.

### 1.2.2 Purzers and Cabin Supervisors

- Purzers and Cabin Supervisors are personally accountable for the inflight retail performance of their team on every flight.
- The inflight retail position must be offered to crew members who have the red bag icon and select the one with the highest rank, who will drive on board sales.
- As part of your purser welcome introduction to the customer, include elements of our EmiratesRED magazine and great offers on board.
- Make the inflight retail PA in a timely manner.
- Use the CMT to send PVS messages to inform customers of inflight retail availability with the pre-loaded messages in the system and also before top of descent for last opportunity's to buy.
- Keep the cabin lights at an appropriate level so the inflight retail operators can be effectively make sales.

- Attend to individual inflight retail requests in premium cabins for a personalised service and manage a timely service in all cabins.

### 1.2.3 Inflight Retail Operators

- It's mandatory to carry the float pouch on all flights; regardless of the position you are allocated.
- When you are selected as the inflight retail operator you must go out in the cabin and offer retail to customers.
- Use the research you did before your flight to make recommendations – customers will listen to your opinion and it can be persuasive.
- Point out the magazine when you welcome customers on board, or get into conversation if you see them flipping through the magazine.
- You need to have thorough knowledge of the products and procedures.

**Tip:** If you have one of the fragrances we sell, you could put some on before you go out with the cart.

### 1.2.4 All Cabin Crew

- As all crew members are responsible to promote inflight retail even if you are not an operator give customers the inflight retail request coupons located inside the inflight retail pouch.

**Tip:** Immediately hand-over the requests to the inflight retail operator to assist the customer.



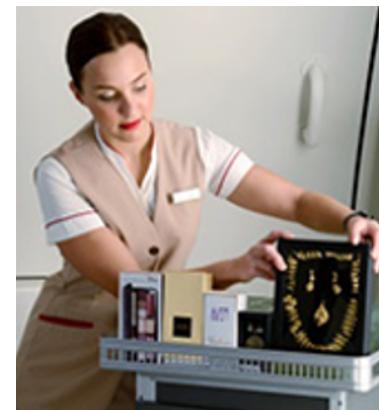
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### 1.2.5 Always know your selling technique:

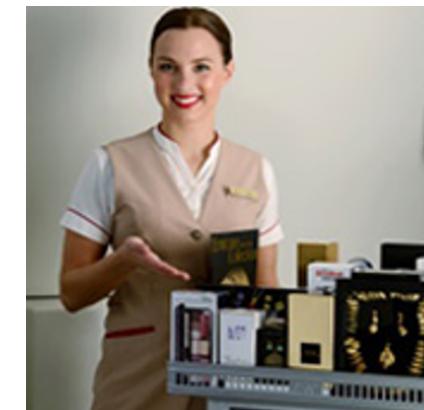
- Know the details about the products offered on EmiratesRED.
- Present features of the product with credibility and enthusiasm.
- Recommend a product relevant to the one already selected by the customer to increase the basket size.
- Offering a pricier version of the item selected or a product that complements the purchase. Think of it as asking the shopper if they want to upgrade their purchase.
- Talk about the special offers where customers can save extra cash.
- Make appropriate recommendations. Ask questions about who they are buying for such as gender, age, occasion etc.
- Encourage customers to hold the products.
- Ask the customer if they would like to purchase the paper bag.
- **Tip:** Remember to ask customers if they would like donate to the Emirates Airline Foundation when they pay.



Place extension top on top of the cart1



Place drawer no 7 & 8 from container on the top



Display a selection of item from the magazine



Place the magazine in front of the cart with the covers facing the customers



During promotion period place the promo poster found in ice tray

### 1.2.6 Cart display

- Fully displayed cart should feature on all flights above three hours.
- Cart should not be taken first class cabin with suites. If customer request to view any item, display the item with other options on a lined silver tray to present.

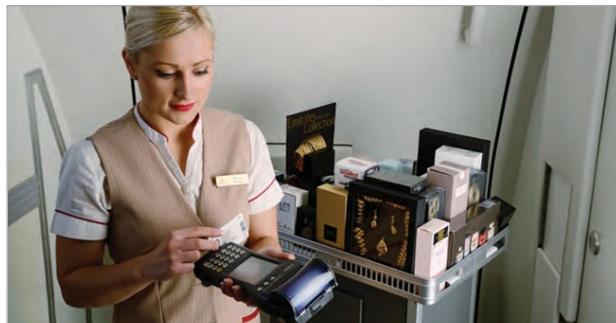
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## 1.3 OPENING & CLOSING A FLIGHT

### 1.3.1 Opening a flight

#### 1.3.1.1 Availability and checks

- You are responsible for one inflight retail bar set: 1 half cart and 2 containers
- When checking the carts and the containers, always check your carts and containers have the same DF number
- The DF number is the bar number placed on the front of your cart or container
- Inform Purser and ground staff of any missing cart / container / discrepancy of the cart identification numbers
- The cart lift can be used to transfer carts between the upper and lower deck
- Keep the Inflight Retail bar set locked if not in use. You may use your own padlocks



#### 1.3.1.2 Opening seals

- Each cart and container will be locked and sealed by catering. These are the opening seals.
- Break the seals (On the ground, if customs regulations permitting)
- Log in on the HHC and compare the physical seal with the seals in HHC
- An outbound checklist is printed and loaded from Dubai , this will help you in your seal check when HHC is not loaded

**EX JNB & KUL:** an engineer will board the aircraft in presence of inflight retail operator and cut the metal seal secured but previous operator. Save these seals and compare them with seal numbers in HHC once matched you may throw these if not leave these in HHC pouch and raise relevant KIS report.

15 Nov 2017 12:34	
Login	2/8
Opening Seals:	
2000000119 2000000120 2000000121 <Enter Seal>	
Esc	Enter

15 Nov 2017 12:34	
Login	2/8
Opening Seals:	
2000000119 2000000120 2000000121 <Enter Seal>	
Esc	Enter

#### 1.3.1.3 Printing opening stock summary

- Always print opening stock summary while opening the flight on HHC
- This will give you a total number of items available in your cart and containers
- Items in this summary should be physically checked against the inflight retail items
- Before commencing sales in the cabin, a printout of the opening stock summary should be available with you at all the times
- An outbound checklist is printed and loaded from Dubai , this will help you in your stock check when HHC is not loaded
- All Outstations - If the HHC did not work on the previous flight, check the ABC paperwork, to perform inventory checks

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### 1.3.1.4 The HHC pouch and its contents

- HHC (Hand Held Computers)
- Spare HHC Battery & Paper Roll
- LivePOS
- LivePOS Charger, Cable & paper roll
- Seals
- Manual Receipt & ABC paperwork
- UCCCF (upgrade forms, for cash)
- STEBs plastic bags

### 1.3.1.5 Counting and updating HHC

#### (excess /missing/ damage)

- If you find any discrepancy update the information in the HHC.
- Tell Purser the DF bar set number and the item code number.
- Raise a relevant KIS report including all details
- If you find any damaged or leaking item mark these as defective in HHC, if you think it will spoil other items, place in a security tamper evident bag (STEBs) with the HHC receipt, return it to the inflight retail cart/container.

**Tip:** All Inflight Retail bars and containers are Remain On board (R.O.B.) items, which means that they are never offloaded at outstations and will always be returned back to Dubai. Inflight Retail bar sets must remain locked and sealed on the ground.

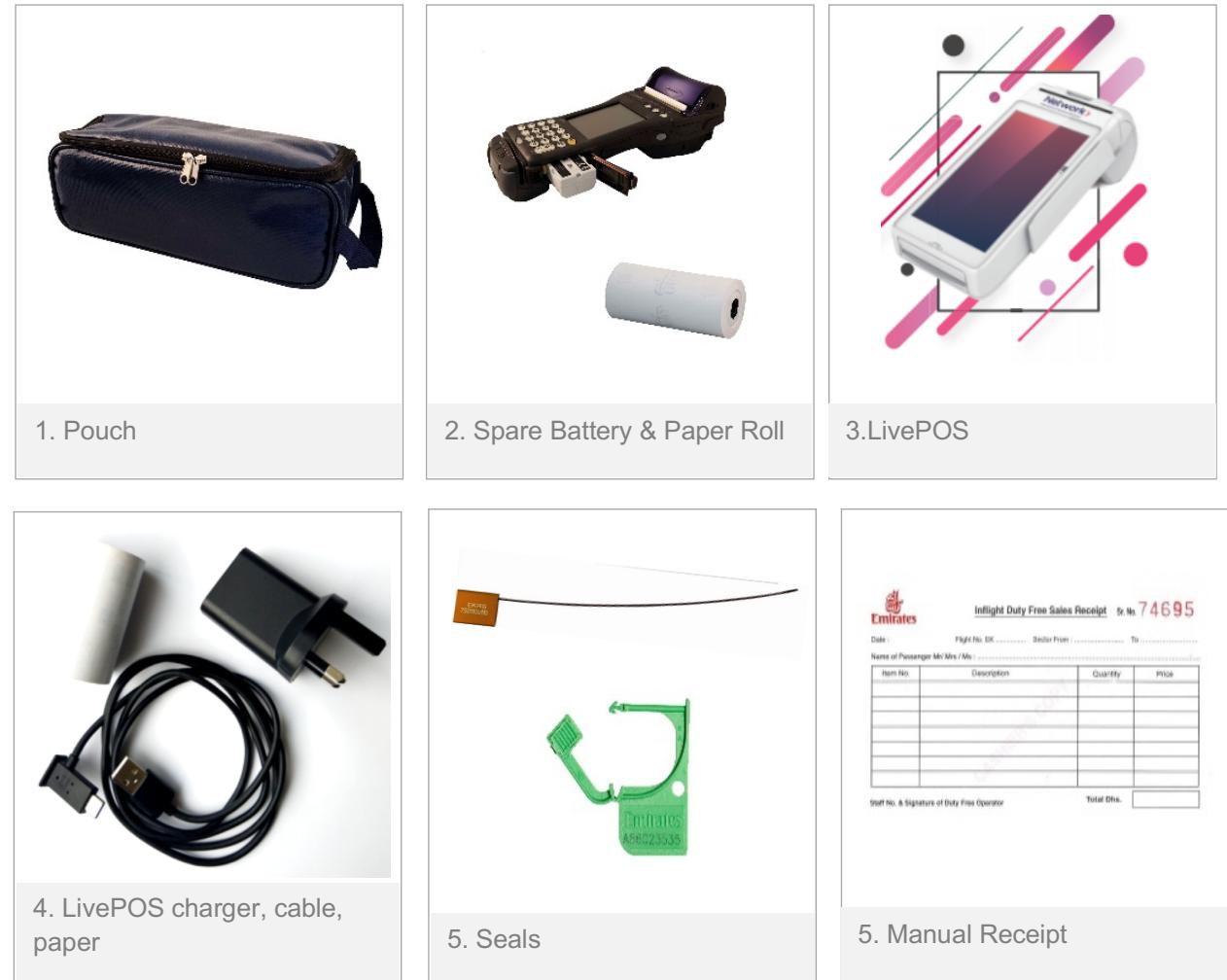


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### 1.3.2 Closing a flight

### **1.3.2.1 Determine time of closing the service**

- Ask Purser for the top of descent time (TOD)
  - Inflight retail must not be closed too far in advance, it is suggested that the closure is done approximately 15 minutes prior to the top of descent, to allow enough time for any 'post sales' requests.
  - Notify all cabin crew the time you will be closing, to fulfil any last minute requests.
  - Wait for last inflight retail PA and PVS message from purser
  - Log out of the HHC
  - If the HHC does not work, complete the DF ABC paperwork
  - Complete a trip record form
  - Lock the inflight retail bar set with the Inflight retail padlocks and security seals
  - Return the inflight retail bar set to the correct stowage
  - On weight restricted flights, collect Emirates inflight retail magazines from customers return these to the correct stowage
  - Return the inflight retail key to Purser
  - Tell Purser the Inflight retail sales amount

### **1.3.2.2 Completing process on HHC**

LivePOS/ ABC

- To close the flight on HHC inflight retail operator must complete the logout process on HHC in the “M” menu.
  - Closing seals and total number of customers on board should be entered in the HHC
  - Two copies of sales summary and closing stock (if needed) should be printed
  - Close flight on LivePOS by printing “Z” report, print a copy for all users
  - If HHC is defective or not loaded, ABC should be completed recording all sales and closing stock should be transferred on new ABC as opening stock.
  - Green copy of ABC paperwork should always be left in the cart



### **1.3.2.3 Completing documentation based on destination**

- C209 should be completed on all UK sectors and 2 copies of closing stock summary should be attached. Carbon copies of C209 should be places as per UK station
  - US flights: 2 copies of closing stock summary should be placed in red documents
  - If HHC is defective or not loaded, ABC carbon copies should be placed instead

#### **1.3.2.4 Completing Trip record**

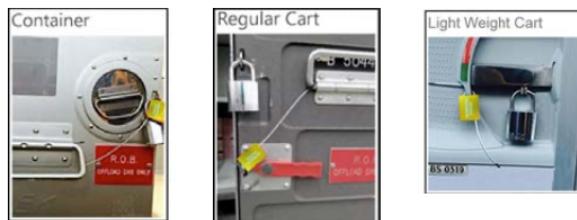
- Does not need to be completed for non-cash sales and HHC was used
  - When completing ensure all fields are filled clearly Credit card field should include HHC and LivePOS card transactions
  - When Champagne sales are made, it is not included in the Total Sales when calculating the Sales Commission

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### 1.3.2.5 Closing Seals

**Location:** These seals are loaded in the HHC Pouch which is stowed inside the inflight retail cart.

**Into Dubai:** When landing into Dubai it is important to seal the carts and containers with yellow metal



**Into other stations:** When landing into any outstation, use the green plastic seals which are found in the HHC pouch. If you cannot find any seals or if for any reason these are tampered or misplaced, notify the Purser. Use a seal from amenities and raise a KIS report.

**Into JNB & KUL:** When landing into JNB and KUL, it is important to seal the carts and containers with yellow metal. Ground staff will board the aircraft in your presence and verify the seal before you disembark. They may also record the seal numbers and ask for inflight retail operator's initials

**Tip:** Once carts/containers are sealed with metal seals they cannot be reopened and do not try to tamper with the metal seals for any reason.



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### 1.3.3 STEB Bags

- Clear plastic sealable bags (Security Tamper Evident Bags) are loaded in all inflight retail carts to coincide with the LAGS (Liquid, Aerosols, Gels etc.) procedure into certain destination i.e. SIN/MEL
- Never give an empty bag to a customer



#### 1.3.3.1 Process: (if applicable)

- Place the item which the customer has purchased inside the STEB's.
- Ensure the receipt is placed inside the bag and is visible.
- If more than one (01) STEB is required then ensure the receipt matches the contents of the bags.
- Ensure the bag is sealed closed by removing the protective strip before handing it to the customers.
- Advise the customer not to open the bag or break the seal until they reach their final destination.

### 1.3.3.2 Last minute sales

- Once you have closed your flight on HHC, a customer might still want to make a purchase. You have the option to log into the HHC and make the sale.
- Switch on the HHC and log in.
- Choose Last Minute Sale. You will be directed to the sales category screen.
- Follow the normal selling process.
- Follow the closing process once you make the final sale.



### 1.3.3.3 Turnaround Login

- During turnaround, follow the Duty Free closing process on each sector.
- The turnaround Login option should be used during the return sector of any turnaround flight. Follow the normal opening and closing process.

