



# Cabin Crew Manager Workshop



# Our day....

- Welcome
- Ab initio - Introduction and Footprint
- Break
- Ab initio :
  - Deep dive
  - Special cases
  - Assessment Methods
  - YSA
- Other Economy class programmes
- Break
- Market Stall:
- Service EKcellence
- On line Support
- Q/A

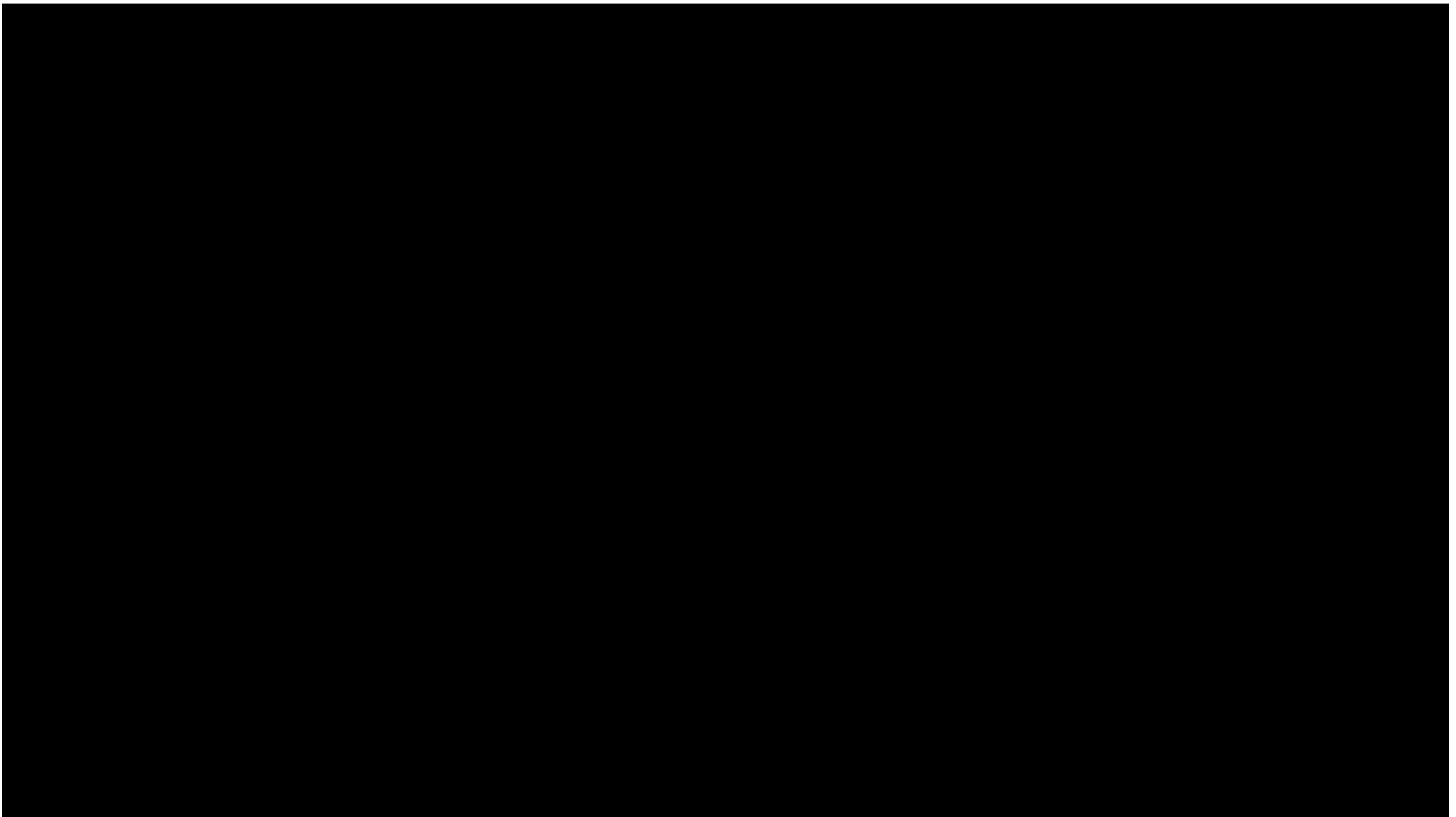


Hello Tomorrow



# Emirates Ab initio Programme Tomorrow's Cabin Crew

# Tomorrow's Cabin Crew



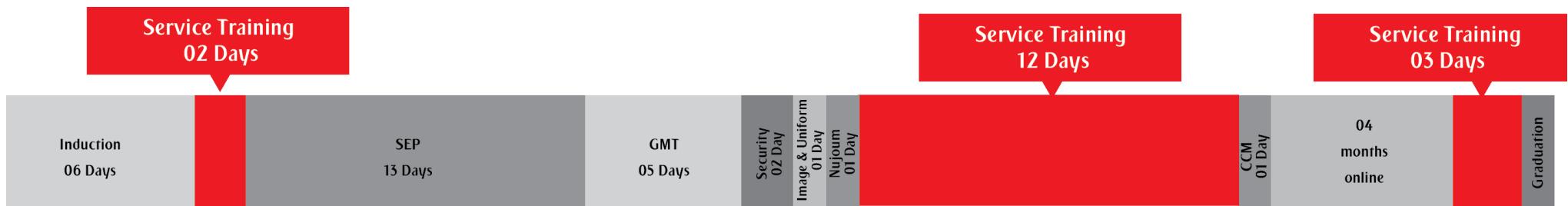


# Course Duration

Previous Ab initio course duration:



New Ab initio course duration:





# Hospitality & Customer Care Training:



CAT 1  
MUSCAT



CAT 2  
KARACHI



CAT 3  
DELHI



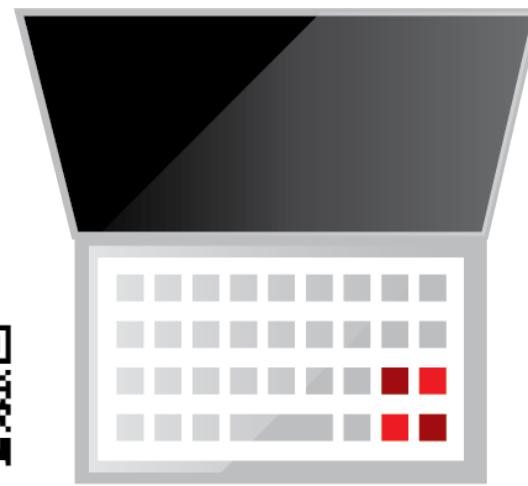
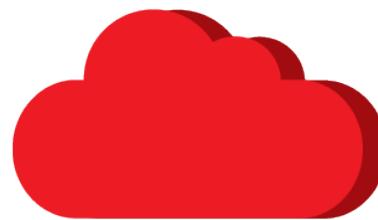
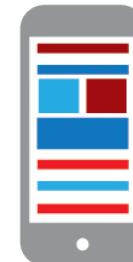
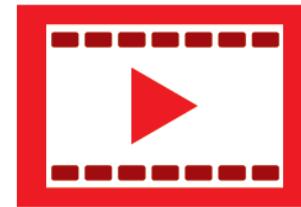
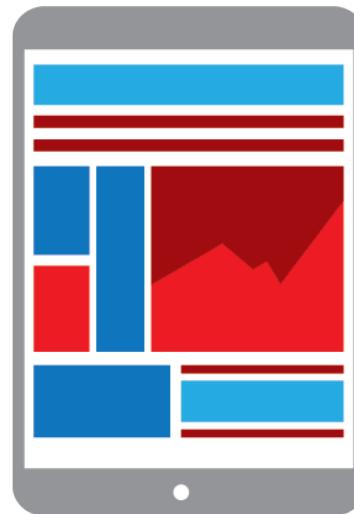
CAT 4  
BANGKOK  
LONDON



CAT 5  
NEW YORK

# Connecting with our people:

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





# Thank you





# Emirates Ab initio Programme. Tomorrow's Cabin Crew



Day 1	Day 2	Day 3	Day 4
Day 5	Day 6	Day 7	Day 8
Day 9	Day 10	Day 11	Day 12
Day 13	Day 14		

# Day 1 (Induction Week)



Customer  
Service  
Day



# Customer Service Day

During this session the following topics will be covered:

- Emirates brand values
- Team building
- Emotional Intelligence
- Importance of cross cultural awareness
- Communication/barriers to communication
- Teamwork, positive attitude
- Customer Journey
- Customer journey touch points and values





# Day 2 (Induction Week)

groupworld

My Work Employee Centre Travel Tools & Applications Community News Our Group Safety

Crew Portal You are here: My Work | Home | Crew Portal

Home Roster & Apps Cabin Safety Health & Security Products & Services Career & Development Image & Uniform Crew Services

Did you know? Training courses can be found under Career & Development. [Learn more](#)

Hello Tomorrow Emirates

ACI and OBU Special Issue: New B777-300-ER (all sections) Familiarise yourself with the new features. [More](#)

News & Updates

#Runwild at the Rugby 7s 19 Nov 2017 Get set for some world class rugby action! [Read more](#)

Business Class Flexible Dining 19 Nov 2017 Trials are underway as you are aware and Boston is the next destination [Read more](#)

Safety Focus: Issue 50 - November 2017 15 Nov 2017 Securing the cabin, galley, passengers and yourself is your main priority when the seat b... [Read more](#)

My Weekly Roster

Loading Roster...

Upcoming Destinations

Key Contacts



# Cabin Crew Portal and IT Training

During this session the following topics will be covered:

- Mobile pass - procedures and usage
- Creating a password to access crew portal
- Personal electronic device - system requirement for crewportal
- Company email
- HR Direct / Requesting Company letters
- Leave Bidding
- Rosters
- My Learning Zone
- On board Update
- Trips

A screenshot of the Emirates Cabin Crew Portal's learning section. The main header says "Learning" and "My Learning". Below it is a "My Learning Assignments" section with a search bar and filters for "Sort By Date | Priority | Filter". It shows one assignment titled "Emirates eX3 for Purfers and Cabin Supervisors" with a due date of "DUE ANYTIME". The assignment is self-assigned and has a "START COURSE" button. To the right of this is a "Find Learning" sidebar with a search bar and a link to "Browse all courses". Below these are sections for "Learning History" (which says "No learning events were recorded in last 30 days") and "My Curricula" (which shows a green circle with a checkmark and the text "Due Later (1)").



# Day 3 - Thursday



Welcome  
and Ideal  
Crew

Customer  
Care:  
Customer  
profiles

Course  
Expectations

Observe  
Muscat  
Practical  
assessment

Image and  
Uniform  
Checks

# Welcome & Ideal Crew

## Introduction & welcome(Cosmopolitan)

- EK- a lifestyle brand
- Introduction activity
- Ideal crew activity
- Self regulation
  - State is everything
- Service personality
  - Random act of kindness





# Customer Care: Customer Profiles

Linked to Customer Service Day:

- Culture
- Cultural Awareness activity
- Arabic/Islamic Culture
- Communication
- Customer Journey

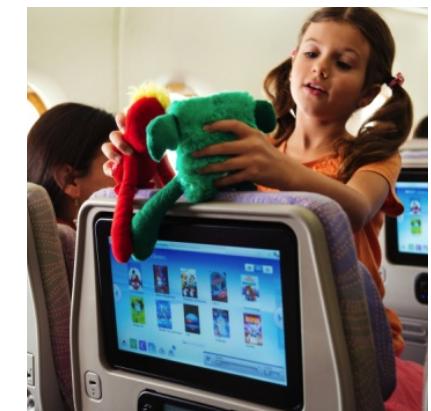




# Observation-Muscat practical assessment

Learners observe their peers; the ideal crew

- Simulation of flight to Muscat includes:
- Special category customers
- Boarding
- Welcome Services
- Safety Video
- Securing
- In-flight service
- Farewell service
- Disembarkation
- Support of Purser and Cabin Supervisor





# Course Expectations

## Expectations

- Image and Uniform
- Honesty
- Home-studies
- Feedback
- Teamwork and Courtesy
- Punctuality
- Environment

Hospitality & Customer Care Assessment brief

Peer : peer assessment brief

Printed Materials





# Image and Uniform Checks

Effectively provide and receive feedback regarding image and uniform standards

Trainers will highlight any development/ shortfalls and record on the Daily Continual Assessment forms



# Day 4 - Sunday



Equipment  
Familiarisation

Aircraft  
Familiarisation

Open Book  
Activity

Mapping my  
progress 1:1

Food Session

Food Tasting



# Equipment Familiarisation

Galley Activity

Container exploration

Group discussion and clarification

Equipment Demonstration Room

- Explore the amenities and service equipment available in all cabins



# Aircraft Familiarisation

## Cabin Familiarisation B777/A380

- Ships Paper Bag
- Ships Library
- Folding trolley
- Menu bags
- Cabin Dress materials
- Headsets Bags
- Toy Bags
- Bassinets
- Blankets
- Emirates Holiday Brochure
- Seat Pocket Contents
- Dust Pan & Brush





# Open Book Assessment activity

- Answer questions and explore seat pocket contents printed materials and manual



# Mapping my progress 1:1

Day	Day 4
Session	<b>Mapping your Progress</b>
Time	90 mins total (Approx. 10 mins per learner)
Location	Classroom
Specific Instructions (given prior to meeting)	Advise learners on D3 to complete first 2 columns of <i>Mapping My Progress</i>

Through this learners will:

- Differentiate between the 4 competencies and key behaviour indicators
- Complete a personalised development plan to evaluate progress throughout the 14 day course
- The following will be maintained by trainer for each progress check:
- 1:1 time for learners to share their self-reflection in relation to “mapping your progress” and discuss their progress

# Food Session



## Special Meals

- Menu Cycles
- Reasons customers order special meals
- Special meal codes
- Nut Free meals
- Special meal loading and stickers
- Special meal delivery
- Customer interaction
  - SPML delivery 3 steps
  - SPML not available - problem solving
- Iftar boxes

## Food Tasting Activity

- Learners taste a variety of food from the Emirates catering cuisine
- Add your dish to the mix





# Day 5 - Monday



Welcome  
Services /  
Farewell  
Services

Welcome  
Services  
Peer play  
Activity

Aircraft  
Documenta  
tion

Bar session

Bar Service  
Peer Play  
Activity



# Welcome Services

The following topics will be covered:

- Pre-boarding duties
- Ready to board concept / Galley Preparation
- Boarding
- Pro-active boarding
- Special category customers discussed in detail
- Welcome Services Demonstration
- Public Announcements (PA)
- Farewell Services
- Welcome Services practice: Peer : Peer Activity



# Aircraft Documentation

Discovery of the cabin crew service manual

Group activity to locate the information about:

- Flight categories
- Meal Service details
- G2 General Duties

Crew portal identifying the locations and importance of:

- Flight instructions
- On Board Updates



**Economy Class Changes**  
Onboard Update Special Issue



Have you heard?  
**Economy Class service  
is changing!**

Starting 4 October, we're modifying the services on category 1 flights as well as Continental Breakfast and Afternoon Tea services. We're introducing tea and coffee by hand for all main meal services. We'll also start a bar service on some category 4 flights.

The Service Sequence notes (SSQ) on your flight will state which type of service needs to be conducted. Make sure you read through this special edition Onboard Update. It includes all the information you need on the new service procedures.

Topics

# Bar Session

- Bar Cart Description
  - Inside and outside
- Exploration activity of bar cart contents
- Liqueurs discussion
- Wine discussion and demonstration
- Demonstration of drinks delivery by trainer
- Route specific information
- Discussion of non-alcoholic bar carts
- Handling an Intoxicated Customer
  - Recap on 4 D's
- Bar Service Peer : Peer Activity





# Day 6 - Tuesday



Cart  
Set Up

On-board  
Services  
LU/DN/HB  
Demonstration  
and Practice

Customer  
Care:  
Customer  
Service

Knowledge  
Assessmen  
t  
1

Hospitality:  
Galley  
Managemen  
t

Corporate  
Knowledge  
Progress  
Check



# Cart Setup for LU/DN demonstration

Learners set up the carts using the modules book:

- Bar cart
- Meal distribution cart – category 4 & 5
- Clearance cart with water





# Lunch / Dinner / Hot Breakfast Demo (Cat 3/4/5)

- Discussion and Demonstration of the Service Steps
- Emphasis on importance of rolling service
- Discussion of differences with Hot Breakfast service
- Discussion of differences for LU/DN cat 1 and 2



# Lunch / Dinner Practice

Learners practice serving meals and drinks

Peer : peer observations:

- Learner 1: crew member – serves the meal/ drink
- Learner 2: the customer
- Learner 3: another customer
- Learner 4: the observer – has the checklist

Learners practice the following:

- Serving one alcoholic drink from the bar cart
- Serving two meal trays
- Serving one alcoholic drink from the drinks drawer

Focus area of customer interaction:

- Personal demeanour i.e. approachable, polite and friendly
- Body Language i.e. smile appropriately, appropriate eye contact and maintained appropriate posture
- Polite and appropriate service phrases
- Menu terminology when offering customer meals and drinks





# Customer Care: Customer Service

## Linked to Customer Service Day

- Basics of exceptional customer care
- Apply customer service skills in order to create a wow of hospitality and customer care experience
  
- Customer Expectations
- Active listening
- Language Barriers
- Emotional Intelligence
- Ownership and Responsibility
- Positive acknowledgement
  
- Acknowledgement Activity - Learners practice to answer customer scenarios
  - Customer wants to visit flight deck
  - Customer requests to pray in the middle of service
  - Customer requests a beverage during boarding
  - Customer requests bassinet on ground
  - Customer requests for a free upgrade
  - During boarding customer wants to offload himself





# Knowledge Assessments x 3 (days 6, 8, 10 and 13)

- Computer based assessment
- Pass mark: 80%

Knowledge  
Assessmen  
t  
1

The screenshot shows a knowledge assessment interface. At the top left is the Emirates logo. Below it, the text "1 of 25" is displayed. A question is asked: "When operating the Steam Oven, which temperature would you select?". Four options are listed, each preceded by a radio button:

- 150C for ten minutes then 300C for 20 minutes
- 150C only
- 300C only
- 150F only

Below the options, the text "Question not answered" is visible.

# Galley Management

Hospitality:  
Galley  
Management

- Discussion of the following:
- Galley Positions
- Activity 1: Learners in 3 groups design a presentation on the following
  - 3 topics and must include duties and responsibilities of the galley operator:
  - Pre Departure duties
  - After take off and cruise duties
  - Pre and post landing duties
- Discussion of various forms
- Activity 2: Equipment exploration



# Corporate Knowledge Presentation Brief



## Corporate Knowledge Presentations Brief:

- Learners are divided into groups of 3
- Each group will be given 1 topic to research
- Each group will have a maximum of 8 minutes to present their topic on Day 11 of the course
- Groups may present each topic in any way, but must not exceed 5 minutes
- Each group must answer the corporate knowledge questions relevant to their topic available in their module book

Corporate  
Knowledge  
Progress  
Check

## Topics:

1. Emirates Skywards programme
2. Emirates airline foundation
3. The Emirates Group
4. Emirates.com
5. Emirates High Street
6. History of Emirates Group

The screenshot shows the Emirates High Street Collection website. At the top, there's a navigation bar with links for Home, Shipping & Delivery, FAQ, and Contact. Below the navigation is a search bar with a 'Join Mailing List' button. The main content area features a 'Hot Deals' section with three items: 'Buckley Sleek Sparkle Set', 'Buckley Millgrain Pendant and Earring Set', and 'Buckley Flower Pendant Set'. Each deal includes a price in miles and US dollars. To the right of the deals is a promotional banner for 'Receive a gift with your purchase\*' featuring a necklace. Below the deals are sections for 'What's New' and 'Featured Brands', which include logos for SHOPPERS STOP, Westfield, macy's, SWAROVSKI, and Lane Crawford. A 'Product Finder' sidebar on the right allows users to search by category, brand, product type, and price range. The bottom of the page includes social sharing options and a footer with links to Skysurfers, Privacy Notice, Terms & Conditions, and Payment and Taxes.



# Day 7 - Wednesday



Customer  
Care:  
Winning  
Customer  
Loyalty

Customer  
Care:  
We Care

Hospitality &  
Customer  
Care  
Assessment:  
DEL

Delhi  
Debrief

# Customer Care: Winning Customer Loyalty

The importance of understanding the impact that our words have on our customers and on each other

- Rice Experiment video
- Positive words vs. negative words
- Managing Situations Framework:
  - Positively acknowledge: Apologise-Emphasise / Give assurance
  - Action Taken
  - Discuss options / Give the news
  - Follow up

Customer  
Care:  
Winning  
Customer  
Loyalty

Learners practice how to positively acknowledge customer requests

Customer Scenarios Activity

- Customer wants to visit First Class
- Customer insists on a free upgrade
- Customer wants crew's personal number
- Customer wants a low calorie meal
- Customer wants to sleep in business class
- Parent with infant insist on bassinet
- Colleague as a customer request items from business class
- Customer offers you a tip for the excellent service offered



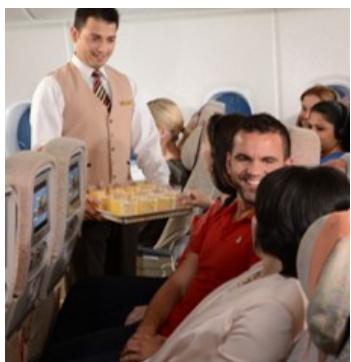


# Customer Care: We Care



Recap from Home studies / We Care video

All 3 cycles discussed and practiced in the CST using appropriate service phrases and promoting Emirates products



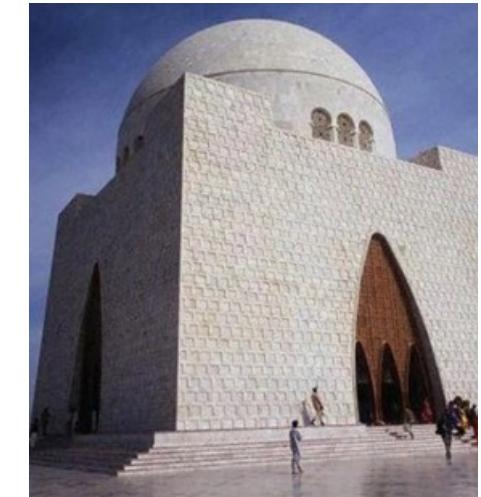


# Hospitality & Customer Care Assessment:

## Karachi

Simulation of flight to Karachi includes:

- Team talk with Cabin Supervisor
- Pre-flight Security Search
- Boarding
- Welcome Services
- Securing and passing checks
- In-flight service (Hot Breakfast Cat 2)
- Customer interaction/care
- Farewell service
- Disembarkation



### Assessment Details:

- Assessment is assessed by trainers and recorded in continual assessment form
- Half of the learners act as cabin crew, the other half as customers including a range of special category customers: HVC, Deportee, UM, Visually impaired, Honeymooners, WCHR and Qantas HVC
- Trainers act as customers and support learners as Captain, Purser, CSV, and trainer
- Trainers observe overall achievement in the 4 competencies: Customer Service Orientation, Professionalism, Teamwork and Organizing for Results

# Day 8 - Thursday



Hospitality &  
Customer  
Care  
Assessment:  
KHI

Cart  
Set up

On-board  
Services  
LB/AT/CB  
Demonstration  
and Practice

Knowledge  
Assessmen  
t  
2

Progress  
Check 1:1

KHI  
Debrief  
1:1



# Hospitality & Customer Care Assessment: Delhi

Simulation of flight to Delhi includes:

- Team talk with Cabin Supervisor
- Pre-flight Security Search
- Boarding
- Welcome Services
- Manual Safety Demonstration
- Securing and passing checks
- In-flight service (Lunch Cat 3)
- Customer interaction/care
- We Care
- Farewell service
- Disembarkation



Assessment Details:

- Trainer acts as CSV in the galley, leading by example and supporting learners
- Assessment is peer assessed
- Half of the learners act as cabin crew, the other half as customers including a variety of special category customers: HVC, Deportee, UM, Visually impaired, Honeymooners, WCHR and QF HVC
- Integrated scenarios: Oven Smoke, Hatrack space, Turbulence, Intoxicated customer
- Other trainer acts as customer and supports learners as Purser, Captain and trainer



# Cart Setup for LB/AT/CB/EB demo

Learners set up the carts using the modules book:

- 1 Light bites bar beverage meal carts
- 1 AT cart & LB clearance carts
- 1 Bar beverage cart





# LB/AT/CB Demo

- Discussion and Demonstration of the Service Steps:
  1. Special meals
  2. Light Bites delivery with drinks (Bar beverage meal cart)
    - 4 corner style service
    - Highlighting the 'Golden Rule'
    - Discussing the buddy system
  3. Light Bites clearance
  4. Final cabin clearance
    - Discussion of the following:
      - Pizza preparation
      - Snack basket/box in Economy class
- LB/ AT/CB/EB Practice – Peer: peer assessed





# Progress Check 1:1 / DEL Debrief

Day	Day 8
Session	Progress Check
Time	60 mins total (Approx. 5-7 mins per learner)
Location	LRC
Specific Instructions (given prior to meeting)	Complete the post DEL self-reflection (based on <i>Mapping My Progress</i> )

Through this learners will:

- Complete a 2nd personalised development plan to evaluate progress throughout 4 months of flying
- Reflect and discuss personal performance through 1:1 meeting with trainers
- Discussion of performance with regards to DEL practical

The following will be maintained by trainer for each progress check:

- Discussion is noted on continual assessment form under professionalism and any other relevant competencies
- Learners share observations made and offer additional support and/or guidance to learner



# Day 9 - Sunday



Hospitality:  
Bar  
Paperwork

Customer  
Care:  
Anticipate  
& Manage

Hospitality &  
Customer  
Care  
Assessment:  
JFK

JFK Group  
Debrief

Corporate  
Knowledge  
Progress  
Check

# ABC Bar Paperwork

Learners complete 2 ABC Bar Paperwork exercises for home studies

Compare home studies to PTT slide examples:

- DXB - SIN
- SIN – MEL

In class, learners complete another set:

- DXB – LHR

C209 discussion

- Paperwork requirement for UK destination
- How to fill it in
- Distribution procedure

Learners complete 1 example of C209





# Customer Care: Anticipate & Manage

## Customer Feedback Topics:

- Crew behaviour
- Products & Services
- Aircraft interiors

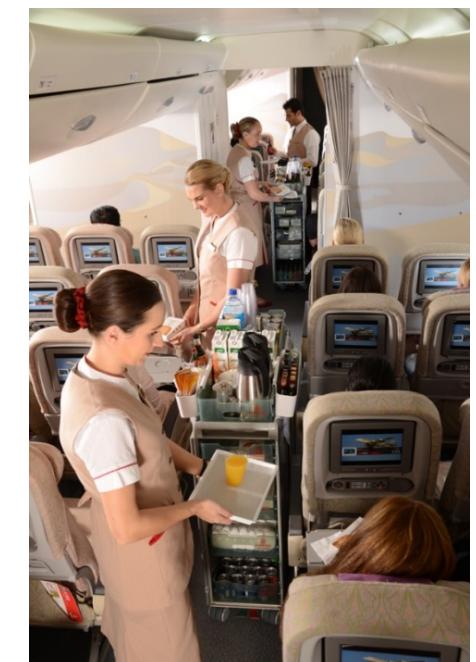
Anticipating and managing our special category customer's needs

Trainers role play a service recovery scenario following the managing situations framework

## Customer Service Activity

Learners role play the following scenarios;

- Excess baggage
- Accidental Spillage of Red Wine
- Reclined seat during meal service





# Day 10 - Monday



Selling  
Techniques

Knowledge  
Assessmen  
t  
3

Bar  
Assessmen  
t  
1

Hospitality &  
Customer  
Care  
Assessment:  
LHR

Progress  
Check 1:1

KHI  
Debrief  
1:1



# Selling Techniques

During the sessions, learners will

- Describe the Emirates products
- Develop a winning mind set
- Apply selling techniques in order to increase sales

## Selling Techniques:

- Know it
- Believe it
- Sell it:



# Bar Assessment 1 and 2

- Learners complete one set of ABC Bar paperwork and C209 forms



# Hospitality & Customer Care Assessment:

## London Heathrow

Simulation of flight to London Heathrow includes:

- Teamtalk with CSV
- Pre-flight Security Search
- Boarding
- Welcome Services
- Securing and passing checks
- In-flight services:
  - Lunch & Afternoon Tea Cat 4
  - Customer interaction/care
  - We Care
  - Farewell service
  - Disembarkation



### Assessment Details:

- Assessment is assessed by trainers and recorded in continual assessment form
- Half of the learners act as cabin crew, the other half as customers including a range of special category customers
- Trainers act as customers and support learners as Captain, Purser, CSV and trainer
- Trainers observe overall achievement in the 4 competencies: Customer Service Orientation, Professionalism, Teamwork and Organizing for Results
- Group feedback regarding their performance in the practical assessment

# Progress Check 1:1

Day	Day 10
Session	Progress Check
Time	45 mins (Approx. 5 mins per learner)
Location	CST
Specific Instructions (given prior to meeting)	N/A

Through this learners will:

- Reflect and discuss personal performance through 1:1 meeting with trainers
- Discussion is noted on continual assessment form under professionalism and any other relevant competencies
- Learners share observations made and offer additional support and/or guidance to learner

Progress  
Check 1:1



# Day 11 - Tuesday



Corporate  
Knowledge  
Presentations

NRT  
Briefing  
Safetalk  
& Purser Folder

Hospitality &  
Customer  
Care  
Assessment:  
NRT

NRT  
Group  
Debrief

Customer  
Care:  
Emirates  
Skywards



# Hospitality & Customer Care Assessment:

## New York

Simulation of flight to New York includes:

- Teamtalk with CSV
- Pre-flight Security Search
- Boarding
- Welcome Services
- Securing and passing checks
- Hot Breakfast, Light Bites, Dinner Cat 5
- Customer interaction/care
- We Care
- Farewell service
- Disembarkation



### Assessment Details:

- Assessment is assessed by trainers and recorded in continual assessment form
- Half of the learners act as cabin crew, the other half as customers including a range of special category customers
- Integrated scenarios: Customer Smoking, Asthma, Non-compliance and Burn
- Trainers act as customers and support learners as Captain, Purser, CSV and trainer
- Trainers observe overall achievement in the 4 competencies: Customer Service Orientation, Professionalism, Teamwork and Organizing for Results
- Group feedback regarding their performance in the practical assessment



# Customer Care: Emirates Skywards

- Introduction
- Methods of enrolment
- Navigate Emirates.com / Emirates Skywards to show the following:
  - Membership tiers and benefits
  - Earning and Spending Miles
  - Emirates Skywards partners
  - The Emirates High street
- Emirates Sky surfers
- Qantas and Emirates Partnership
- iO's

## Activity

- Discuss ways to assist high value customers during their journey: before take-off, during cruise, pre and post landing.
- Trainers role play additional points i.e. introduce self,
- Preferred drink, using name and welcome back

# JFK Briefing / Safetalk and Purser Folder



- Briefing Discussion:
  - 3 stations: Documents, Image and Uniform and Safetalk
  - Basic Briefing outline:
    - Introductions
    - Mandatory documents check
    - Flight details
    - Safe Talk – each learner answers a question
    - Work Positions
    - Purser closing brief
    - CSV brief
  - Crew Ops / Purser Folder Discussion
    - General Declaration
    - Price list for upgrades
    - PA's – English and Arabic
    - Voyage Report 1 (VR1)
    - Service Sequence (SSQ)
    - We care Schedule form
    - Customer cards
    - Crew rest strategy form
    - Request for Medical Assistance





# Hospitality & Customer Care Assessment:

## Bangkok

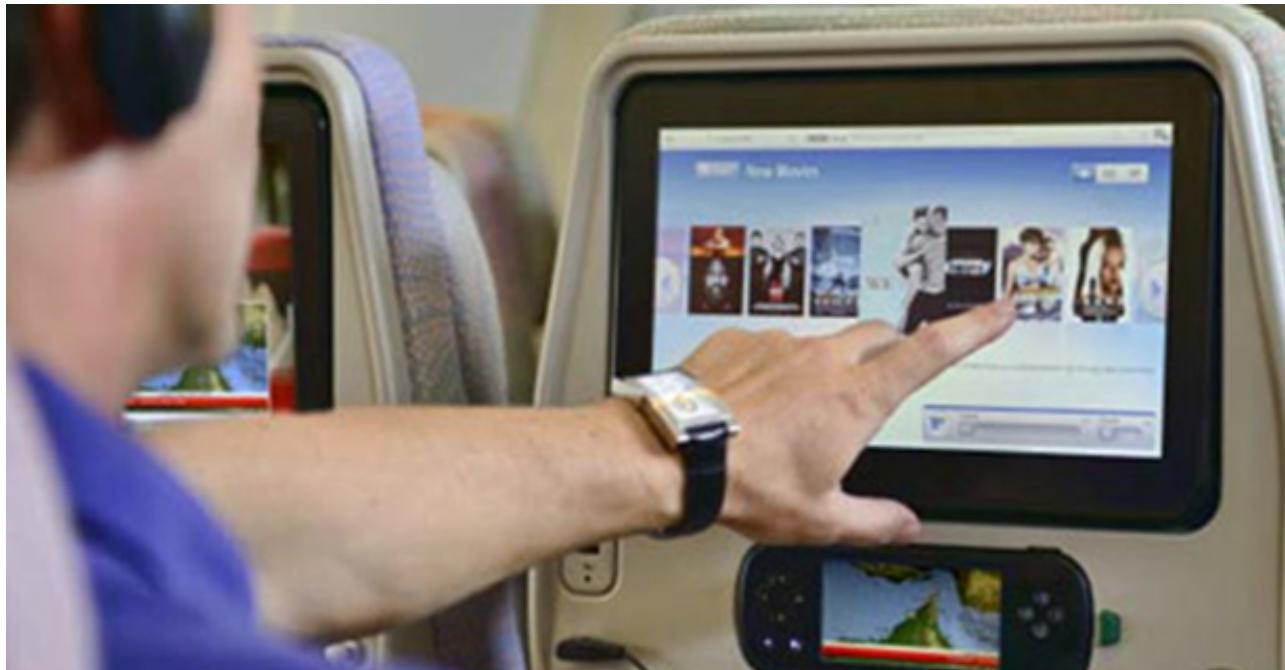
- Simulation of flight to BKK includes:
- Teamtalk with CSV
- Pre-flight Security Search
- Boarding
- Welcome Services
- Securing and passing checks
- In-flight services:
  - Bar Service/Lunch
  - Customer interaction/care
  - We Care
  - Farewell service
  - Disembarkation



- **Assessment Details:**
- Assessed by trainers and recorded in continual assessment form
- Integrated scenarios: Fainting, Abnormal smell, Angina, sleeping on the floor
- Trainers act as customers and support learners as Captain, Purser, CSV and trainer
- Trainers observe overall achievement in the 4 competencies: Customer Service Orientation, Professionalism, Teamwork and Organizing for Results
- Group feedback regarding their performance in the practical assessment



# Day 12 - Wednesday



Flight  
Review

Hospitality &  
Customer  
Care: Cabin  
Systems

Mapping  
my  
progress  
1:1

Customer  
Care:  
What our  
Customers  
are saying

Aircraft  
Documentation:  
**Aircraft  
Manuals**

Skytrax &  
CASA  
Deep Dive

Our  
Stakeholders

# Cabin Systems

- During the session learners:
  - Identify the different Cabin Systems
  - Familiarize with the operation of IFE systems
  - Efficiently handle troubleshooting
- Topics covered:
  - ice On Demand & Entertainment
  - ice
  - ice Digital Widescreen
  - ice Digital Widescreen New Look & Feel
- Information:
  - Airshow / News and Sports Headlines / Cameras
- Communication
  - In-Seat Phone /SMS and Email / Emtel
  - Wi-Fi and Mobile communication
- IFE Troubleshooting Options
- Economy Class Seat functions

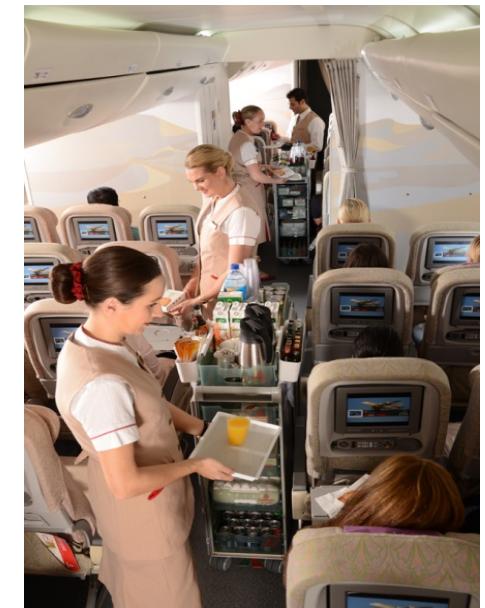




# Customer Care: What our customers are saying

## Skytrax & CASA / Deep dive

- C.A.S.A. and Market Research
- Impact of social media on the Emirates brand
- Apply customer service skills to solve customer scenarios
- Skytrax / Airs@t
- Deep Dive Activity:
  - Learners discuss a variety of customer scenarios and discuss how to resolve them in their groups.



# Progress Check 1:1

Day	Day 12
Session	Progress Check
Time	90 mins total (Approx. 10 mins per learner)
Location	Classroom
Specific Instructions (given prior to meeting)	Complete the post NRT self-reflection (based on <i>Mapping My Progress</i> )

Through this learners will:

- Reflect and discuss personal performance through 1:1 meeting with trainers
- Discussion is noted on continual assessment form under professionalism and any other relevant competencies
- Discussion of performance with regards to JFK practical
- Learners share observations made and offer additional support and/or guidance to learner



# Aircraft Documentation

- Locate information from all Manuals
- Various items in the Documents Folder
- Recap documents covered in other disciplines:
  - Fatigue form
  - Hazard Label Description Card
  - Witness Statement
  - Medical Incident Report Form
  - Crew Accident Report Form
  - Communicable disease Form

Aircraft  
Documentation:  
Aircraft  
Manuals



# Our Stakeholders

- Gain awareness of key Emirates internal & external stakeholder groups
- Identify how support can be offered to these stakeholders
- Our Stakeholders:
  - Product Development
  - EKFC (Emirates Flight Catering)
  - Ground staff
  - Engineering
  - Dispatchers
  - Airport and Airport Lounges
  - CASA
  - Cabin Crew Management
  - Retail Services
  - Catering
  - Cabin Crew Training

Our  
Stakeholders





# Day 13 – Thursday



Bar  
Assessment  
2

Knowledge  
Assessmen  
t 4

Seat  
Operation

Mapping  
my  
progress  
1:1

Hospitality &  
Customer  
Care  
Assessment:  
DOH

DOH Group  
Debrief

# Bar Assessment 2

- Learners complete one set of ABC Bar paperwork and C209 forms





# Seat Operation

Seat Demonstration A380 & B777

Available Switches:

- Backrest Control
- Armrest Release Button





# Hospitality & Customer Care Assessment:

## Muscat

- Simulation of flight to Muscat includes:
  - Teamtalk with CSV
  - Pre-flight Security Search
  - Boarding
  - Welcome Services
  - Safety Video
  - Securing and passing checks
  - Lunch Cat 1
  - Farewell service
  - Disembarkation
- Assessment Details:
  - Assessment conducted by 10 selected learners from current batches who will portray qualities of the ideal crew member
  - 5 operating Dubai to Muscat and 5 on the return sector
  - Learners starting their service training (Day 3) are given a boarding pass and act as customers
  - Range of special category customers/ scenarios: HVC, Parents with infants, large bags
  - Trainers act as Purser and CSV or customers

# Day 14 - Sunday



Crew  
Journey  
Briefing

Service  
Flows

Performance  
Review and  
mapping my  
progress 1:1

Writing the  
Emirates  
way

What  
Happens  
Next

SEP License  
Distribution



# Crew Journey Briefing

Describe their crew working journey

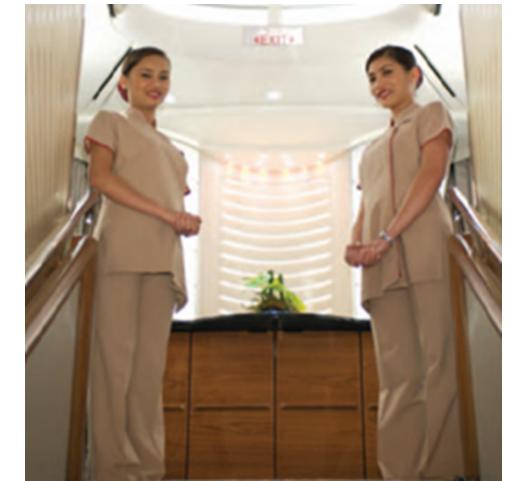
- The day before the flight
- The day of the flight

Become familiar with the roles of their various team members

- CSV – Cabin Supervisors
- PUR - Purser
- PSP – Performance Standards Purser
- OPP – Onboard Product Purser

## Flight Crew

- Discussion of the policies and procedures of taking care of the Flight Crew



## CSA

- Discussion of roles and responsibilities of the Cabin Service Attendants



# Service Flows

- Using an animated presentation, talk-through service flows and delivery steps as they would be conducted on board with a full cabin of up to 400 customers
- Explain counting 39/52 trays and starting at next customer.
- Identify the different types of meal trays offered in Economy Class





# Writing the Emirates Way

Discuss ways to incorporate the Emirates persona into writing

Show care and be inspiring towards your cosmopolitan reader

The Emirates Persona:

## Inspiring

- Make it about the reader
- Tell me why
- Use short words
- Keep things open

## Caring

- If it's good news celebrate it
- If it's bad news, tell it to me straight:
- Use the active voice
- Make me feel included

## Cosmopolitan

- Don't speak business
- Avoid jargon / acronyms
- One sentence, one thought, one breath
- Give me time to catch up
- Add some global colour

Learners discuss examples of writing and convert them into the Emirates way



# Final Performance Review

Day	Day 14
Session	Final Review
Time	105 mins total (Approx. 10-12 mins per learner)
Location	Classroom
Specific Instructions (given prior to meeting)	Complete a new <i>Mapping My Progress</i> development plan in the days following this session

- Final Review:
- Learners share their experience of the course
- Performance is discussed using the continual assessment form / report
- Learners share their revised goals as recorded on their Mapping My Progress
- Recommend/mandate the portfolio
- Introduce the Probationary Portfolio - this will be discussed in detail during the What Next session
- Emphasis on the importance of preparing themselves during the next 4 months for the assessment tasks in the 3rd phase of their Ab initio course – Service Training Assessment & Refresher course



# Feedback for your future/ What happens next

## Session conducted along with Leadership Training Unit

MFP process and embracing feedback from leaders in order to grow and develop in their roles.

- Self-awareness
- Perception
- Benefit of feedback

Identify the value of MFP

Discuss competencies and ratings

Probationary Roadmaps discussed at market stalls



# Knowledge Assessments x 3 (days 6, 8, 10 and 13)

- Computer based assessment
- Conducted on days 6,8,10 & 13
- Pass mark: 80%

A screenshot of a computer-based knowledge assessment. At the top left is the Emirates logo. The main content area shows a question: "When operating the Steam Oven, which temperature would you select?". Below the question are four options, each preceded by a radio button:

- 150C for ten minutes then 300C for 20 minutes
- 150C only
- 300C only
- 150F only

Below the options is a message: "Question not answered".

# Bar Assessments

- Learners complete one set of ABC Bar paperwork and C209 forms
- Conducted on Days 10 & 13
- Pass mark 80%





# Assessment Methods

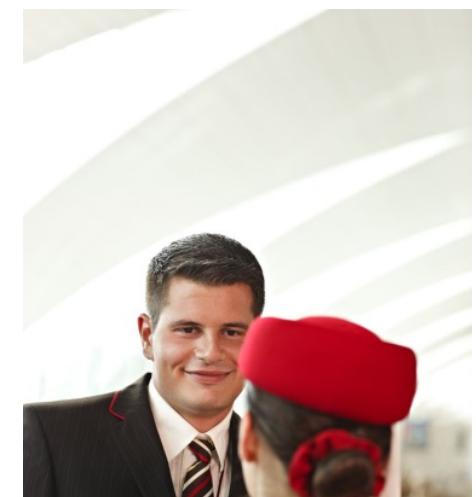
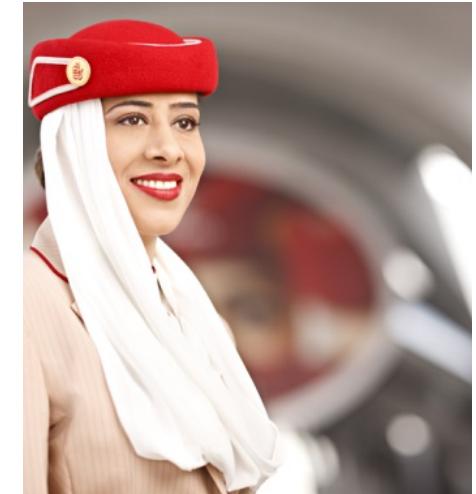
- Peer : Peer
- Continual Assessment/ Matrix
- Final Confidential Report



# Overview



- After completion of the initial training programme the probationary crew will fly for up to 4 months
  - Transfer theory into practise
  - Reinforce understanding, reflect on performance & gather feedback
  - Develop Probationary Learning Portfolio
- Return for 3 day Service Training assessment & refresher course





# Service Training: Refresher & Assessment course



3 day course

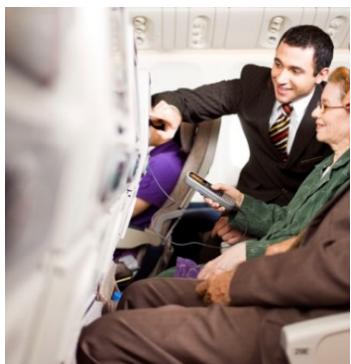
Days 1 & 2

- Crew undertake **11** assessments

Day 3

- Revisit Anticipate & manage
- Selling Techniques, HHC & paperwork training

Successful crew will graduate after 2 weeks





# Thank you

