



Tourism and Service

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Cathay Pacific Airways

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Nature of the Industry

- 24 hours - All Year Round
- Multi-cultural
- Volatile
- Change is the only constant
- Service is the Key
- People are our greatest asset that differentiate us from our competitors



Contribution of The Industry

- Jobs creation - 2002, a total of 128,000 people were employed directly in the various tourism industries in HK
- In CX, customer contact staff (inclusive of both cabin crew and customer service officers) represents 5% of the total tourism workforce.
- They are the ambassadors for Hong Kong.

Cathay Pacific People

- 5,800 flight attendants
- 1,700 pilots
- 1,400 airport staff
- 2,800 ground staff
- 3,200 outport staff

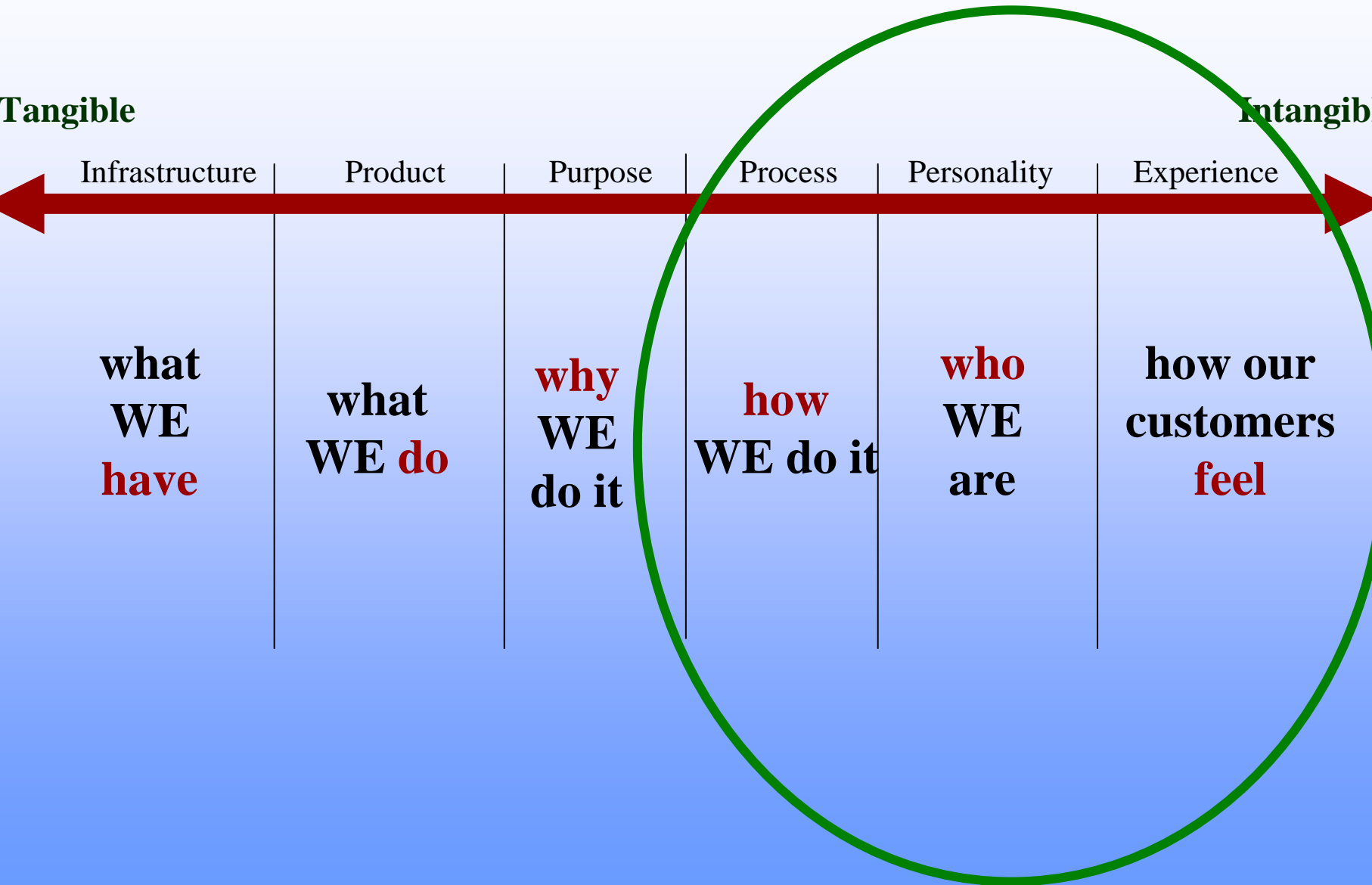


Who do we attract?

- Passionate about Life
- Adventurous
- Fun Loving
- Outgoing
- Dynamic
- Resourceful
- Caring
- Can Do Attitude
- People-Oriented



HKG Tourism - Brand Focus



Food for thought

Imagine there were no sales team, no marketing dollars, no incentive programmes, and that each customer's decision to make a repeat purchase with you again or tell their friends about your products and services was based solely on their experience of dealing with y(our) frontline staff

Our service - how do we know if we are offering quality service?

- Customers

-Why will I keep flying with CX wherever possible?

"I like their style. The product's very good - you know, but what really makes the difference is the service people - they seem to know what I need. They're friendly and helpful and they get on with it, but they also understand the hassle-factor, and they're always looking to fix problems when they occur."

- Staff

"I know at the end of the day it's down to me to keep our customers happy and returning to us. That makes me feel proud of what I do, and I like the challenge. I always think whenever I'm dealing with a customer 'How would I like to be treated?'"

It all begins with having the
right people in the right job

*Naturally... We
hire for attitude,
train for Skills...*

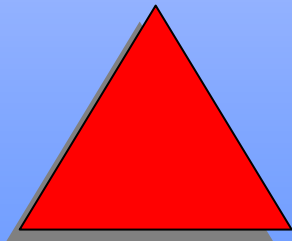
*But we need to
keep staff
motivated and
engaged*



Customer Focus - The way we manage and are managed

- *"From the top of the hierarchy, the leader looks down and sees order, symmetry and uniformity - From the bottom the front lone look up at a phalanx of controllers whose demands soak up their energy and time. The results is an organisation with its face towards the boss and its ass towards the customers - GE's Jack Welch.*
- Let's make sure we are heading in the right direction

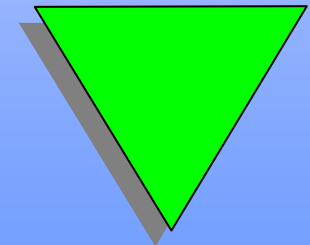
The Customer
Management



Old View

Frontline Staff

The Customer
Frontline Staff

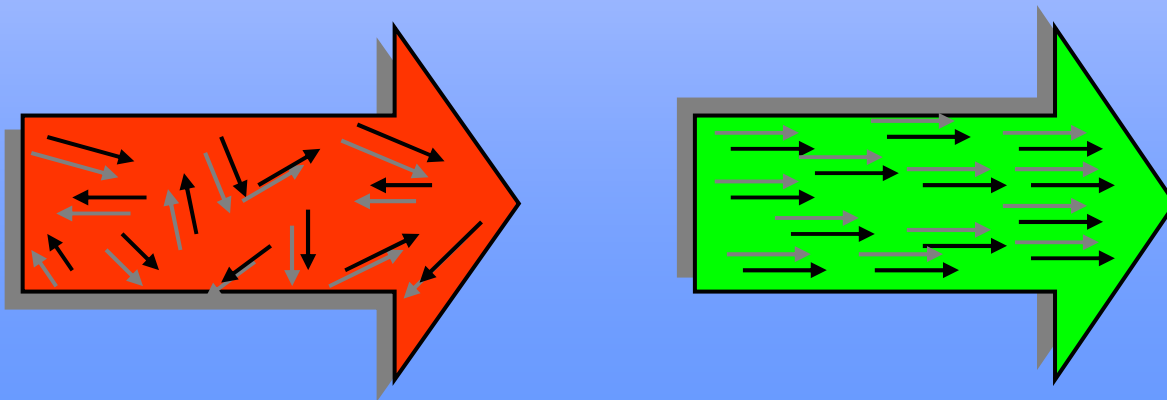


New View

Management

Connecting staff to the “whole”

- Front line staff need to understand the big picture, including *critical business issues*, the *economic, competitive, and market reality*.
- They must be allowed to understand the *whys*, not just the day-to-day *whats*.



To deliver the world's
most admired service



Recognition

- Service Excellence Events
- Personalised Letters / Star Letters in newsletters
- Incentive tours

Special Events

- ISMs conquering Mountain Kota Kinabalu
- Cabin Crew Cooking Competition
- Wine Appreciation Club

Learning and Development Opportunities

- CXposure
- Learners World

Positive and Supportive Work Environment

- Mentors & Coaching

Results and Awards

- Corporate Awards

Remuneration

- Profit Sharing Scheme



Staff Motivation



Staff motivation



Staff Motivation



Cabin Crew

n e w s

All in a Day's Work

The reason we've put this letter on the front cover as opposed to its more traditional position is because of the impression Yetta has made. The Rama Gardens spend a great deal of time encouraging integrity amongst their own staff; therefore, Yetta's honesty has set a high standard.

Every good deed, big or small, helps us retain our position as the World's best airline. Thank you very much, Yetta, you are a credit to Cathay Pacific!

We believe a good deed has been done and that it should be praised. One of your crew members, Ms. Yiu Suk Yee Yetta discovered a large amount of cash in the safe deposit box in her room, left by the previous guest. She handed in the entire amount to us, US\$4,625.

The previous guest thought he had lost the money en route to Sanku Island.

On behalf of the management, please give our thanks and gratitude to Ms. Yiu for her honesty.

Best wishes and regards,

Theresa Mathakjhosel
General Manager
RAMA GARDENS HOTEL



Yiu Suk Yee Yetta

 CATHAY PACIFIC

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Staff Engagement

Weekly Newsletters
3 Minutes Briefing
Focus Group and forums
Cabin Crew Consultation Group
Staff Forums - Business Talks
Social Events - Sports activities
Management Flying / MBWA



Staff Development

- Employed vs. Employability
- 100% Responsibility
- Continuous Learning and Development

