

How a Singapore Airlines Steward Redefined Service Excellence



Source: Pexels (2022)

Background

A Singapore Airlines (SIA) flight steward, Maverick Lim, received a Service Excellence Award for his exceptional assistance to an elderly German passenger traveling alone (The Straits Times, 2024). Mr. Lim, the only German-speaking crew member on a flight from Auckland to Singapore, was asked to help an elderly German passenger whose connecting flight had been cancelled due to a planned strike at Frankfurt Airport (The Straits Times, 2024). The elderly man, who was in his 70s or 80s, appeared helpless and lost as he was traveling for the first time in five years following his late wife's passing and hardly spoke any English (The Straits Times, 2024).

Going beyond his call of duty, Lim carried the elderly man's bags, took him to his hotel, and helped him rebook a new flight to Frankfurt. The next morning, Lim returned from his home to help the man check out of the hotel before accompanying him to the airport. There, Lim not only asked the ground crew to assist the passenger to his boarding gate, but also informed cabin crew members on the flight that the man would require help from ground staff at Frankfurt Airport (The Straits Times, 2024). At the same time, Lim contacted the elderly man's daughter in New Zealand and gave her updates via WhatsApp. The airline was later informed about Lim's act of kindness following a report from his colleague on board the flight from Auckland. According to Lim, he was relieved to hear from the daughter that her father had arrived safely, and said that it just felt right at the moment to help a person who was going through tough times (The Straits Times, 2024).

SIA is well-recognized for its excellent service. It is believed that a strong investment in front-line employees' training and empowerment is the key to unlocking service excellence (EHL Insights, 2020). Of those applying for a crew position, only 10% who demonstrate both expertise and a caring attitude are selected (EHL Insights, 2020). At the same time, SIA dedicates 40% of its resources to training, highlighting its commitment to maintaining high service standards and adapting to changing customer needs (EHL Insights, 2020).

Discussion Questions

1. How does act of kindness from staff like Maverick Lim impacts customer satisfaction and brand reputation?
2. Apart from Service Excellence Award, what else can airlines offer to reward staff for performing good deeds?
3. What strategies can airlines adopt to encourage their staff to take the extra mile?
4. How does training and selection process contribute to Singapore Airlines' service excellence?

References

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Keywords

- Airline
- Service Excellence
- Customer Satisfaction
- Empowerment
- Training
- Brand Image

新加坡航空公司空乘如何重新定义服务卓越



Source: Pexels (2022)

背景

新加坡航空公司的一名空乘人员 Maverick Lim，因对一位独自旅行的德国老年乘客提供的非凡协助而获得了服务卓越奖(The Straits Times,2024)。Lim 先生是奥克兰至新加坡航班上唯一能讲德语的机组成员，他受命帮助一位德国老年乘客，这位乘客的转接班机因法兰克福机场的罢工计划而被取消(The Straits Times,2024)。这位七八十岁的老人，在妻子去世后五年来首次旅行，几乎不会说英语，使他显得无助和茫然(The Straits Times,2024)。

Lim 做了超越他职责范围的事，他帮助老人提行李，将他送到酒店，并帮助他重新预订了飞往法兰克福的航班。第二天早上，Lim 又从家中返回酒店，帮助老人办理退房手续，然后陪同他前往机场。在那里，Lim 不仅请地勤人员协助乘客前往登机口，还通知了该航班上的空乘人员，该乘客在法兰克福机场将需要地勤人员的帮助(The Straits Times, 2024)。同时，Lim 联系了老人在新西兰的女儿，并通过 WhatsApp 向她更新情况。后来，航空公司从他在奥克兰航班上的同事报告中得知了 Lim 的善举。据 Lim 说，当他听到老人的女儿告知其父亲已安全抵达时，他感到如释重负，并表示，在那一刻帮助一位身处困境的人感觉是理所当然的(The Straits Times, 2024)。

新加坡航空公司以其卓越的服务而闻名。据信，对一线员工培训和赋能的大力投资是实现服务卓越的关键(EHL Insights, 2020)。在申请空乘职位的人中，只有 10%同时展现出专业技能和关怀态度的人被选中(EHL Insights, 2020)。同时，新航将其资源的 40%投入培训，这突显了其致力于保持高标准服务并适应不断变化的客户需求的承诺(EHL Insights, 2020)。

讨论问题

1. 像 Maverick Lim 这样的员工的善举如何影响客户满意度和品牌声誉？
2. 除了服务卓越奖，航空公司还可以提供什么来奖励表现出色的员工？
3. 航空公司可以采取哪些策略来鼓励员工提供超出预期的服务？
4. 培训和选拔过程如何促成新加坡航空公司的服务卓越？

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关键词

- 航空公司
- 服务卓越
- 客户满意度
- 赋能
- 培训
- 品牌形象

新加坡航空公司空服人員如何重新定義服務卓越



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新加坡航空公司以其卓越的服務而聞名。據信，對一線員工培訓和賦能的大力投資是實現服務卓越的關鍵 (EHL Insights, 2020)。在申請空服職位的人中，只有 10% 同時展現出專業技能和關懷態度的人被選中 (EHL Insights, 2020)。同時，新航將其資源的 40% 投入培訓，這突顯了其致力於保持高標準服務並適應不斷變化的客戶需求的承諾 (EHL Insights, 2020)。

討論問題

1. 像 Maverick Lim 這樣的員工的善舉如何影響客戶滿意度和品牌聲譽？
2. 除了服務卓越獎，航空公司還可以提供什麼來獎勵表現出色的員工？
3. 航空公司可以採取哪些策略來鼓勵員工提供超出預期的服務？
4. 培訓和選拔過程如何促成新加坡航空公司的服務卓越？

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