CHANGI
airport group

Feb 26, 2013 18:45 +08

Partnership a key driver for service excellence at Changi Airport

SINGAPORE, 26 February 2013 – To commemorate another outstanding year of exceptional service contributions in 2012, Changi Airport Group (CAG) today paid tribute to Changi Airport's front-line staff at the Annual Airport Celebration ceremony held at The Flower Dome, Gardens by the Bay.

Guest-of-Honour, Mr Lui Tuck Yew, Minister for Transport, presented 21 Changi Airport Service Awards to individuals, teams and the outstanding organisation in five award categories – *'Service Personality of the Year', 'Outstanding Service Staff', 'Outstanding Service Team', 'Outstanding Custodial*

Staff' and a new category, *'Service Partner of the Year'*.

Service Partner of the Year

This year, CAG has introduced a new award to honour an airport partner which values its employees and embraces the importance of customer service. The inaugural *'Service Partner of the Year'* award was presented to the Immigration & Checkpoints Authority of Singapore (ICA) Airport Command in recognition of its consistent focus and continuing effort to motivate its officers to provide visitors and residents alike with exemplary service and dedication. The ICA Airport Command has one of the highest number of compliments received across all Changi Airport partners.

Mr Lee Seow Hiang, CEO of Changi Airport Group said, "2012 was an exceptional year for Changi Airport. We crossed a milestone with more than 51 million passenger movements and received 30 'Best Airport' accolades. These outcomes are possible only with the commitment and enduring efforts invested by our more than 200 airport partners, whether they are government agencies, airlines, ground-handling agents or tenants."

"As Changi continues to grow in an increasingly competitive industry, we will remain steadfast towards delivering the iconic Changi Experience to every passenger and visitor. I want to extend my sincere gratitude to everyone in the airport community who have served their duties with the utmost dedication and grace. To the Changi Airport Service Award recipients, congratulations on the good work. Your exceptional acts of service will be an inspiration to the rest of us," added Mr Lee.

The Changi Airport Service Awards were introduced in 1994 and have remained a major feature of CAG's quality service management programme. Presented at the Annual Airport Celebrationevent, the awards provide a platform to recognise exceptional individuals and teams who, through their commitment to delivering quality customer service, personify the Changi Experience for tens of millions of passengers and visitors every year.

This year's winners, both individual and team, were evaluated and selected based on the extent to which the nominee went beyond the call of duty to assist passengers; their initiative, resourcefulness and creativity in handling a difficult situation; and passengers' feedback.

Going beyond the call of duty

Mr Soon Sie Beng, Ben (pictured above), 25, a Passenger Services Assistant with dnata, has been named the 2012 Service Personality of the Year. He was highly commended for helping an 80 year-old Greek passenger, Mrs Cotis Kalliopi, who was stranded at Changi Airport after missing her onward connection to Darwin.

Ben assisted Mrs Kalliopi to book another ticket to Darwin, first paying for it with his own money. As the flight booked was three days later, Ben took care of Mrs Kalliopi during this period, even providing her with accommodation in his apartment after seeking the consent of her children. He also took Mrs Kalliopi sightseeing and window shopping since he was off-duty.

For his outstanding efforts in customer service, Ben receives S$5,000 in Changi shopping vouchers, a trophy and a certificate of commendation.

Details of Ben's extraordinary gesture to help a passenger and information on some of the other Changi Airport Service Award recipients are in the Annex.

Emphasis on service training

The Quality Service Management (QSM) programme was started in 1988 with the objective of aligning all airport partners towards the goal of providing quality service and cultivating a customer-oriented service culture amongst airport staff. Over the years, it has included activities such as campaigns, training workshops, awards and incentives, benchmarking programmes, study visits and welfare programmes that demonstrate Changi Airport's care for its staff members.

To reward staff members who deliver outstanding service, CAG has also established a wide range of awards and incentives to recognise exceptional service deeds. Examples include the Changi Service Pins and First Class Service Acts schemes, the Quarterly Staff and Outlet awards as well as the Annual Airport Celebration.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport (www.changiairport.com) is the world's most awarded airport with more than 420 accolades received since it opened in 1981. To serve passengers and visitors from the world over, there are over 330 retail stores and 120 F&B outlets across the airport's three terminals. Changi handled more than 51 million passenger movements in 2012, an annual record. Today, it serves some 110 airlines flying to over 240 cities in about 60 countries and territories worldwide. A flight takes off or lands at Changi roughly once every 100 seconds.