



# IATA Cabin Operations Safety Conference

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# EFFECTIVE PASSENGER COMMUNICATION



# Discussion points

- Opportunities to communicate with passengers
- Barriers to effective passenger communication
- Social media
- Encouraging compliance
- Safety announcements
- Safety videos
- Safety cards
- Regulations



# OPPORTUNITIES



# Hello?

- **When** do we communicate with passengers?
- **Who** communicates with them?
- **How** do they communicate?



# Talk to me...?



# Communication opportunities

**1 to 1**

**1 to all**



# Communication opportunities

## 1 to 1

- Bag drop/Check in
- Boarding gate
- Aircraft door
- Boarding processes
- Safety briefings to SCPs or at exit rows
- Welcome (Premium cabins)
- Throughout service delivery
- Seat messaging through IFE
- Abnormal or emergency situations

## 1 to all

- Boarding gate
- Onboard PAs
- Seat messaging through IFE
- Abnormal or emergency situations





# BARRIERS



# Barriers to effective communication



# Barriers to effective communication

Perception

Culture

Age

Class of travel

Experience



Amount of information

Language      Jargon

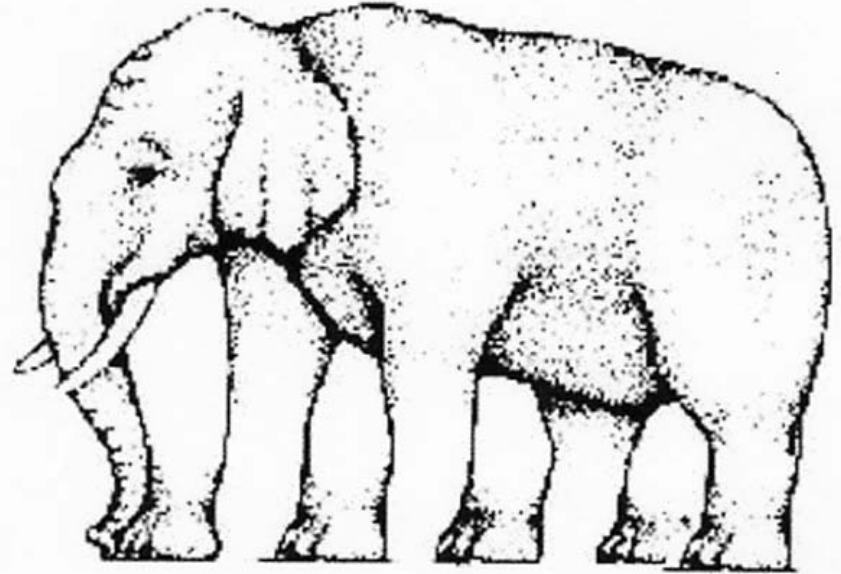
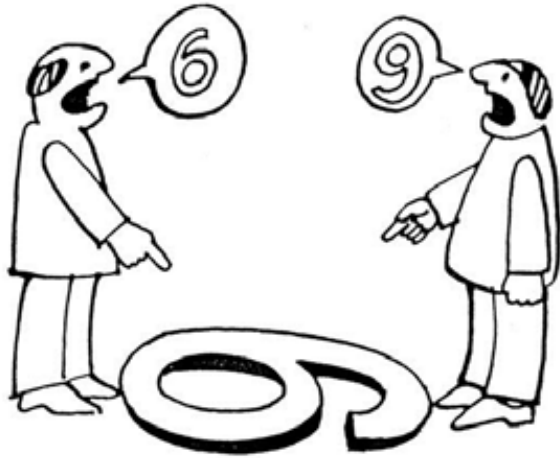
Interruption      Noise

Time      Disability

Environment      Intoxication



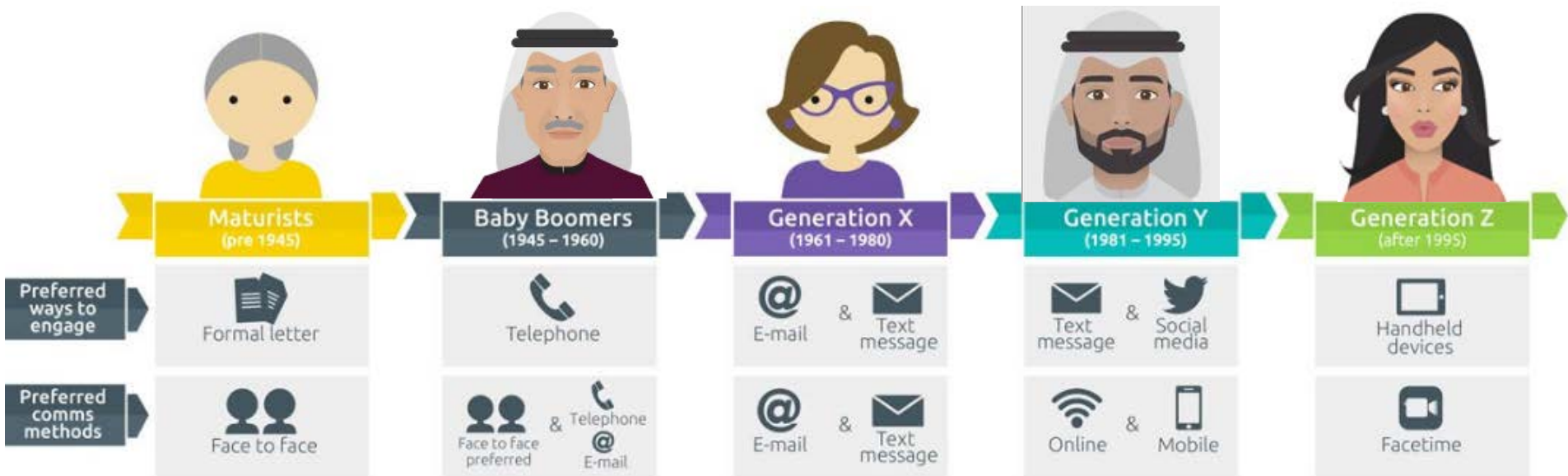
# Perception



How many legs does this elephant have?



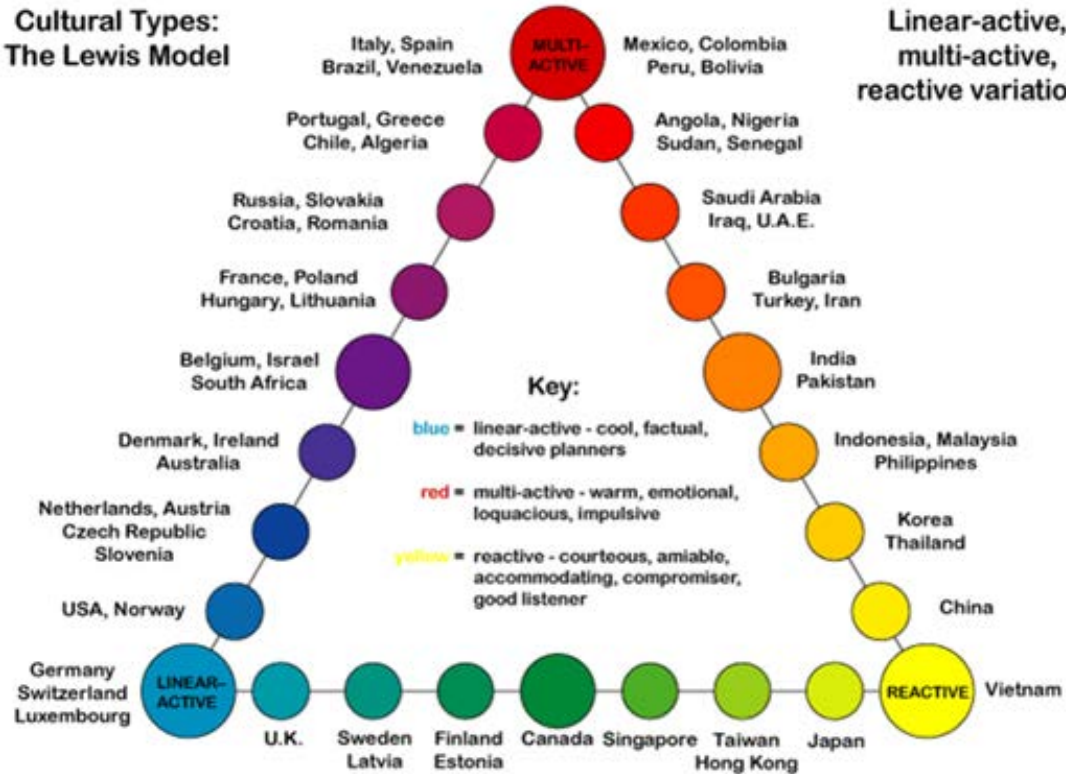
# Age



# Culture

Cultural Types:  
The Lewis Model

Linear-active,  
multi-active,  
reactive variations



# Passenger experience - Economy class



# Passenger experience - Premium Classes





# SOCIAL MEDIA



# Social media

- Which sites/apps do you use?
- How can we actively engage with the audience?
- What do we want them to see, and what do they want to see?
- How can we “trick” them into receiving our message?



# Social media



**Turkish Airlines**   
 @TurkishAirlines

Follow

Welcome on board Princess! Applause goes to our cabin crew!



10:03 AM - 7 Apr 2017

36,929 63,561

**Southwest Airlines**   
 @SouthwestAir

Follow

@youloveit32 We're so sorry to hear about the cancellation and we cannot thank you enough for your patience with our services today. ^AC

12:29 PM - 22 Jul 2016



**We're giving away a plane.**

Introducing the AirAsia Friendly. You could win a plane for you and up to 302 Facebook friends. An exclusive Airbus A330 flying return from Sydney with 3 nights in Kuala Lumpur.

So, we've got the plane and accommodation covered. All you need to do is work out which friends to invite.

Enter now at [facebook.com/AirAsiaAustralia](https://facebook.com/AirAsiaAustralia)



# Social media guidelines

- Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.
- Speak in the first person.
- With moderation, only police where we have to.
- Always pause and think before posting
- Perception is reality.



# Social media guidelines

- Authentic
- Benchmark
- Customer Service
- Distribute
- Engage
- Feeds
- Google
- Honesty
- Interact
- Join
- Killer Content
- Listen
- Measure
- Network
- Organize
- Policy
- Questions
- Retention
- Satisfaction
- Traffic
- User Profile
- VIP
- Write
- X-rated
- You
- Zappos.com







# ENCOURAGING COMPLIANCE





"Ladies and gentlemen, the seat belt sign is on, however, you may see flight attendants up and about..."





# What makes passengers behave?

Conformity	Compliance	Obedience	Persuasion
<p>Because it's normal behavior within social group.</p> 	<p>Because they agree to follow an instruction. Does not require them to agree with or understand the reason.</p> 	<p>In response to a direct instruction and/or threat of consequence.</p> 	<p>As a result of education on dangers which changes their attitude, beliefs, feelings, or behavior.</p> 









# What makes passengers behave?

Conformity	Compliance	Obedience	Persuasion
<p data-bbox="115 431 212 464">“ _ ”</p> 	<p data-bbox="550 431 879 535"><i>“Please put your seat upright”</i></p> 	<p data-bbox="975 431 1333 595"><i>“If you don’t put your seat upright, you won’t travel”.</i></p> 	<p data-bbox="1410 431 1806 769"><i>“Putting your seat upright will allow your fellow passenger behind you to brace correctly if needed”</i></p> 



# What makes passengers behave?

Conformity	Compliance	Obedience	Persuasion
			





High



Directness of communication



Low

<b>Aggressive</b>	<b>Assertive</b>
<b>Direct</b> No thought to others <i>"Don't leave that bag there"</i>	<b>Clear</b> Considerate to others <i>"As we need to keep our exits clear, please place your bag in the overhead locker"</i>
<b>Passive aggressive</b>	<b>Passive</b>
<b>Indirect</b> <i>"You COULD leave your bag by the door, but don't come crying to me when it's gone."</i>	<b>Putting others needs first</b> <i>"Let me put your bag in the overhead locker"</i>

Thought given to others

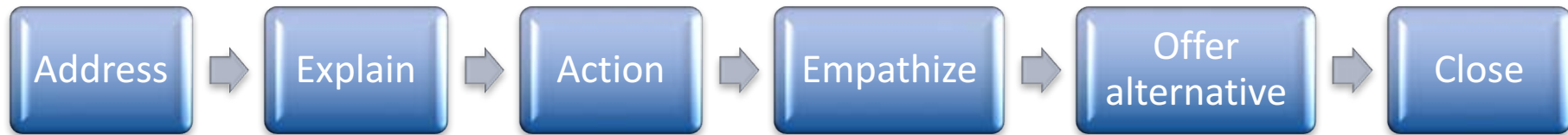
High



# DEALING WITH PROBLEMS



# Strategy



# Do's and don'ts

- Use the person's name.
- Ask "May I help you?"
- Speak slowly.
- Use restatement for clarification.
- Ask to take notes.
- Paraphrase.
- Use "what" and "we."
- Allow time for reflection.
- Give options.
- Ask for their idea or solution.
- Use simple words.
- Maintain 65-percent eye contact
- Don't allow long waits.
- Don't fake attention.
- Don't roll your eyes.
- Don't make false promises.
- Don't use jargon.
- Don't agree with someone – take their side.
- Don't cut people off.
- Don't get in a power struggle.
- Don't raise your voice.
- Don't fail to document.
- Don't lose temper.
- Don't ever meet an angry person one on one.
- Don't allow more than one person to talk.
- Don't argue.
- Don't say "calm down."



# ONBOARD ANNOUNCEMENTS



# Who do you want to be?





# Style and tone

- While customers are in our hands at airports and on board aircraft, the style and tone should be consistent.
- What style of communication do you want to use?
- How does your style and tone translate to other languages and cultures?
- What makes customers stop and listen?
- How do you get them to understand?



# On board announcements

- What style of words and tone of voice works best?
- Which do passengers pay more attention to?
- How often should we make announcements?
- What should we avoid?
- Should we provide specific training?
- <https://youtu.be/w943SI4yemY>



# What makes a good announcement?

## Positive

- ?

## Negative

- ?



# What makes a good announcement?

## Positive

- Inclusive
- Polite
- Short and to the point
- Understandable
- Appropriate language and tone
- Assertive and professional delivery

## Negative

- To replace 1 on 1 conversation
- Includes jargon
- In the third person
- Aggressive and passive aggressive delivery



# Boarding announcement

*“Ladies and gentlemen, the Captain has turned on the **Fasten Seat Belt** sign. If you haven’t already done so, please stow your **carry-on luggage** underneath the seat in front of you or in an overhead bin. Please take your seat and fasten your seat belt. And also make sure your **seat back** and **folding trays** are in their full upright position.*

*If you are seated next to an **emergency exit**, please read carefully the special instructions card located by your seat. If you do not wish to perform the functions described in the event of an emergency, please ask a flight attendant to reseat you.*

*We remind you that this is a **non-smoking flight**. Smoking is prohibited on the entire aircraft, including the lavatories. Tampering with, disabling or destroying the lavatory smoke detectors is prohibited by law. If you have any questions about our flight today, please don’t hesitate to ask one of our flight attendants. Thank you.”*



# Safety videos

Discuss the pro's and cons in the use of the following in safety videos:

- Humor
- Realistic imagery
- Creative design/imagery



# Safety briefing cards

- Corporate look & feel
- Consistency
- Any new messages to include?



# A 330

تعليمات السلامة  
Safety Instructions

القطرية QATAR AIRWAYS


Do Not Remove From Aircraft الرجاء عدم نزع هذا الملصق خارج الطائرة

# B787-8

Safety Instructions تعليمات السلامة



# B777-300ER

Safety Instructions تعليمات السلامة









**AIRFRANCE**  



# Regulation

- Is there any additional information regulators should require to be included during safety briefings?
- Would it help us if regulations were updated and if so, with what and why?



# CLOSING



# Summary

- We don't talk to many people individually.
- We want to educate, not police our customers.
- Our corporate tone and style can make a difference.
- Our safety messages may need to be updated regularly.
- Our style may have to adapt across cultures within our network.
- Social Media can be a curse if not managed correctly.

