

Customer Centricity

Brand & Hospitality



04/11/2022

SERVICES STANDARD
GROUND OPERATIONS

Our Brand

The future has a new shape, ours

ITA Airways is the Italy of today. We are proud of our country and want to celebrate its traditions, whilst gazing at the future.

Our goal is to create a **new future for the air mobility**. We want to surprise our passengers every day, accompanying them throughout their journey: even before take off and once they arrive at destination.



Every day we fly around the world **the genius, the creativity and the style of our Country**: we are the italian flag carrier and are proud of it. We bring the true and contemporary Italy everywhere, that stands out for its unmistakable hospitality: the same that our passengers will find once on board.



Who we are

Emotions on board

We fly out your emotions.

As italians, placing emotions ahead is in our DNA. That is why flying means much more to us than just moving from one place to another: flying equals **curiosity, passion, adventure and freedom**. All of our actions have one only objective: make passengers feel comfortable, allowing them to live to the full all the emotions that each flight can give.



Regardless of travel class, we never compromise on quality. We take care of every single detail: from food to design, to assistance and comfort. Nothing is left to chance. We know how much the details can make the difference: that's why we pursue quality especially in small things.

We make the difference, one detail at the time, with a high quality service, accessible to everyone.

Our values

We take care of you

CUSTOMER CENTRICITY

- A high quality service, customized on clients' **needs** and **preferences**.
- A better clarity and **simplification of processes**
- A **distinguished offer** from low-cost carriers



SUSTAINABILITY

Ambitious ESG (Environmental, Social and Governance) goals in different scopes will allow ITA Airways to become the most **green, gender-less and meritocratic** airline in Europe.

INNOVATION AND DIGITALIZATION

ITA Airways wants to offer its Customers more and more innovative digital technologies to ensure a high quality travel experience, as a distinctive aspect of the offer to promptly respond to customers' needs. The commitment is to provide a more and more progressive air mobility, consistent with the interpretation of the Italian style: **modern and looking at the future**.

Introducing ourselves

Italy is more and more blue colored

We dress up the sky with Italian style

Our colors

Blue is not just the color of the sky. Savoy blue is the color of Italy and of our national sport. We have chosen it, in a vibrant metallic shade, to symbolize the talents and achievements of our Country. Hence, the choice of dedicating each plane to Italian sport champions.

We fly out our flag

Our Brand, our Flag

We are proud of our flag: that's why we recalled its colors on our airplanes' tail and on our brand. Our brand is shaped by our authenticity, calling to mind the typical curves of airplane fuselage, wings and rudder.

Our name

Our name makes our guests fly with their imagination, soon bringing them in Italy: the word "ITA" comes from the first three letters of our Country's name. Its shortness makes it memorable and easy to remember. Next to this national reference, we have added the name «Airways» to highlight the international aspiration of the company. A mix of tradition and internationalism, also endorsed by our travellers who have been engaged in this important choice. **The ITALIA we have chosen together, three letters one whole Country.**

The Italian flag aims higher and higher



Italian pride

Italian design dresses up the sky

Our icons

Past, present and future of our Country are represented by eclectic forms that refer to architecture and urban decor of our cities. We have inspired to the vision and genius of Italian artists, designers and architects who, in different ways, have celebrated the beauty of our Country. These are the icons of creativity that have been revisited in a contemporary interpretation, expressing the style and variety of our Country..



Customer centricity

*Your every wish, even before you make it.
Our every flight starts with you.*

Necessities, tastes and habits of our passengers are at the centre of everything to us. They drive our every single action, even before our guests board the flight, so that they can fully enjoy the journey. There's more: our commitment is to continue our conversation in between one travel and another, through new opportunities and increasingly original offers.



**“Volare” is the way to remain with our Customers, always..
Such an exclusive club, that anyone can join.**

“Volare” is our new loyalty program that offers a tailor made world to our passengers: a world of advantages and opportunities, open to anyone. We want everyone to feel as an essential part of our company at any time: before, during and after the journey. Our goal is to give a flexible experience answering every need, from all points of view. That is why our program is based on four main values: freedom, customization, choice and connection. Because each passenger is important and deserves to stay in first place.

The Customer Experience

*"We are what we repeatedly do.
Excellence, then, is not an act, but a habit"*
Aristotele

The Customer Experience is the sum of experiences, sensations, emotions and memories that a customer gains in interacting with a Brand.

Creating memorable experiences, that remain etched in the customer's mind and influence their future behavior, means for Brands to develop a sustainable and competitive advantage.

These are non-random gestures, intended to transform the "Customer Experience" into a "WOW Experience".

When we talk about "offering value" to the customer, we are referring not so much to the amount of services offered, but to the exclusive attention that is reserved for them, and that positively impacts at emotional level.



Welcoming

"Hospitality means creating the beginning of something to tell"
Sara Guidi Colombi

Worldwide, we are dedicated to positively impacting our business, through the way we serve our customers and help our community to grow.

There is enormous power in providing our customers with excellent service and care.

When our customers are comfortable, trusting and fully supported, they are more likely to return. Improved relationships create far greater opportunities for impact and can attract positive attention.

Smiling is a global language, worldwide understood and appreciated in all cultures.

Greetings is an expression of friendly or respectful regard made by a gesture, supported by words. It is an act of fondness and devotion, but above all is an act of kindness.



Hospitality by Design

" True hospitality is a delicate balance of warmth and form"
Sheila Ostrander

We may understand the value of creating this type of service-oriented experience for the customers, but we might feel as though it's too hard to prioritize or operationalize hospitality within the work we do. Where do we begin? How can we prove the worth of hospitality and make it an integral part of the organizational culture?

The S.E.R.V.E. model, the 5 Hospitality principles:

Sincere: Be genuine and authentic

Empathetic: Demonstrate compassion or understanding for people's thoughts, feelings, and attitudes

Respectful: Show respect by valuing others through your actions

Visible: Display hospitality through actions, gestures, and words

Engaging: Treat everyone with the same level of courtesy and make an effort to know people individually



Building Hospitality

"In many ways, today's high-quality deals are less about what customers know, and far more about how they feel about what they know"
Brent Adamson

Our Brand defines the way we are known in the community, shapes our customers' expectations, and contributes to how we look at our working environment. Whether we are aware or not, we are shaping the Brand everyday.

We can make Hospitality an indelible part of our Brand and make it stronger.



L.E.S.S.

Listen
Empathize
Simplify
Support

LESS
IS
MORE

In their travel experience, customers may feel a heightened vulnerability or distress and indeed, empowering dignity in service delivery is perhaps the greatest challenge we face: a challenge we believe hospitality can help overcome.

Listen

to the Customer

“Knowing how to listen means possessing, in addition to your own, the brains of others”

Leonardo Da Vinci



- @ Pay attention to the situational signals
- @ Try to identify the customer's mood
- @ Don't appear overfamiliar
- @ In case of language struggle, check understanding
- @ Dealing with issues, acknowledge the situation
- @ Identify customer's needs

There are different types of listening:

- ① **Informative listening**, *listening with the intention to hear something new and interesting*
- 🔍 **Critical listening**, *listening with the intention to analyze and evaluate information*
- 👂 **Empathetic listening**, *listening with the intention to understand other people's feelings and emotions*

People's listening styles can often depend both on their personality and the situation that they are in.

If we can acknowledge our own listening behaviors, we will be able to recognize them in others and adapt to the situation.

Empathize

and personalize

“ The highest form of knowledge is Empathy, for it requires us to suspend our egos and live in another’s world “

Bill Bullard



- ♡ Personalize the experience
- ♡ Step into the customer’s shoes
- ♡ Understand the specifics of communicating with different generations, personality types and cultures
- ♡ Avoid being judgemental
- ♡ Communicate that you understand

Excellent service extends beyond proficient service delivery or just “being nice”. It’s about the art of creating a warm, welcoming experience that is centered on customer’s needs.

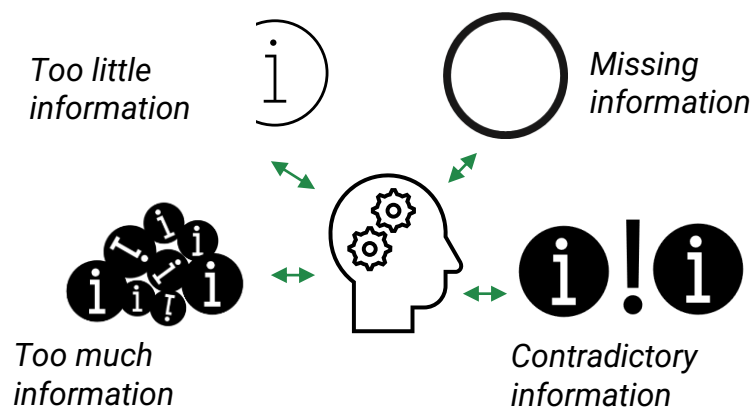
Empathy is the access key, it allows us to connect to others, whoever they are, and make them feel comfortable.

Simplify

the Customer Experience

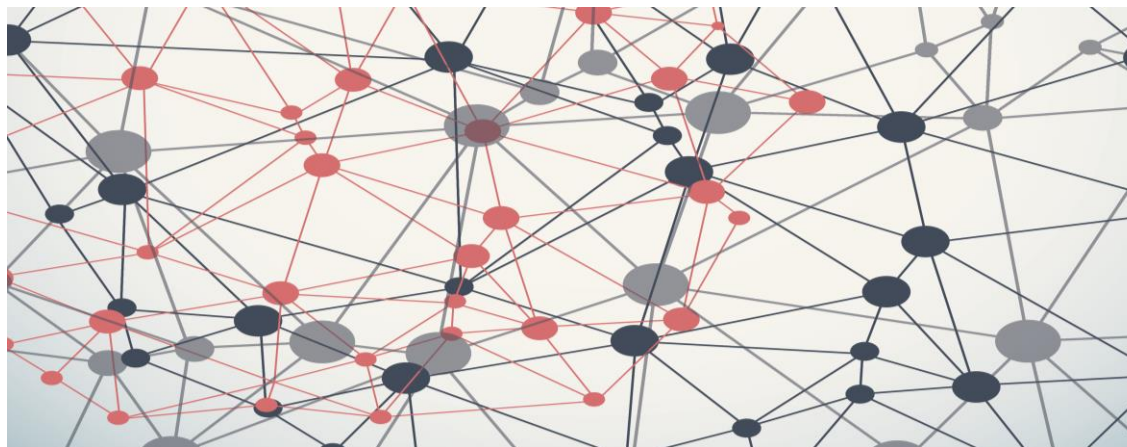
"Simplicity of all things is the hardest to be copy"
Richard Steele

Today customers deal with a huge amount of information, however it is not always functional to the service and expectations.



Key points:

- **identify** customer's information challenge
- **simplify** the information for the customer
- **summarize** the information to support the service
- use a **simple language**, without technical terms



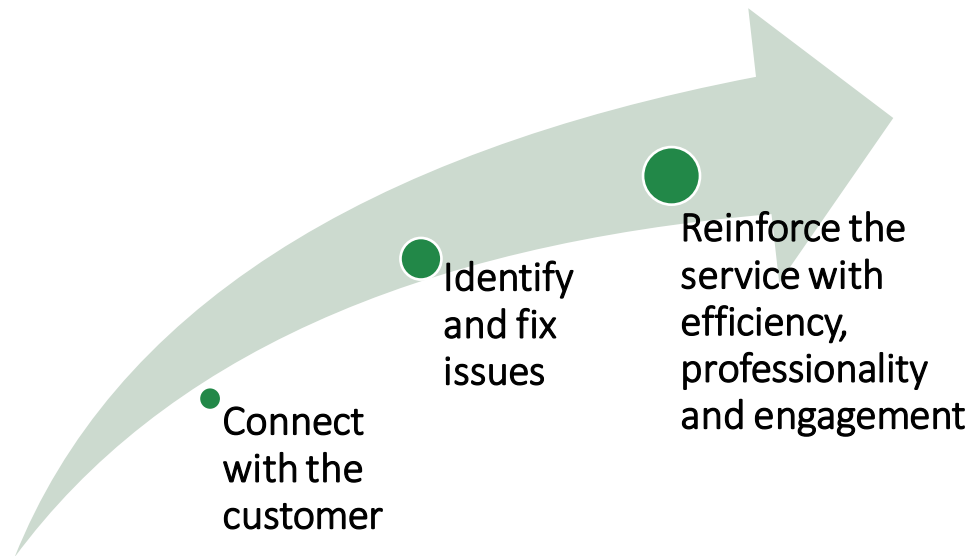
Support

the Customer Journey

“No one is useless in this world who lightens the burdens of others”

Charles Dickens

The way we shape the customer experience builds trust and respect.
Make sure the service is delivered as expected and that the solution to problems is always our first priority.
There is nothing customers value more than getting the proper assistance right the first time



High Quality, Low Regret

Knowing your customers

...anticipating expectations

"Quality is what the customers says it is"
Armand Feigenbaum

generation concepts



Characteristics	Baby Boomers (1946-1964)	Generation X (1965-1980)	Millennials (1981-1997)	Generation Z (1998 -)
Aspiration	Job security	Work-life balance	Freedom and flexibility	Job=passion
Attitude toward technology	Adaptable with some difficulty	Digital immigrants	Digital natives	Native digital link with the net
Preferred tools	Television	Personal computer	Tablet, smartphone	Smartphone
Preferred channels	On line media, reviewers, e-books	Facebook, Twitter, YouTube	Mobile Marketing	Social media marketing
Communication preference	Face to face	E-mail, WhatsApp or SMS	Online	Social media

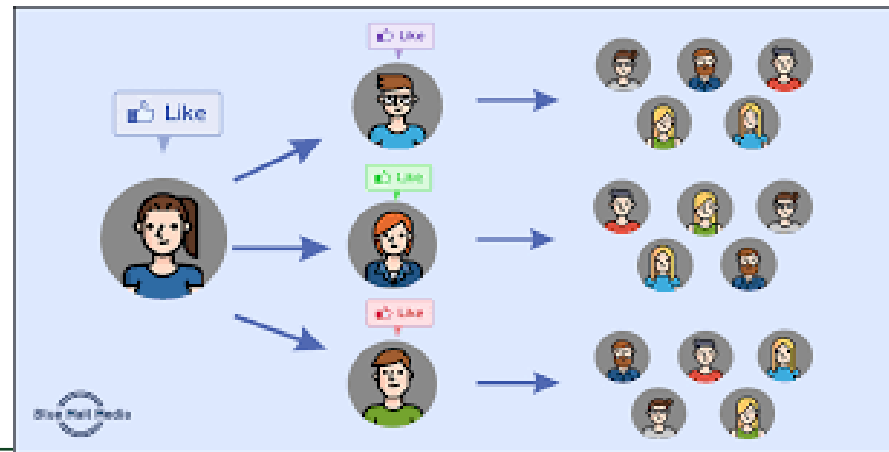
The Customer Satisfaction

....in the digital era

“Act as if what you do makes a difference. It does.”
William James

Measuring customer experience becomes essential for maintaining good relationships and aiming for constant improvement of the service offered. In the digital age it is equally important to know how the various types of customers can influence others in the purchase of the services.

The **Net Promoter Score** is a customer loyalty and satisfaction measurement taken from asking customers how likely they are to recommend the product or service of a company to their direct or indirect contacts. It differs from other tools because it measures the customer's general *sentiment* towards a brand rather than their opinion on specific aspects.



Un-happy Customers

"Your most unhappy customers are your greatest source of learning"
Bill Gates



Don't

- be defensive
- side with the customers in disapproval
- ignore the customer or his/her needs
- use irony to minimize problems



Do

- listen carefully before answering
- empathize, acknowledge the impact this will have on them
- understand what they are asking for, an apology may be enough
- clarify for understanding and next steps
- think about the pitch and tone of your voice, as well as posture



A disruption, if well managed, may represent an opportunity to turn unhappy customers into promoters



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