

Exploring the Optimization of Personalized Service and Flight Attendant Etiquette

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Keywords: Airline Business; Service Etiquette; Personalized Service; Strategy

Abstract: Flight attendants represent more than the image of the airline. They are also responsible for passenger safety and comfort. For the most basic ground, a flight attendant must maintain the validity of professional manner, including the proper position of sitting, standing, walking, and squatting that should meet the requirement of the etiquette. A good flight attendant should be familiar with social skills, apply the dress code, and perform friendly words and deeds to provide passengers with superior service, increase passengers' goodwill to airlines and establish a good public image for the enterprise. This paper introduces the basic requirements of service etiquette for cabin crews and personalized service.

Introduction

Flight attendant etiquette directly affects the quality of airline service. Cabin crew should learn etiquette and pay attention to their words and deeds at work so as not to make passengers feel uncomfortable. Flight attendant service is the way of embodying airline service etiquette, and quality flight attendant service can show the image of the airline to passengers, accumulate a reputation for the company, create a good public image, and also use it to attract customers.

1. The Basic Requirements of Flight Attendant Etiquette

1.1 Conversation Generosity

Language can reflect a person's attainment and flight attendants are especially required to use polite language in the process of contacting passengers to ensure that the language meets the requirements of flight attendant etiquette and avoid conflict between the cabin crew and passengers, which affects passengers' travel experience. The use of language determines the experience of passengers. In order to bring the best service to passengers, flight attendants must regulate their language and take care of passengers' emotions in their work. Secondly, it is recommended to choose the topics that passengers are interested in. Using a soft tone will make passengers feel at ease. And more importantly, always look at the passenger squarely in the eye when the conversation occurs, because that makes them feel valued. Lastly, flight attendants must organize their language to deliver semantically complete and precise conversation. Maintaining a medium speed of speech during the conversation; giving respect to passengers during their speech, not interrupting them; making appropriate and active responses such as smiling and nodding to show that they are being listened to patiently. Friendliness of flight attendants can increase passenger satisfaction with the service [1].

1.2 Appropriate Demeanor

The gesture is another indicator of good manners. Flight attendant etiquette includes clear demeanor requirements that are instructive and normative. When providing service to passengers, flight attendants must apply the instruction while being able to flexibly change the way of working with situational incidents to provide quality service to passengers. The responsibilities to answer

questions, serve drinks and food, and welcome passengers on board should be performed under the demeanor instructions. Inappropriate behavior of a flight attendant will lead to a grievance against the airline.

Always perform professional and friendly demeanor, create comfortable onboard spaces, and conscientiously solve passengers' problems and needs are the keys to make passengers satisfied. Their satisfaction with the service will lead to the favorability of the airline, which makes great benefits for the airline to shape the corporate image.

2. Neat and Tidy Clothing

The dress code for flight attendants does not need to be flashy and luxurious but must ensure neatness and cleanliness. The basic elements of clothing are clothes, hats, shoes, skirts, gloves, etc., which can reflect the character and upbringing of a person. Flight attendants should pay close attention to their daily dressing and apparel matching to shape a professional image that will lead to a good impression to passengers. Flight attendants can be regarded as the living business cards of airlines, and their dignified posture and neat and decent dress can create a good visual experience for passengers. The airline company usually will design a uniform for flight attendants, taking into account the corporate culture. Flight attendants should abide by the internal system and wear the uniform given by the airline company at work. In addition, flight attendants should check their attire before boarding check to see if they have chosen the correct attire and if it is clean and tidy. A neat and decent dress can improve the image of the flight attendants that represents the airline to a certain degree. It also helps to present their best condition to passengers and can improve the standard of flight attendant services [2].

2.1 Elegance of Appearance

The appearance of flight attendants is the first impression that will directly affect the passengers' perception of the travel services, so airlines need to start from the image of airline staff while maintaining good service. The selection criteria for flight attendants generally include a good appearance, and they are required to undergo a physical training program after being selected. A good flight attendant needs to have a dignified, calm, and elegant appearance with neat and tidy clothing. An elegant cabin crew will increase passengers' favorability towards the airline. Image is an important element of flight attendant etiquette, for a good image of airline personnel can leave a good impression for passengers. But the shaping of the external image should be promoted from several aspects, such as internal temperament, speech, and mannerisms. Flight attendants should take into account both external image and internal temperament. It is beneficial to take temperament as the basis for shaping the personal image and improve the demeanors held through training. The good appearance of flight attendants can leave a good impression for passengers, who may choose the airline again in the future.

3. The Implementation Strategy of Personalized Airport Service

3.1 Process of Personalized Airport Service

Airline service consists of many elements, and airport service is one of them. Airlines need to optimize airport services and improve their brand value, which can attract more passengers. Airlines should carry out targeted regulation of airport services and set up personalized service processes to meet the various needs of passengers. In the context of rapid economic development, airplanes have become a common means of transportation. To facilitate the check-in procedures for passengers, simplifying the process of boarding can efficiently advance the flight process. For example, many airlines place self-check-in machines at airports, where passengers can complete check-in procedures on their own. Airlines also link flying procedures with insurance operations to improve efficiency. As airline passengers are mainly government officials and businessmen, many airlines

will design their service specifically for these customers, adjust the way of transfer and catering, in addition to adding reservation services to meet the personalized needs of frequent travelers, which can increase tighten the relationship between airlines and passengers [3].

3.2 Personalized Layout

Airlines will collect feedback from passengers on airline services, update passenger needs, and personalize the layout of airport commercial areas to improve the level of the airline's service. Based on the feedback, airlines will set up a more reasonable airport commercial layout and continuously improve the loopholes in airline services. Decentralization and centralization are two common design tools used by airlines in commercial layouts. The former is applied in areas with low traffic flow in the airport, such as entrances and exits, rest areas, and other places, while the centralized type is usually in places such as arrival ports and waiting halls, where airports will place restaurants and other stores while controlling the decoration of the stores to create a good shopping atmosphere that will push consumptions. Airlines often further improve the service level of airline companies by personalizing the commercial layout according to the different needs of passengers [4].

3.3 Personalized Cabin Services

Airlines should change their traditional management mindset, respect passengers, and actively collect their feedback on airline services to find the problems in service. In order to increase their competitiveness among similar companies, airlines must face up to their defects and make modifications. The needs of different passengers differ to some extent, so through personalized design, the services should effectively meet the needs of passengers to the greatest extent possible. Airlines should divide cabin passengers into several categories, determine the needs of different categories of passengers for services, and write cabin service content to meet passengers' needs as much as possible and improve passengers' satisfaction with airline services.

In the process of optimization, airlines should adjust cabin services, design service methods and main service contents under the concept of personalization, finely divide cabin passengers by combining service experiences in the past, categorize different needs, and effectively provide passengers with corresponding services. The reasonable design of service products, service techniques, and service methods can enable passengers to enjoy quality airline services. In addition, airlines should also consider special groups such as the elderly, children, and pregnant women, and design personalized service programs for them to meet their needs while increasing passengers' satisfaction with the services.

4. Conclusion

Flight attendants represent the image of airlines, so they must pay attention to their performance at work, strictly comply with the requirements of etiquette norms set by airlines, show the image of airlines to passengers through friendly conversation and decent demeanor will help increase passengers' satisfaction with airline services. Airlines must optimize the training of flight attendants, improve the quality of flight attendant service, and at the same time introduce personalized airport services designed specifically for different passengers to improve the reputation of the airline while bringing economic benefits.

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