



# The 7 Service Standards

customer focus





Dear Colleagues,

Together, KLM and AIR FRANCE play a leading role in the airline industry. KLM's customers expect a modern product coupled with service that satisfies their requirements. KLM offers

a modern product by responding to market opportunities and technological developments and its level of service is characterised by the professionalism and efforts of its crew members. In so doing, we have established a good reputation – nationally and internationally – that we can afford to be proud of.

To retain our present customers and attract new ones in today's highly competitive market, we need to continually improve the level of service we provide. In order to achieve this, we need to rely on your personal efforts. After all, you are in contact with our customers. You are KLM!

To support you in your efforts, here's a booklet containing examples and guidelines which you and your colleagues at KLM and Air France can use to continue to provide the level of service our customers have come to expect and count on. I am confident you will apply the basic principles contained in this booklet to everyone's advantage. Together, we can continue to live up to KLM's established reputation.

A stylized, handwritten signature of Peter Hartman in blue ink, with a horizontal line through it.

Peter Hartman  
KLM President & CEO



## Introduction

One group, two brands. AIR FRANCE and KLM offer different products and both airlines retain their own brand identity. Nonetheless, AIR FRANCE and KLM strive to offer the same service quality as a group. **7 Service Standards** have been defined for common use to bring the quality of customer service provided by both airlines in line.

The 7 Service Standards apply for all KLM employees who maintain direct contact with customers. They can expect the service you provide to comply with these basic principles. These standards also supplement the core values upheld by KLM: safety, security, reliability, punctuality and sustainability.

The 7 Service Standards tie in completely with the behavioural values that determine the KLM brand. These values are: treat me as a guest, control the situation, use your creativity and make the difference. Together with the 7 Service Standards, they comprise the "Pure & Professional" approach. This means that KLM's staff are friendly, decisive, resourceful and naturally genuine towards all customers.

We refer to this new level of brand perception as 'refreshingly genuine'. This will strengthen our customers' appreciation for the refreshingly genuine behaviour displayed by our staff, so typically Dutch and characteristically KLM.

The correct application of the behavioural values and the 7 Service Standards strengthens the brand perception of our customers. If a customer is satisfied with your service, then he or she experiences what makes the products of KLM unique and distinctive.

From the end of July 2009, 'Mystery Shoppers' will be monitoring the application of the 7 Service Standards by KLM employees. These individuals will travel anonymously as customers. The intention here is to monitor the overall process of service provision, not to make individual assessments.

The 7 Service Standards contained in this booklet are purposefully 'short and sweet', making them easy to apply in being of service to all customers. MyKLM.org offers more information for you on the behavioural values, the 7 Service Standards and other related topics. You will also be updated on the latest activities.



"We are tactful, warm and friendly towards customers"

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## Be willing to help customers and be attentive to their needs

We focus on the customer and respond to their needs appropriately

### Behind the words

- Being willing to help means adopting an easy-to-approach attitude, encouraging customers to express their needs sooner. Focus on the customer in front of you.
- Being attentive means showing customers you are willing to help.
- Listen carefully to customers to better identify their needs.

### Customers benefits

Being attentive is the basis of any exchange. By observing and listening to our customers, we are able to more clearly identify their needs and respond appropriately to satisfy their expectations.

### What our customers say

- “She approached me immediately, before I had a chance to ask.”
- “As a frequent flyer I expect to receive personal attention and help whenever I need it.”
- “When I boarded in Amsterdam, the cabin attendant came out of the cabin to help me on with my kid’s pram. This was very thoughtful of her.”
- “The captain introduced himself and the crew and took some time to explain a few details about the flight ahead. Thanks to his explanation, I felt more at ease during the flight.”

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## Be involved and proactive

We make every effort to meet all our customers’ needs

### Behind the words

- Being involved means taking an interest in customers, showing concern and making them feel at ease.
- Customers should feel their needs are being taken into account and that KLM can meet their expectations.
- Be positive towards customers about KLM’s products and policies.
- Being proactive means anticipating customers’ requirements. Take spontaneous action to ensure that customers are comfortable.

### Customers benefits

A proactive approach and interaction with customers are positive values that constitute the backbone of a genuine service culture. Customers feel they are being properly helped and appreciate consideration and concern shown by KLM staff members. By adopting a proactive approach, we prove that we are efficient and able to adapt to all situations. Our loyalty to KLM’s products and services reflects our professionalism.

### What our customers say

- “He helped me before I had a chance to ask, and did his best to make sure I had everything I needed.”
- “When the passenger next to me started drinking heavily, I was glad to see the crew acted appropriately so we could continue our journey in peace.”
- “I wasn’t amused that my flight was delayed, but the captain took time to explain why – personally in the cabin. He also kept us informed about when we were expected to depart, which was very considerate.”
- “We experienced turbulence during the flight. When the pilot illuminated the ‘fasten your seat belts’ sign, he immediately explained exactly what was happening and how long he expected the situation to last. That reassured my kids, who were flying for the first time.”

## Be courteous and friendly

We are tactful, warm and friendly towards customers

### Behind the words

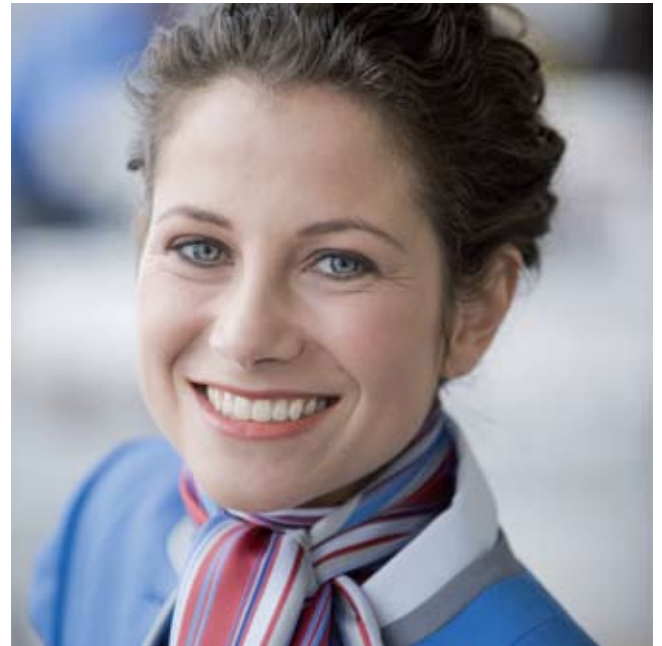
- Being courteous and tactful means treating customers in a friendly, respectful and discrete manner.
- Be tactful under all circumstances; the message is often better understood when the right words and gestures are used.
- Being warm and friendly means having a smile on your face and showing the customer that you enjoy your job.

### Customers benefits

Being courteous, friendly and tactful generates mutual respect. Smiling is a universal language; a gesture appreciated in all cultures. A smile helps customers to feel at ease and contributes towards making the workplace a nicer environment.

### What our customers say

- "I think it's their attitude, how they approach you, asking you where you stayed, and so on. They're little things, but they make you feel special."
- "Crew members address me by name and ask how I'm doing - that personal touch is very important to me."
- "The captain came into the cabin and took time to talk to some of the Business Class passengers - that was a nice personal touch to the trip. It certainly means I'm flying KLM next time too."



"We greet the customer with a caring smile"

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## Be impeccably dressed and well mannered

We respect the rules of etiquette and look immaculate

We convey the image of KLM

### Behind the words

- Being impeccably dressed means looking immaculate and wearing the uniform in accordance with the uniform manual.
- Being well behaved means respecting the rules of etiquette.

### Customers benefits

The appearance and attitude of KLM staff help to portray the company as serious and sophisticated to our customers. All employees play a part in conveying the KLM image.

### What our customers say

- "I'm impressed by the way all the crew members are impeccably dressed; this gives me a sense of security and reliability. And I think it adds to KLM's strong image."
- "The crew members were all very well mannered and polite. I think you need these two qualities to be a good cabin attendant."
- "It's always impressive to see the entire crew arriving at the gate in their KLM uniforms."

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## Deliver a high level of expertise

We provide efficient, reliable service under all circumstances

### Behind the words

- Delivering a high level of expertise means being knowledgeable about all aspects of one's job; you're aware of current regulations, products and services.
- You know where to get hold of the right information.
- You know how to use your skills to provide customers with reliable top-quality service.
- You can adapt to different situations.

### Customers benefits

KLM's reputation and professional image in the airline industry relies on our compliance with stringent standards and the provision of consistently efficient and reliable service under all circumstances. The quality of the service we provide compensates somewhat for possible operational hitches.

### What our customers say

- "My special meal was not on board, but by acting creatively the cabin attendant made sure I was served a delicious meal anyway."
- "I know that KLM cockpit crew are properly trained and that I'm in good hands with them. At the end of the day, it's the feeling of safety and reassurance that counts most during the flight."
- "As a Platinum member, I really value the extra attention. It makes me feel special - a cut above the rest."

## Provide relevant information regularly

Under all circumstances, we provide all the information available in a clear and precise manner

### Behind the words

- You provide relevant information that is useful to customers at all stages of their journey.
- The information you provide is comprehensible and consistent, and is given at the right time and place.
- Ensuring that information is provided on an ongoing basis reassures our customers that we are attending to their needs.

### Customers benefits

Customers need relevant, up-to-date information to make the necessary plans for themselves. This reaffirms customer perception that KLM is efficient and dedicated.

### What our customers say

- "During the flight, the cockpit crew told us about the route we would be flying, that we'd be arriving earlier than expected, and even gave a summary of the weather conditions at our destination. Thoughtful and handy to know."
- "I expect staff to tell me the truth, even if it's bad news."
- "When my flight was delayed for technical reasons, the captain came to the gate with regular progress reports and to answer any questions."
- "The crew knew exactly where I could find specific information about KLM's loyalty programme."



"We provide information in the right place and at the right time"

## Create a welcoming environment

We provide a clean, inviting environment for our customers

### Behind the words

- You create a clean, peaceful and inviting environment that contributes towards determining our image and reflecting the company's high service standards.
- You always make customers feel welcome in our KLM environment.

### Customers benefits

A pleasant environment provides our customers with a better impression of the quality of the services provided. It makes a good first impression. A clean and tidy environment is a sign of respect for customers and staff alike. Even though your ability to change your environment is limited as a staff member, you can take personal action to improve it.

### What our customers say

- "If the cabin is clean and the cabin crew are open and friendly on boarding, this immediately makes me feel welcome and at home."
- "The fact that the captain joined the purser at the cabin door when we disembarked, served to reinforce that familiar feeling we've come to expect from KLM."
- "If everything goes smoothly and you don't even notice you're travelling, that's the best!"



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