

HOW TO IMPROVE THE PROFESSIONALISM OF FBO SERVICES



Handling
Concorde

Jet Aviation FBO Jeddah

WHAT ARE THE OBJECTIVES OF THE FBO?

To provide a **SAFE**,
top class service
to the customer

WHO IS THE CUSTOMER?

- 1. The Flight Department that makes the handling request
- 2. The crew of the aircraft operating the flight, being handled by the FBO
- 3. The passengers flying on the aircraft

WHAT DOES THE FLIGHT DEPARTMENT EXPECT ?

- 1. A quick response to their handling request
- 2. A comprehensive answer to their various requirements
- 3. An appropriate and detailed airport/ FBO briefing
- 4. Kept informed about the progress of the flight at that location

WHAT DO THE CREW EXPECT?

- 1. Good care of their passengers and their luggage
- 2. A confident, efficient, professional and friendly service
- 3. After departure of the passengers the provision of the required services without any delay

WHAT DOES THE FLIGHT ATTENDANT NEED?

1. He/She will have particular requirements such as toilet and water service, cabin cleaning, catering equipment washed, laundry taken care of, departure catering and newspapers ordered.
2. This requires immediate attention to avoid any delay to the departure of the crew for their rest period. They may also be tired and hungry.

WHAT DO THE PASSENGERS EXPECT?

- 1. To have their transport ready and to get to it as quickly as possible in the shortest distance, together with their baggage.
- 2. Efficient and speedy clearance of Immigration & Customs formalities
- 2. On the way they may need a comfort break in the FBO but no other delay

WHAT IS REQUIRED TO GIVE A QUALITY PROFESSIONAL SERVICE?

- The same level of professional service that you would get from a top class hotel such as Claridges in London, George V in Paris, Dolder Grand in Zurich, Richemond in Geneva or Taj Mahal Palace in Mumbai.
- This requires careful training so that all staff are capable of dealing with any request themselves



WHAT IS REQUIRED TO ACHIEVE THIS?

- 1. Top priority is the selection of the right staff.
- 2. Staff selection procedures fine tuned to ensure that only the BEST people for the job are offered employment.
- 3. Only the right, passionate, service oriented, friendly employees will ensure the success of the FBO
- 4. Smart & well presented male & female staff



TRAINING

- All line agents and flight coordinators should be given the benefit of a quality training in customer service together with the knowledge and skills that they will need to do their various job.
- IBAC are aiming to finalise the development of an International Standard for Business Aviation Handling

EQUIPMENT

- 1. The staff and the FBO will need to have the right vehicles and equipment to enable them to do their job well & with pride.



MOST IMPORTANT

- 1. There must be excellent team leadership
- 2. Motivation
- 3. The necessary authority to make quick decisions without reference to higher authority

QMS

- The FBO will run much more smoothly and continue to improve what it does if it has a Quality Management System in place
- All the management and staff must buy into it.
- This will ensure that there is a game plan with processes and procedures documented and followed by all.

QMS Procedures

- We lack industry standards for handling procedures for business aircraft. The QMS will require procedures to be agreed and documented. – Examples:-
 - Equipment check
 - Aircraft arrival
 - Aircraft Towing
 - Actioning Handling Requests

QMS Processes

An example of a process

1. Vehicle/equipment check list given to member of early shift
2. Check list completed showing status/ deficiencies and handed to shift leader
3. Vehicles/equipment with deficiencies labelled showing status
4. Process to be followed for clearing a variety of deficiencies

SMS

- The QMS should incorporate a SMS which will normally also include the Airport's safety training and procedures.
- The SMS should consider all the activities carried out by the FBO so that the risks can be identified and eliminated or reduced to an acceptable level.
- Staff encouraged to document their concerns for any potential safety risk so that it can be evaluated at regular safety meetings between management & staff

SMS EXAMPLE

- Identify all areas likely to provide a safety risk
- Identify all causes including those normally hidden
- Identify equipment, procedures and technical risks
- Identify combinations of activities that lead to risks
- Consider actions necessary to reduce these risks
- Monitor, report and continue to reduce risks with regular safety meetings

Summary

- 1. **SELECTION OF THE RIGHT STAFF**
- 2. The right, quality TRAINING
- 3. Excellent MOTIVATION and
- 4. TEAM SPIRIT
- 5. Right FACILITIES, VEHICLES and EQUIPMENT
- 6. QMS/SMS
- 7. Good FINANCIAL MANAGEMENT

J.C.Penney

**IT IS THE SERVICE,
THAT WE ARE NOT OBLIGED TO GIVE,
THAT PEOPLE VALUE MOST**

QUESTIONS & COMMENTS



- **THANK YOU FOR YOUR SUPPORT**