BLENDING THE BEST OF EAST AND WEST

One of the unique selling points of jet charter with Jing Gong Global Jet is the combination of the best of the East and the best of the West, as European service culture meets unique Asian traditions. This intensely personal service, which has delighted customers from around the world, is achieved by research, recruiting and training, as Rachel Sua, Cabin Department Manager explained.

By Jill Stockbridge

Jing Gong Global Jet, in Hangzhou, has been actively undertaking charter flights with its Dassault Falcon 2000EX EASy since November last year. The company has grown in the region, with the team recently adding a Falcon 7X to their虽然 as yet the charter fleet has not expanded.

Bjorn Nebenfuss, Vice President for Business Development, Global Jet Concept, said: "We do have capacity for another aircraft as we have subcontracted around 80 per cent of our business, which is fine, and it is always better to do it ourselves as only then can we control the product and the standards from the beginning to the end."

He added: "Our flight attendants really play a key role in the Jing Gong Global Jet experience, together with the professional flight crew. It is a people business. We all can fly from A to B, but the way we do it, with our customer care team, that is where we make the difference."

To ensure that difference, before launching the charter services Jing Gong Global Jet created a training programme that amalgamated the best of European traditions with the specifics of Chinese culture, to offer a truly exceptional service - from the large to the tiniest details. At ABACE 2016, Franck Dubarry, CEO, Jing Gong Global Jet, praised the programme, saying that it was a level of training that is unusual for luxury VIP charter in Europe, but is a totally new concept in Asia.

Rachel Sua, Cabin Department Manager, is responsible for recruiting crew, training them and ensuring that customers receive impeccable service on every flight. She spoke to Attitudes about what makes the difference.

A: How do you ensure that passengers experience truly personal service on a Jing Gong Global Jet flight?

BS: As the first part of our procedures we look into each customer's background. A questionnaire is provided to the sales team to help us gather knowledge on the customer's preferences in a range of areas, including...
food and beverages, colours, flowers, cabin temperature, music, movies, reading materials and more. Our crew will then prepare the inflight environment and supplies according to these data. The customers are always impressed when they step onto our aircraft and see the cabin decoration and details throughout the flight.

How do you choose the right people to be your cabin crew and what training do they undergo?

RS: We look for quality and high-standard experienced crews. All our crews have to go through a series of selection and interview processes.

Ideally, the candidate should have corporate flying, VIP and management experience with excellent communication, time management capability and a strong work ethic. They should display a positive attitude, impeccable presentation and be a team player. Fluent English is a must.

All Jinggong Global Jet Cabin Crew are provided with initial Ground training, in a dedicated CAAC approved Cabin Crew training centre. In addition to that, focus on safety and emergency, we provide our crews with special service training.

Our training focuses on giving the personal touch and emphasises exceptional service for every customer. We ensure the most realistic learning conditions, giving our crews the experience to deliver the finest service in the sky.

Training includes a combination of both theoretical and practical components, such as flight attendant duties and responsibilities, grooming, time management, service-related cultural and religious awareness, business etiquette, flowers and fruits workshops, Chinese tea workshops, wine workshops, cabin presentation workshop and service in practice etc.

We have customers from all over the world, understanding their cultural values, behaviors and attitudes regarding service expectations and a working knowledge of social protocol and etiquette in various cultures is essential for our crews. That's why we have taken this EastAsian approach which focuses on customer service with a global perspective.

To ensure great service levels and excellent training results, we have engaged a group of highly qualified trainers to deliver training to our crews, such as a Chinese national top grade tea master to conduct the Chinese tea workshops, Michelin-starred chefs to train in the culinary arts, and an image and etiquette consultant to groom the crews, and a CAAC cabin crew inspector to train them in crew duties and responsibilities.

Annual Safety and Emergency refresher courses and First Aid training are both mandatory parts of maintaining the Cabin Crew license. Crews are also required to attend additional service training from time to time to further enhance their skills on board.

A: How does your training differ in its mixture of European and Asian elements?

RS: After years of training experience in China, I noticed that many Chinese crews lack of knowledge of European or Western dining etiquette, such as table settings with a range of cutlery and glasses, wine serving skills and knowledge, and other common protocols.

Our partner company Global Jet has many years of experience and proven successful record in Europe, so we adapted its specification and the service excellence model into our training including fine dining service techniques, as well as luxury life-

style, wines and premium foods knowledge.

As we have many Asian customers, we have, of course, included the Asian culture and dining preferences into our training, such as Chinese tea knowledge, Asian culture and customs and Asian culinary art skills.

Our Chinese customers find the European style of service very sophisticated and class. They found we are all about the details in every aspect of service and feel they get full value for the price they are paying to travel with us.

We believe by knowing our clients and their every preference, we will find unique ways of curating experiences that best place them in their preferred element. It will make a major contribution to enhancing our competitive advantage in global markets.

We have received good feedback from the customers, especially from Chinese customers. They were impressed and highly satisfied with the excellent customer experience provided by our crews and rewarded us with their referrals and their loyalty, which is absolutely priceless.

Jinggong Global Jet can be found at booth 5622 at ABBACE 2017.

CHINESE TEA

More than just a drink, tea was and remains a central part of Asian culture, particularly in China, where it originated as a Chinese heritage company. Jinggong Global Jet makes sure that crew of all nationalities are able to talk knowledgeably about the tea and serve them properly.

Siu said: "We carry the six major types of tea in China – green tea, black tea, Oolong tea, dark tea and white tea – all of top quality. The crews need to know the different types of tea and their origin, including which province they are from. They learn about the preparation of the tea, such as what type of tea cups should be used, prefect water temperature, how to clean the tea leaves, and the courteous way of handing the tea cups to customers."

"Due to limited space and time in the aircraft, normally we don't perform the full tea ceremony on board. However, if time and situation permits, we encourage crews to perform traditional tea ceremony elements in front of customers," she added.

For Chinese passengers, seeing Europeans so comfortable with Asian traditions is charming. Siu explained: "Our passengers are always surprised to see European crew with a good knowledge of Chinese tea. Moreover, most of our foreign crews are able to speak Chinese and are able to communicate with passengers in their own language."