



# BLENDING THE BEST OF EAST AND WEST

One of the unique selling points of jet charter with Jinggong 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

**J**inggong 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, although as yet the charter fleet has not expanded.

Bjorn Naberhuis, Vice President for Business Development, Global Jet Concept, said: "We do have capacity for another aircraft as we have sub-contracted around 30 per cent of our business, which is fine, but 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 Jinggong 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 Jinggong 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 Jinggong Global jet, praised the programme, saying that it was a level of training that is usual 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 *Altitudes* about what makes the difference.

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

**RS:** 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

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Michelin-starred chefs train the cabin crew in food preparation and presentation

food and beverages, colours, flowers, cabin temperature, music, movies, reading materials and more. Our crews 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.

**Q: How do you choose the right people to be your cabin crew and what training do they undertake?**

**RS:** We look for quality and high standard experienced crews. All our crew 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 Initio Ground training, in a dedicated CAAC approved Cabin Crew training centre. In addition to that focus on safety and emergency, our crews are provided with our 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 workshop, Chinese tea workshop, wines workshop, cabin presentation workshop and service in practice etc.

We have customers from all over the world, understanding their cultural values, behaviours 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 EurAsian 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



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The interior finishes are dictated by the customer's preferences in colour, flowers, cabin temperature and more.

grade tea master to conduct the Chinese tea workshops, Michelin-starred chefs to train in the culinary arts, 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 a mandatory part of maintaining the Cabin Crew licence. 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 records in Europe, so we adopted 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 classy. 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 reward us with their referrals and their loyalty, which is absolutely priceless. ■

Jinggong Global Jet can be found at booth P602 at ABACE 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 charter company, Jinggong Global Jet makes sure that crew of all nationalities are able to talk knowledgeably about the teas and serve them properly.

Sua 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 teas, such as what type of tea cups should be used, perfect 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 crew to perform traditional tea ceremonial elements in front of customers," she added.

For Chinese passengers, seeing Europeans so comfortable with Asian traditions is charming. Sua 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 our passengers in their own language."