

Employer Occupational Brief

A guide to apprenticeship training and on-programme
assessment



Cabin Crew

Draft - August 2017

Overview of the job role

The role of an air cabin crew member is to primarily ensure customers safety at all times whilst onboard the aircraft. They also provide excellent customer service to customers throughout the flight. They are trained to deal with security and emergency situations which may arise and can administer first aid to customers. Cabin crew may work for commercial organisations, working with large volumes of customers, or may work with small groups of customers on smaller aircraft. To achieve this, cabin crew are required to adapt to the needs of a wide range of individuals and customers and will need to understand how their needs can be accommodated. This may be from supporting nervous customers, individuals with young children, and those with special dietary or medical requirements. Some cabin crew may work as part of the armed forces, providing services for Royalty, Ministers and other dignitaries.

This employer occupational brief is designed to bring context and expand upon the standard to assist employers and education and training providers to develop the 'on-programme' elements of an apprenticeship. It should be read in conjunction with the assessment plan to ensure full coverage of the requirements is incorporated into the learning and development phase. The statements below are designed to guide and provide examples in a general environment, additional contextualisation will often be necessary to ensure brand / organisational standards are being met.

The detail behind the standard:

	Knowledge 'Know it'	Skills 'Show it'
<p>Pre-flight (all duties up until the doors are closed prior to take off)</p>	<p>The standards required for personal presentation and that of the cabin (including organisation and uniform standard)</p> <ul style="list-style-type: none"> • Crew member must understand their organisations Cabin Standards <i>manual</i> • Understanding of the impact personal presentation has on the organisations brand • Understands the importance of reporting for duty on time and the commercial impact on the business • Understands all of the pre-briefing responsibilities of flight preparation • To be current with up to date Safety/Security, First Aid and Service Notices • Knows what items of equipment/documentation are required to be carried for duty • Aware of the structure and content of a pre-flight briefing • Aware of airport/airfield security and ramp safety • Understands the aircrafts communication and cabin systems • Sound knowledge of aircraft system equipment, location and use. 	<p>Liase with the customer, airport, ground staff, suppliers and colleagues to ensure the efficient loading of catering and ancillary items and boarding procedures meet service standards and aviation regulations.</p> <ul style="list-style-type: none"> • Crew member reports for duty on time and follows the correct Check-In and Check-Out procedures set by the company. • Demonstrates compliance with company personal presentation standards • Demonstrates compliance with cabin presentation standards in accordance with organisations procedures • Completes all of the pre-briefing safety and service related responsibilities • Has in possession all required items for duty • Participates as required in pre-flight briefing • Demonstrates an awareness of the typical customer and cultural profile for the scheduled duty • Understands individual responsibility in relation to airport/airfield security screening requirements and adheres to them as appropriate • Fulfils responsibilities in relation to security screening requirements

	<ul style="list-style-type: none"> • your organisations procedures for boarding of passengers • a sound knowledge of operation of aircraft doors and applies if applicable to organisations procedures • To declare any personal monies and floats required to operate flight. • To demonstrate an understanding of Customer and Destination profile relating to the flight being operated. • Be aware of the importance of on time performance and the factors that may affect this. • Have an understanding on the Service flow, and the Services to be provided to Customers on the flight. • To understand their area of responsibility both on the ground and in-flight. • Knows the Total On Board and any special requests/requirements of Customers onboard and where these customers are seated 	<ul style="list-style-type: none"> • Follows ramp safety regulations in accordance local procedures • Consistently applies security monitoring standards and deals appropriately with any situations that arise • Liaises effectively with ground staff and suppliers to ensure the boarding process meets organisations service standards and aviation regulations • Identifies and resolves/escalates defects with aircrafts communication and cabin systems • uses aircraft systems • completes pre-flight checks on aircraft systems and equipment as applicable • able to use all aircraft systems and safety & service equipment • take appropriate action in the event of aircraft system or equipment defects • Pro-actively addresses issues that arise during boarding making effective decisions to ensure a satisfactory outcome and on time departure. • Follows the relevant procedures for preparation and operation of doors. • Monitors cabin environment appearance and on-board facilities to ensure customer satisfaction and adherence to operational standards • Communicate effectively with passengers and crew in the event of disruption, keeping them informed of progress actions and results
--	--	---

		<ul style="list-style-type: none"> • applies organisations boarding procedures • Service related question to show that understanding and knowledge is up-to-date. • Shows correct procedure of declaring personal monies and floats to Cabin Manager/ Senior Cabin Crew and other colleagues and declares any discrepancies.
	<p>Systems, procedures and monitoring requirements for pre-flight checks, briefings and boarding of customers and their items</p> <ul style="list-style-type: none"> • To declare any personal monies and floats required to operate flight. • To demonstrate an understanding of Customer and Destination profile relating to the flight being operated. • Be aware of the importance of on time performance and the factors that may affect this. • Have an understanding on the Service flow, and the Services to be provided to Customers on the flight. • To understand their area of responsibility both on the ground and in-flight. • To conduct pre-flight safety and security checks in line with company SOP's. • To report any defect/INOP equipment and raise any issues relating to onboard Safety and Service equipment to the relevant department. 	<p>Proactively address issues that arise during boarding, making effective decisions to ensure a satisfactory outcome and on time departure</p> <ul style="list-style-type: none"> • Carry out the pre-flight checks of safety equipment relevant to their area of responsibility to with company standard. • Informs Cabin Manager/ Senior Cabin Crew and Engineering of any defects/INOP equipment and seeks the relevant information to ensure flight can operate safely. • Correctly documents any defects/INOP equipment and labels equipment apriority. • Maintains a safety awareness culture at all times, and knows the correct reporting procedures • Proactively goes into area of responsibility prior to Customer Boarding and ensures Customer Boarding can take place. • Creates a warm and welcoming atmosphere to Customers boarding, and assists Customers where needed. • Actively assists in the boarding of PRM's to their seats – e.g. use of onboard WCH; explain where

	<ul style="list-style-type: none"> • To comply with all company and industry regulations to ensure Safety and Security checks are completed to ensure an on time performance. • Monitor Customer boarding ensuring baggage limitations have been complied with and seating of PRM's. • Assist in dealing with any seating issues. • How to ensure Cabin is accessible during the boarding process and complies with safety requirements. • How to check that onboard equipment is readily available to assist in the manoeuvring of PRM's e.g. Onboard WCH. 	<p>there nearest facilities are and use of functions to their seat.</p> <ul style="list-style-type: none"> • Assist with Customers onboard requirements ensuring they adhere to safety compliance e.g. distribution of IESB and ILJ's. • Actively deals with any Customer seating issues either liaising with Ground Staff or seeking own solution to help increase Customer Satisfaction without compromising OTP. • Maintains a safety awareness at all times during boarding to ensure Cabin and external environment can be easily evacuated in the case of an emergency evacuation. • Carries out pre-departure duties, ensuring the cabin is safe and secure before aircraft closure • Making customers aware of safety related issues e.g. customer seated at exit row, seats/ bulkhead seating
	<p>How to maintain service equipment and address identified failures and processes to minimise disruption and delay, allowing for alternative arrangements to reduce chance of injury, and ensure on time performance</p> <ul style="list-style-type: none"> • Prepare Cabin in readiness for Customer Boarding. • Ensure equipment is serviceable and readily available. • Liaise with Ground Staff, Cleaning Contractors, Catering and Engineering to ensure Cabin is to 	<p>Monitor cabin environment, appearance and on board facilities to ensure customer satisfaction and adherence to operational standards, and using controls to adjust it</p> <ul style="list-style-type: none"> • Ensure Cabin is correctly dressed for the flight according to company standards • Proactively informs Cabin Manager/ Senior Cabin Crew and Ground Staff of any items missing before Customer boarding and rectifies issue without affecting OTP.

	<p>company standard without jeopardising on time performance</p>	<ul style="list-style-type: none"> • Works with Catering to ensure correct amount of service delivery items and meals are loaded and stored in the correct place. • Proactively prepares selective services on the ground without affecting Safety Procedures and Customer Service during boarding.
	<p>The typical customer profile for the organisation and how the services provided are matched to it</p> <ul style="list-style-type: none"> • age • mobility • dietary requirements • medical • origin • destination • cultural awareness • purpose of journey • expectations of the ticket • loyalty and brand expectations 	<p>Communicate effectively with customers, flight and cabin crew and other parties in the event of disruption, keeping them informed of progress, actions and results</p> <ul style="list-style-type: none"> • Empathise, understand and resolve problems – in adherence with organisation’s standard procedures • Commit to resolve issues while taking into account running operation • Display flexible approach ensuring the operation runs effectively while the customers issues are being resolved
	<p>The destination profile and how the flight may be adapted according to this</p> <ul style="list-style-type: none"> • Departure times – morning/eveining, timezones travelled through, delays, immigration issues, • The languages spoken • The currencies Used 	<p>Follow procedures to assist passengers with reduced mobility (PRM) or other requirements for special assistance</p> <ul style="list-style-type: none"> • Follows organisations procedures for carriage of special categories of passengers

	<ul style="list-style-type: none"> • Cultural awareness – potential customer requirements • Special dietary requirements that customers may have and how they should be responded to • The transit points that may be encountered as part of the journey • How cabins should be disinfected safely and when it is required • Types of traveller – business travellers, events – stag and hen do’s, football crowds • Security requirements special requirements in different places 	<ul style="list-style-type: none"> • Assists with Customers onboard requirements ensuring they adhere to safety compliance e.g. distribution of IESB and ILJ’s. • Actively deals with any Customer seating issues either liaising with Ground Staff or seeking own solution to help increase Customer Satisfaction without compromising OTP.
	<p>Organisational procedures for Passengers with Reduced Mobility (PRM) and other special assistance which may be required</p> <ul style="list-style-type: none"> • The types of disability that may be encountered • What the organisational procedures are for assisting those with reduced mobility 	
	<p>The protocols required for specific areas, locations, press, security, carrying of items that may require specific care</p> <ul style="list-style-type: none"> • Why special protocols are needed • Who is responsible for implementing the various protocols • Where information regarding protocols can be found 	

The protocols when Royalty, Ministers and Dignitaries are on board

- Aware of organisations procedures for special categories of passengers such as Persons with Reduced Mobility, deportees, prisoners, unaccompanied minors**If applicable* and VIP's, Aircraft Protection Officers etc
- How they should be communicated with
- Processes and procedurds for boarding and disembarkation
- Special requirements for food, drink and other services

<p>In-flight (from closure of doors before take off to opening of doors after landing)</p>	<p>How to deal with complex customer needs which may affect the onboard operation, including challenging situations in individual and group situations</p> <ul style="list-style-type: none"> • The typical customer needs that may affect on board operation • Affecting on board operation by: <ul style="list-style-type: none"> ○ On time performance (OTP) ○ Cots, seat positioning, safety equipment ○ Order of service ○ Managing expectations in line with available commodities ○ Specific additional amenities for passengers ○ Awareness of cultural / religious needs and how this impacts on individual service, including dietary considerations ○ Direct assistance for passengers with reduced mobility ○ Bespoke briefs to customers ○ Managing other customers when passengers affect normal service ○ Communication with the ground 	<p>Address complex customer needs to ensure service standards and individual requirements are maintained</p> <ul style="list-style-type: none"> • Assisting passengers who are blind • Assisting passengers with reduced mobility • Awareness of hidden disabilities • Dealing with babies on board – meals, seating, cots, warming milk • Provision of meals for customers with particular food allergies • Provision of meals for customers with special dietary requirements • Dealing with minors travelling on their own • Dealing with complaints effectively • Handling disruptive passengers and deescalating situations • Dealing with poorly passengers • Dealing with baggage queries • Dealing with those who are not English speakers to provide information and assistance • Dealing with operational disruption • Handling EU261 compensation claims • Distressed passengers such as nervous flyers
---	--	--

	<ul style="list-style-type: none"> ○ Safeguarding and monitoring of vulnerable customers ○ Alteration of duties within a team to meet needs ○ Ensuring agreed premium / retention scheme differentiation is delivered ○ Effective fact finding and process adjustment for medical requirements, including ongoing monitoring and early identification of warning signs ○ Effective, accurate and timely incident reporting and communication 	
	<p>The pre-take off checks which must be conducted once doors are closed</p> <ul style="list-style-type: none"> ● The Uniform adjustment needed to meet the safety and service standards ● How to perform a safety demo, knows safety demo position ● Understands the correct Safety, Equipment and Procedures (SEP) applicable during the pre- flight brief ● How to ensure the cabin and the galley is ready for take off ● Knowledge of the correct procedures followed after pre-flight safety demonstration ● The correct pre- seating protocol and process review 	<p>Complete the on board food, beverage and retail service provided by the organisation in line with standards and quality measures</p> <ul style="list-style-type: none"> ● Food safety regulations – taking appropriate measures, wearing oven gloves ● Food handling ● Manual handing skills ● Knowledge of products carried ● Use of money and credit cards, exchange rates ● Using trays when serving tea and coffee ● Selling techniques – up selling ● Demonstrate how to use hand held device for payment ● Offering/suggesting alternative

	<ul style="list-style-type: none"> • Cabin, galley and stowage procedures • The correct lighting to be applied • Knows the service standards and procedures that need to be applied to each cabin • The correct preparation/set up as per product offering • Pre-take off service (cabin specific) standards • Following appropriate communication channels 	<ul style="list-style-type: none"> • Responding to queries regarding allergies and food content • Service recovery – how this can be rectified
	<p>Thorough knowledge of the organisations service routines for specific flight/route/sector</p> <ul style="list-style-type: none"> • Time of flights – day or night service • Knowing specific standards per flight • Knowing types of meals offered • Time of day of the flight – not making too many announcements • Supporting specific passengers • Length of flight • Service recovery – how are this responded to • Crew rest periods, meals provision 	<p>Communicate effectively with colleagues, flight crew, ground operational teams and customers at appropriate times to ensure service efficiency, safety and security and timely reporting of defective equipment is maintained</p> <ul style="list-style-type: none"> • Tailors communication style to colleagues, flight crew, service partners and customers • Has an ability to communicate equipment defect to appropriate personal • Articulates accurately, confidently and assertively safety regulated procedures to customers, service partners and peers • Follows appropriate codes, procedures and guidelines, which could be aviation industry specific and/or organisation specific • Follows the correct communication channel with regards to reporting and passing on relevant information • Uses the most appropriate form of communication equipment at all times

		<ul style="list-style-type: none"> • Makes sure the information he/she supplies is accurate, complete and relevant • Follows best practice Crew resource management (CRM) • Professionally communicates in line with the brand • Demonstrates positive and enthusiastic approach to customers and team members • Ensures data is stored and supplied in line with procedures and requirements
	<p>The procedures for service recovery and procedures for any possible issues that arise, including understanding of approved maintenance records and report forms</p> <ul style="list-style-type: none"> • How crew approach service recovery • How to engage with customers effectively and how they should be communicated with • The organisation's standard procedures for service recovery 	<p>Conduct in flight checks and monitor customers and onboard facilities</p> <ul style="list-style-type: none"> • Monitor customers as per the required standard throughout the flight • Applies vigilance in the galley to ensure health, safety and security is maintained • Performs required checks of on board facilities to include – toilets, galleys, rest areas, flight deck
	<p>The required on board targets for service and sales, in line with organisation's procedures</p> <ul style="list-style-type: none"> • The required standards for service delivery 	<p>Ensure post service requirements are completed, including reconciliations of stock / money or cash equivalents as required</p> <ul style="list-style-type: none"> • Placing the on board product back to the correct stowage's

	<ul style="list-style-type: none"> • Understanding the key deliverables in regard to the customer proposition including on board targets for service and sales • Knowledge of sales on board proposition in order to up sale • Where information regarding sales targets can be found • How sales should be accounted for and reconciled 	<ul style="list-style-type: none"> • Canister and trolleys restored properly • Complete preparation for next sector/flight • Complete all the required paperwork accurately and sealing requirements and reconciliation of moneys as appropriate • Faulty equipment reported and labelled • On ward connections and landing requirements fulfilled/duties completed
	<p>Process to report of defective equipment</p> <ul style="list-style-type: none"> • Common defects that may occur with equipment • Why defects should be reported • How defects should be reported • How faulty equipment can be safely put out of use 	

Post Flight (From opening of doors after landing)	<p>Understanding of disembarkation procedures including monitoring of all customers including special categories of customer</p> <ul style="list-style-type: none"> • Understanding of cabin crew station responsibilities and correct door opening procedures in accordance with operators training • The requirements of relevant, current legislation and requirements such as CAT.OP.MPA.155 • Awareness of customer experience and local airport procedures 	<p>Communicate and co-ordinate with Flight crew, colleagues, customer and ground staff to ensure disembarkation procedures meet safety and service standards</p> <ul style="list-style-type: none"> • Demonstrate awareness of cabin position and responsibilities • Correct door operation ensuring safety within and outside the aircraft • Communication with colleagues relating to door disarming procedures • Communication with ground handling in relation to door opening • Communication to passengers relating to safe disembarkation • Maintain situational awareness throughout
	<p>The post flight checks and duties which must be conducted</p> <ul style="list-style-type: none"> • What the procedures are for handling lost property and for responding to queries from customers • How equipment should be safely stowed • Preparation for the next flight • Re-stocking catering supplies • Galley preparation • Customs preparations • Sealing of the bar 	<p>Address issues that arise during disembarkation making effective decisions to ensure a satisfactory outcome</p> <ul style="list-style-type: none"> • Consider appropriate actions in response to an abnormal situation whilst disembarking • Be mindful of the need to ensure privacy and courtesy • Address any customer issues relating to disembarkation to ensure a positive customer experience • Show awareness of local airport/apron regulations and procedures

	<ul style="list-style-type: none"> • Collection of safety equipment • System for disembarkation – passengers with passengers with reduced mobility (PRM) • Checking over head lockers 	
	<p>Security of on-board resources and adherence to local regulations and practices.</p> <ul style="list-style-type: none"> • Sealing the bar • Customs regulations • Airport local regulations in relation to re-fuelling • Safety on the ramp – checking safety • World Health Organisation (WHO) regulations • Immigration cards and procedures • Particular local dress requirements i.e. in Saudi Arabia 	<p>Ensure post flight requirements are completed including security of on-board resources and adherence to local regulations and practices as required</p> <ul style="list-style-type: none"> • Demonstrate effective aircraft checks post flight within cabin crew areas • Liaise with colleagues and ground staff in relation to left passenger belongings • Liaise with third party suppliers • Work effectively as a team member to ensure all post flight duties are completed in a timely manner
		<p>Participate in post flight debrief and duties</p> <ul style="list-style-type: none"> • Actively participate in post flight debrief • Ensure all allocated duties are concluded

Compliance and legislation	<p>The importance of legislation, procedures and regulations relating to an aviation environment in order to apply and deliver organisational compliance requirements within own area of responsibility</p> <ul style="list-style-type: none"> • The importance of the legislation that govern the aviation industry relevant to your airline • Which procedures must be followed to ensure compliance • The impact of not following procedures and ensuring compliance • How to reference information in the company safety procedures • Your area of responsibility *if applicable to your organisation • Your organisations safety reporting system/channels *as appropriate 	<p>Ensure self and team monitor and apply the compliance legislation, procedures and regulations commensurate to your role</p> <ul style="list-style-type: none"> • When procedures cannot be followed identify corrective action • Identify's risk and takes appropriate action • Maintains knowledge commensurate with role by completing regular training, maintaining up to date information • Ensure procedures to meet organisational and legal requirements for compliance with are followed e.g. <ul style="list-style-type: none"> - Aviation legislation e.g. (International Civil Aviation Organisation) ICAO, (European Aviation Safety Agency) EASA - Food safety regulation - Health and safety legislation - Civil Aviation Authority (CAA)/ Military Aviation Authority (MAA) requirements - Local authority regulations - Passengers with reduced mobility (EU1107)
	<p>Requirements for maintaining aviation security in own area of authority and action to take in the event of a breach of security</p> <ul style="list-style-type: none"> • Know the Security Procedures set out in the Cabin Crew Manual and be able to follow the procedures to maintain a secure working environment onboard an aircraft and within the airport environment 	<p>Identify risks and non-compliance, ensuring corrective actions are taken or situations are escalated in accordance with organisation's procedures</p> <ul style="list-style-type: none"> • To report any security related issues using your companies own security reporting channel • Ensure Security procedures set out in the Cabin Crew Manual relating to equipment,

	<ul style="list-style-type: none"> • To have the knowledge and awareness of reporting procedures in relation to Security issues within your airline • Know the importance of rules and regulations in relation to holding and maintaining a valid Airport ID to perform your duties 	<p>procedures and security breaches are adhered to and followed</p> <ul style="list-style-type: none"> • Reports and security related issues to the relevant department within the airport environment • Follows rules and regulations set by local airport ID authority and DFT to maintain a valid Airport ID
<p>Health, safety and wellbeing</p>	<p>Health and safety legislation in aviation both in relation to own role and organisation, including how to monitor it</p> <ul style="list-style-type: none"> • The organisation's health and safety procedures and legal requirements • The organisation's health and safety (injury) reporting procedure • The working environment (the cabin) safety and emergency procedures outlined in operations manuals • The organisation's systems, procedures and practices designed to maintain health and safety including those relating to rosters, work methods and housekeeping and how these impact on yourself and others • Aviation/EASA health and safety legislation and the effect they have on you, your colleagues and customers • Organisational and legal health and safety requirements 	<p>Identify and address / report actual or potential hazards</p> <ul style="list-style-type: none"> • Adhere to procedures and practices to enable monitoring of health and safety within your area of responsibility • Take appropriate remedial action and report in line with your organisation's procedures if systems, procedures and practices for maintaining health and safety are not being complied with or appear to be ineffective • Identify any potential hazards in the workplace or on-board • Make sure that equipment is serviceable and in safe working order • Adheres to your organisation's accident/incident reporting procedure

	<ul style="list-style-type: none"> • How to identify and report hazards in the workplace 	
	<p>Requirements and importance of crew members fitness and actions which must be taken if unfit for duty</p> <ul style="list-style-type: none"> • Understand the importance to report fit for duty and the knock-on on their colleagues (incap/min crew) and risks of further injury/illness for themselves • Meet organisations criteria for crew requirements including but not limited to the below: <ol style="list-style-type: none"> 1. have an arm reach compliant with your organisations standards 2. able to brace with the feet flat on the floor 3. have no criminal convictions 4. able to swim unaided and perform safety duties in water 5. successfully pass a cabin crew training course and relevant examinations • Own flight time limitations, and rest requirements • How to recognise and manage the risks of fatigue 	<p>Record and report safety and security incidents including self reporting when required</p> <ul style="list-style-type: none"> • Adhere to your organisation’s safety and security reporting procedures • Take appropriate action in the event of unusual incidents which may present a safety or security risk • Take appropriate remedial action if you become aware of any issues • Complete relevant documents accurately and clearly • Challenge unsafe acts and breaches of safety and security at all times • Timely reporting of actual or suspected breaches of security threats at an appropriate level

	<ul style="list-style-type: none"> Your organisation's reporting procedures if you have any doubts about your own or another crew members capability to accomplish their duties, including fatigue reporting procedures 	
	<p>The organisations' safety management systems and safety culture</p> <ul style="list-style-type: none"> Understand what a 'safety culture' and a 'just culture' means in your organisation and how to live it Be aware of your responsibility in relation to your organisation's safety management system Be familiar with your organisation's reporting lines Understand the appropriate action to take for reporting any concerns, genuine errors, near misses or those of others Familiarity with your organisation policies 	<p>Actively engage in a safe, open and honest working environment</p> <ul style="list-style-type: none"> To be responsible for contributing to the safety and security of all on board To maintain a high degree of competence at all time and be fully conversant with operating manuals and procedures Be honest and vigilant Report hazards, accidents, incidents, near-misses and security threats, using your organisation's reporting methods Report any concerns, genuine errors, near misses or those of others , using the organisations reporting methods Report actively and proactively actual and likely contributory factors to fatigue Abide by your organisation's safe systems of work. Use safety and security equipment, protective clothing, whenever and wherever necessary, in accordance with organisations training, instruction and documented procedures

<p>Organisation</p>	<p>Understand the purpose of the organisation including its visions, objectives and brand/organisational standards, how they compare to its competitors and how own role, and the team, help to achieve them</p> <ul style="list-style-type: none"> • Understanding the industry and where the business sits in line with the competition • Understanding the history of the business/brand and how this has shaped the current model • Understanding the role of unions and operational partners within the airline industry • Understand the airlines long term vision and how this fits with competitors • How has aviation evolved to meet the customer expectation • How aviation will need to evolve to meet and deliver on customer expectation • The influence of technology on the business • Understanding your own personal impact on the company brand (uniform, tone of voice, demeanour, personality) • Understanding customer profile/segmentation • Understanding the role of other departments within the business • Understanding cost control 	<p>Work with the team to maintain brand/organisational standards at all times and identify and address any potential risks according to organisational procedures</p> <ul style="list-style-type: none"> • Maintain uniform standards as per company guidelines • Adopt an on brand tone of voice in all communications • Engage with customers to gain insight into their expectation • Provide customer feedback to relevant departments within the business • Develop opportunities to enhance the business brand • Report loss and theft ensuring protection of all Company assets • Treating all Company property with respect • Identify opportunities to reduce costs and increase efficiency
----------------------------	--	---

Commerciality* (for commercial airline apprentices only)	<p>The organisations vision, objectives and values of the organisation</p> <ul style="list-style-type: none"> • Understanding the products offered by the business and competitors • Understanding change in customer behaviour • Understanding the impact of external factors on the business, routes and industry • Understanding the constraints that affect the airline operation • Understanding business decisions that affect the airline operation • The value of service recovery • Understanding the contract between the customer and the business 	<p>Make decisions that satisfy the needs of the customer while delivering for the organisation</p> <ul style="list-style-type: none"> • Modify service delivery to meet customer needs • Identify appropriate service recovery initiatives considering cost and benefits • Maximising opportunities to enhance the customers experience
	<p>How to operate commercially with the aim of achieving and exceeding targets and how these contribute to achieving and exceeding targets and how these contribute to achieving the overall organisational objectives</p> <ul style="list-style-type: none"> • Understanding products and relevant regulations • Knowledge of ancillary products provided by the airline • Understanding current social trends and how this impacts product choices. • Knowledge of company loyalty schemes and that of competitors 	<p>Achieve and aim to exceed commercial targets by applying techniques that are appropriate to all customer profiles</p> <ul style="list-style-type: none"> • Identify opportunities to promote/sell/up sell/link sell on board products • Promote routes to customers • Promote and sell ancillary on board products • Promote airline reward programs • Promote 3rd party partner products • Identify appropriate sales technique to customer profile and situation

	<ul style="list-style-type: none"> • The value that company loyalty schemes add to the business and the customer • Knowledge of 3rd party partner products • Knowledge of a variety of sales techniques 	
CRM/Human Factors	<p>The principles of Cockpit/Crew Resource Management (CRM) and how to apply them</p> <ul style="list-style-type: none"> • Understanding of each other roles and how they work effectively together in delivering a safe operation • Understand the company safety policy as set out in the company's standing operating procedures (SOPs) • knowledge of procedures to enhance teamwork, communication and coordination 	<p>Apply principles of Cockpit/Crew Resource Management (CRM) and human factors</p> <ul style="list-style-type: none"> • How both flight crew and cabin crew effectively communicate and collaborate on safety related matters • Accurately identify what is going on around us, and to use our perception of what is happening in order to make the right decisions. These 'right' decisions serve to avoid error or, when errors happen, to respond to them in the most effective way to mitigate against their consequences. • Communicate clearly and assertively with each other, and coordinating actions to prevent error, to detect error when it does happen, and to mitigate (or reduce) the consequences when errors happen. • Being able to focus on facts, being objective by communicating clearly and assertively with each other and coordinating actions to prevent error, to detect error when it doesn't happen and to mitigate (or reduce) the consequences when error happens
	<p>The principles of human factors</p> <ul style="list-style-type: none"> • Understanding of the environmental, organisational and job factors, and individual characteristics which influence behaviour on board 	

