



# Customer Relations

## Handling Guidelines



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<u>Italy</u>	<u>Japan</u>	<u>Laos</u>	<u>Malaysia</u>	<u>Myanmar</u>
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<u>Singapore</u>	<u>South Africa</u>	<u>South Korea</u>	<u>Spain</u>	<u>Sri Lanka</u>
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## Abbreviations

ASM	Airport Service Manager
CFMS	Customer Feedback Management System
CSS	Customer Service Supervisor
CR	Customer Relations
CRT	Cathode Ray Tube
DBC	Denied Boarding Compensation
DCS	Departure Control System
DGC	Downgrading Compensation
EMD	Electronic Miscellaneous Document
FFP	Frequent Flyer Programme
GOM	Ground Operations Manual
IMSP	Information Management System
IOC	Inter-Office Communication
ISC	In-flight Service Complimentary Form
LCD	Liability Claim Discharge
MAAS	Meet and Assist Service
MCT	Minimum Connecting Time
MPD	Multi-Purpose Document
PDC	Post Data Capture
RLOC	Record Locator
PHM	Passenger Handling Manual
PNR	Passenger Name Record
PSM	Passenger Service Manual
ROP	Royal Orchid Plus
RRM	Royal Reservation Manual
SDR	Special Drawing Rights
SIF	Service Irregularity Form
TIM	Travel Information Manual
TMM	THAI Marketing Manual
UM	Unaccompanied Minor
WHCR	Wheelchair
YP	Young Passenger



## 1. Introduction

### **Foreword:**

The Customer Relations Handling Information and Guidelines contained in this chapter have intentionally been written for customer feedbacks handling for which Customer Relations at Head Office/BKKST/S4 and local Customer Relations offices at field stations are responsible.

### **Purpose:**

This chapter contains information on matters pertaining to procedures and guidelines in addressing customer needs and comfort, in order to ensure that every customer complaint and claim is handled in a timely and efficient manner.

The procedures contained herein embody the company requirements and rules as well as those prescribed by the governments and other authorities. All personnel engaged in customer relations/claims should be familiar with its contents.



## **2. Provision of Carriage for Passengers and Baggage**

Acceptance for all carriage of passengers and baggage by THAI must be subject to:

- The Conditions of Contract (refer to the website)
- The Conditions of Carriage
- Tariff rules and Company regulations laid down by THAI
- Applicable national laws and government regulations of the countries to be operated from/into/through or over.

## **3. THAI's Liability**

THAI's liability for damage sustained in the event of death, wounding or other bodily injury suffered by a passenger, extends over the period during which the passenger is on board the aircraft or in the course of embarking or disembarking.

THAI's liability for damage sustained in the event of destruction, loss or damage to baggage, extends during the carriage by air and during the period which the baggage is in charge of THAI in an airport including loading, unloading, delivery or transshipment.

THAI is not liable for any damage when it is in conform with the laws, government regulations, customs requirements etc. or when it is beyond THAI's foreseeing or control.

THAI is not liable for damage to any fragile or perishable articles, money, jewelry, silverware, negotiable papers, securities or other valuable samples or business documents which are included in the passengers' checked baggage.

When issuing tickets exclusively over the lines of other carriers, under the interline agreements, THAI is not responsible for any damage, loss or delay caused by the operating carriers.

THAI's liability is preliminarily considered according to the Conditions of Contract based on The Warsaw Convention.

The Convention governs and in most cases limits the liability of carriers to passengers for death or personal injury to SDR16,600 or approx. USD 20,000. Baggage Liability for loss, delay, or damage is limited to SDR 17 or approx. USD 20 per kilo for checked baggage and SDR332 or approx. USD400 per passenger for unchecked baggage.

However it should be aware that in many cases, the Conditions of Contract may not be in conform with the applicable laws and the laws supersede it.

The route itinerary of the passenger will determine what applicable laws are effective to such claim and where may a claimant issue proceedings:

1. Country where carrier ordinarily resident
2. Country where carrier has principal place of business
3. Country where carrier has an establishment through which contract was made
4. Country of final destination
5. Country of passenger's domicile
  - a. If it is a contracting state
  - b. To and from which the carrier operates
  - c. In which carrier conducts business of carriage



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Applicable laws and government regulations are mostly based on the Montreal Convention or that convention amended by the Hague Protocol.

As the Montreal Convention has not ratified to some countries such as Thailand, in considering the claim, the following considerations might be applied to give a brief explanation of the applicability of the convention with respect to different routes of traffic.

- For International traffic, where the place of departures and the place of destination are situated in two different countries, both of which have ratified the convention, the rules of the convention will be applied.

According to the convention, carrier is liable to pay the actual damage suffered by the passenger or his successors because of death or injury to the passenger or loss, damage or delay of the baggage, irrespective of negligence on the part of the carrier. The maximum liability is listed as follows:

- SDR 113,100 or approx. USD136,265 per passenger accident for death and bodily injuries.
- SDR 4,694 or approx. USD5,655 per passenger for damage caused by delay in the carriage of persons.
- SDR 1,131 or approx. USD1,362 per passenger for loss, damage or delay with respect to both checked and unchecked baggage.
- For International carriage, where the place of departure or destination is situated in a country, which has not ratified in convention as amended by the Hague Protocol, the rules to be applied will be determined according to the law, where litigation is brought against THAI commonly the law of country of departure, the country of destination, the country where the accident occurred to Thailand, where THAI Head Office is situated. The liability shall be assumed according to the Condition of Contract as follows:
  - SDR 17 or approx. USD20 per kilo of the actual weight for loss of, damage or delay to checked baggage, and SDR 332 or approx. USD400 for unchecked baggage.
  - SDR16,600 SDR or approx. USD 20,000 per passenger in respect of death or bodily injury.
- For domestic traffic, the applicable laws of the country concerned will be applied.

## **4. Responsibility of Passengers**

Passengers are required to comply with all laws, orders, regulations, demands or travel requirements of countries to be flown from/into or over and with all rules, regulations and instructions of THAI.

## **5. Handling of Customer Feedback**

Customer Feedback shall be handled according to types of feedbacks:

- Commendations, Requests and Suggestions

Commendations are an important source of motivation. All commendations, requests and suggestions from customers must be responded immediately by the Customer Relations functions.

- Complaints and Claims

All passenger complaints need prompt response in a form of an acknowledgement, apology or offer of compensation. The compensation shall be considered in compliance with relevant laws and for customer retention or company goodwill.



## Customer Relations Handling Guideline

### Remarks:

- THAI's goodwill should be retained whenever deemed necessary.
- Settlement or claim negotiation should be regarded as an opportunity to complete customer satisfaction. Fixing a problem well has a greater impact to win a repeated customer and to avoid negative word of mouth.
- Do not take much concern on legal proceeding; but on your judgment in an attempt to reach an equitable settlement.
- Special consideration shall be based on classes of service, value of passenger such as CIP, VIP, ROP/other FFP status, severity of the case, routing such as a short-haul or a long-haul flight, customer residence, etc.
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## 6. Handling at Headquarter

Customer Relations Services Department (BKKS4) is under Customer Relations Department (BKKST). BKKST and BKKS4 act as Corporate Customer Relations, responsible for the policies and procedures concerning customer claims, complaints, compliments and suggestions of customers.

Customer complaints/claims received at Head Office are in principle to be replied/handled by BKKST/S4, especially written in Thai and in English. Those written in other languages shall be directed to field offices for handling.

For certain cases, when assistance is needed from field offices such as cash payment, EMD (MPD) issuance, gift delivery etc., will be forwarded to field offices for local arrangement with instructions.

Reports of personal injury/food poisoning shall be acknowledged /handled and referred to BKKJZ with the summary and result of investigation for insurance purpose.

Especially, for injury claims, the payments shall be made against a signed "Released Form" as instructed by BKKJZ. All the related documents concerning each injury claim shall rigorously be sent to BKKJZ for their further insurance settlement consideration.

Legal notice or summons, when received, shall also be forwarded immediately to BKKJZ together with summary and a complete file for handling advice.

All customer feedbacks shall immediately be registered into Customer Feedback Management System (CFMS) upon receiving. The system will automatically generate the case reference number for handling in accordance with the system procedure.

All feedbacks shall be acknowledged either by telephone, fax, e-mail, telex or letter within 5 days and settled within 20 days.( First Class and Platinum passengers : within 15 days )

For baggage claims, the payments shall be made against a signed 'Liability Claims Discharges' form (LCD) . Please also note that LCD is not required for other settlements. (For First Class passengers, settlement should be considered to be made within 7 days as appropriate.)

Claim Payments shall be debited from the following Accounts / Center / Assignment:

- Baggage Claim	631070 / 1030100 / (PIR No.)
- Injury	631071 / 1030100
- Goodwill Compensation	631080 / 1030100
- Customer Relations EMD/MPD	631140 / 1030100



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- Star Alliance EMD/MPD	631140 / 1015519
- Denied/Downgrade	631130 / 1030100
- In-Flight Service Compliments	631150/1030100 (Head Office use only)
- Lounge Access Voucher	811106/1324220 (Head Office use only)

## **7. Handling at Field Offices**

In accordance with THAI Marketing Manual (TMM) Chapter 1 Article 1.9, Passenger complaints/claims received at field offices shall be handled/settled locally under local authorization within USD2,000 per passenger.

In case of settlement amount exceeds the above local authorization, the approval shall be under consideration of BKKST or BKKS4 and finally be handled/settled locally.

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- Customer Relations EMD/MPD	631140 / 1030100
- Star Alliance EMD/MPD	631140 / 1015519
- Denied/Downgrade	631130 / 1030100

For certain cases, when assistance is needed from Head Office, such as cash payment, EMD (MPD) issuance, gift delivery etc., the cases should be forwarded to BKKS4 for instructions and arrangements to be made locally.

### **Supports needed from Field Offices**

For baggage claims settled at Field Offices, especially when the other carriers are involved, all the related documents shall be promptly scanned and e-mailed to BKKS4 at [bkks4office@thaairways.com](mailto:bkks4office@thaairways.com) for further baggage claims proration process.

For corporate analysis purpose, a summary report of feedbacks and compensation handled by Field Offices is required to be submitted to BKKSZ via e-mail: [voiceofcustomer@thaairways.com](mailto:voiceofcustomer@thaairways.com) and BKKST via e-mail : [bkkst.office@thaairways.com](mailto:bkkst.office@thaairways.com) on a monthly basis.





## 8. Categories of Feedback

- 8.1 Contact Center
- 8.2 Reservation and Ticketing Service
- 8.3 Check-in and Service before Immigration
- 8.4 Lounges
- 8.5 Boarding and Departure Area
- 8.6 In-Flight Service
- 8.7 Onboard Catering
- 8.8 Arrival / Transit / Connections
- 8.9 Royal Orchid Plus Programme
- 8.10 Royal Orchid Holiday Programme
- 8.11 Customer Relations
- 8.12 General comments for TG services
- 8.13 Marketing
- 8.14 Schedule Deviation
- 8.15 Handling of Flight Irregularities
- 8.16 Authorities and Airport Facilities

Please see the details of each category in the Category Type Item (CTI) on page 38.

## 9. Investigation Units

An investigation is required when there is no sufficient information for response/handling/settlement. Customer Relations staff must contact the relevant functions per below table with summary of the case and identify the points in question.

### 9.1 Investigation within THAI functions

Bangkok Ticket & Reservation			
Issue	Function	Role	E-mail
• Failure of Internet booking / payment process	NY-S	Booking through TG website	net.flightrsvn@thaairways.com
• Attitude and performance of reservation staff • Information provided	HH	BKK Reservation (Thai Contact Center)	rsvn.cfms@thaairways.com bkkhhoffice@thaairways.com
• Reservation / Ticket System Helpdesk	HR	Reservation / ticketing system	ticket-rsvn.helpdesk@thaairways.com
• Policy for tickets issued in Thailand	HA	Ticketing Dept.	bkkha@thaairways.com
• Attitude / Performance of staff	HN	Tickets issued at Larnluang Office	larnluangtk@thaairways.com
• Attitude / Performance of staff	HO	Tickets issued at Head office (Vibhavadee)	headofctkt@thaairways.com
• Attitude / Performance of staff	HT	Tickets issued at Silom office	silomtk@thaairways.com



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• Tickets sale through telephone / internet in BKK	HE	E-Ticketing	<a href="mailto:e-tkt.thailand@thaiairways.com">e-tkt.thailand@thaiairways.com</a>
• Attitude / Performance of staff at Suvarnabhumi Ticket Office	HZ	Airport Ticket Office	<a href="mailto:bkkhz.office@thaiairways.com">bkkhz.office@thaiairways.com</a>
• Ticket Refund	HX	Refund office	<a href="mailto:refund.bkk@thaiairways.com">refund.bkk@thaiairways.com</a>
• Performance of travel agent in BKK only *others contact xxxSD	AC	Agency Sales	<a href="mailto:agentttkt@thaiairways.com">agentttkt@thaiairways.com</a> , <a href="mailto:bkkac.office@thaiairways.com">bkkac.office@thaiairways.com</a>
• Code Share flight agreement	SA	Airline Industry Relations	<a href="mailto:bkksaoffice@thaiairways.com">bkksaoffice@thaiairways.com</a>
• Royal Orchid Plus	SO	Mileage handling Inquiry about ROP issues	Platinum member: <a href="mailto:ropplatinum@thaiairways.com">ropplatinum@thaiairways.com</a> Gold member: <a href="mailto:ropgold@thaiairways.com">ropgold@thaiairways.com</a> Silver and Prime : <a href="mailto:ropdis@thaiairways.com">ropdis@thaiairways.com</a> (internal use only, Please do not copy this e-mail to pax)

### Ground Service at Bangkok Airport

Issue	Function	Role	E-mail
** Please copy the case to : <a href="mailto:dk.report@thaiairways.com">dk.report@thaiairways.com</a>			
• Attitude / Performance / Procedure of check-in staff in BKK (International)	KP	Check-in Landside - International	<a href="mailto:ketwarang.k@thaiairways.com">ketwarang.k@thaiairways.com</a> cc:kittima.s@thaiairways.com
• Attitude / Performance / Procedure of check-in staff in BKK (Domestic)	KP	Check-in Landside - Domestic	<a href="mailto:krittaya.b@thaiairways.com">krittaya.b@thaiairways.com</a> cc:kittima.s@thaiairways.com, <a href="mailto:ketwarang.k@thaiairways.com">ketwarang.k@thaiairways.com</a>
• Attitude / Performance / Procedure of staff at boarding gate in BKK (International and Domestic) • Inadmissible pax on arrival BKK	KP	Departure - Airside	<a href="mailto:wissuda.s@thaiairways.com">wissuda.s@thaiairways.com</a> cc:pranom.h@thaiairways.com
• Attitude / Performance / Procedure of Duty Manager in BKK, and Excessive baggage team(Intercept bag at gate)	KO	BKK Station Manager Duty Manager	<a href="mailto:bkkkk.office@thaiairways.com">bkkkk.office@thaiairways.com</a>
• Attitude / Performance / Procedure of Flight Manager in BKK	KO-B	Flight Manager	<a href="mailto:bkkkk.office@thaiairways.com">bkkkk.office@thaiairways.com</a>
• Attitude / Performance / Procedure in BKK of special handling (all class) / irregularity handling ( F/CL and C/CL pax)	LP	Passenger Service	<a href="mailto:lp.manager@thaiairways.com">lp.manager@thaiairways.com</a> cc:panumas.sa@thaiairways.com



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• Attitude / Performance / Procedure of irregularity handling in BKK ( Y/CL pax)	KN	Service Delivery Support Dept.	<a href="mailto:bkkknoffice@thaiairways.com">bkkknoffice@thaiairways.com</a>
• Attitude / Performance / Procedure of staff and baggage irregularity handling in BKK	LL	Baggage Services Dept.	<a href="mailto:isara.is@thaiairways.com">isara.is@thaiairways.com</a> , <a href="mailto:baggage.service@thaiairways.com">baggage.service@thaiairways.com</a>
• Attitude/Performance / Procedure of Lounge staff in BKK	KW	BKK Lounges	<a href="mailto:supornphan.s@thaiairways.com">supornphan.s@thaiairways.com</a> , <a href="mailto:bkkkwoffice@thaiairways.com">bkkkwoffice@thaiairways.com</a>
• Policy and products of Lounge at abroad stations	KS	Lounges at abroad stations	<a href="mailto:thantip.p@thaiairways.com">thantip.p@thaiairways.com</a> cc : <a href="mailto:ks.report@thaiairways.com">ks.report@thaiairways.com</a>
• Procedure of loading in BKK	KY/KL	Load Control	<a href="mailto:kl.instructor@thaiairways.com">kl.instructor@thaiairways.com</a>

### Bangkok Ramp Service

Issue	Function	Role	E-mail
• Baggage Pilferage	2Q	Ground Support Equipment Operations Control Dept.	<a href="mailto:ccn.2q@thaiairways.com">ccn.2q@thaiairways.com</a> , <a href="mailto:pil.investigation@thaiairways.com">pil.investigation@thaiairways.com</a> <a href="mailto:premchai.s@thaiairways.com">premchai.s@thaiairways.com</a>
• Bus transfer pax in ramp	2D	Passenger Transport Dept.	<a href="mailto:chavalit.s@thaiairways.com">chavalit.s@thaiairways.com</a>
• Transfer baggage, baggage sorting	JX	Baggage Sorting	<a href="mailto:sorrachut.b@thaiairways.com">sorrachut.b@thaiairways.com</a> , <a href="mailto:jxcontrol@thaiairways.com">jxcontrol@thaiairways.com</a>

### Abroad Stations

Issue	Function	Role	E-mail
All issues at abroad stations	xxxKK	International Stations	Station Manager/ xxxKK cc: <a href="mailto:bkkksoffice@thaiairways.com">bkkksoffice@thaiairways.com</a> , <a href="mailto:ks.report@thaiairways.com">ks.report@thaiairways.com</a>
• All issues at Domestic stations in Thailand, and China, Japan, Korea, MNL, KUL, PEN	xxxKK	Domestic Stations & Inter'l stations	Station Manager/ xxxKK cc: <a href="mailto:bkkksoffice@thaiairways.com">bkkksoffice@thaiairways.com</a> , <a href="mailto:kb.report@thaiairways.com">kb.report@thaiairways.com</a>

### Catering

Issue	Function	Role	E-mail
• Food poisoning / Foreign object/Special meal uplift (Loading from BKK)	CF	Catering Dept.	<a href="mailto:cat.info@thaiairways.com">cat.info@thaiairways.com</a> cc: <a href="mailto:waleerat.c@thaiairways.com">waleerat.c@thaiairways.com</a> , <a href="mailto:utumporn.s@thaiairways.com">utumporn.s@thaiairways.com</a> + QJ responsible for particular route (as below)
• Menu Planning	QJ	Menu Planning Dept.	-
	QJ-I	Europe and Africa group	<a href="mailto:chanida.b@thaiairways.com">chanida.b@thaiairways.com</a>



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	QJ-L	West Asia / Indo-China and Domestic	<a href="mailto:voraseth.t@thaiairways.com">voraseth.t@thaiairways.com</a>
	QJ-M	Australia / Middle East / South Asia	<a href="mailto:supat.c@thaiairways.com">supat.c@thaiairways.com</a>
	QJ-R	America / North and East Asia	<a href="mailto:sa-angthip.j@thaiairways.com">sa-angthip.j@thaiairways.com</a>

### In-Flight Service

Issue	Function	Role	E-mail
<b>** Please copy the reply to <a href="mailto:bkkqgoffice@thaiairways.com">bkkqgoffice@thaiairways.com</a> when respond to pax</b>			
• Equipment and reading material/items distributed in cabin	QE	Service Equipment Inventory Control	<a href="mailto:bkkqe@thaiairways.com">bkkqe@thaiairways.com</a> cc : <a href="mailto:bkkqkoffice@thaiairways.com">bkkqkoffice@thaiairways.com</a>
• In-Flight duty free on board	QX	In-Flight Duty Free Department	<a href="mailto:bkkqxoffice@thaiairways.com">bkkqxoffice@thaiairways.com</a> cc: <a href="mailto:dispong.y@thaiairways.com">dispong.y@thaiairways.com</a>
• Attitude / Performance of cabin crew / Service procedure	QQ2	In-Flight Department	<a href="mailto:bkkqq2.office@thaiairways.com">bkkqq2.office@thaiairways.com</a>
• Request cabin report, Procedure and all information : amenities not available in the toilet, strange loud noise in the cabin, leakage of water drip from the ceiling, relocation of passenger's seat due to some malfunction etc.	QQ3	In-Flight Department	<a href="mailto:cabinreport@thaiairways.com">cabinreport@thaiairways.com</a>

### In-Flight Products

Issue	Function	Role	E-mail
• IFE Hardware/cabin ambient/cabin interior/products design	S5	Product Planning Service	<a href="mailto:bkks5@thaiairways.com">bkks5@thaiairways.com</a>
• Movies/Music/E-Meal Menu Program	QH	In-Flight Entertainment Management Dept.	<a href="mailto:ife@thaiairways.com">ife@thaiairways.com</a>

### Cockpit Crew

Issue	Function	Role	E-mail
<ul style="list-style-type: none"> <li>• Request Voyage Report, Inform Aircraft technical</li> <li>• Passenger handling e.g. Denied boarding by P.I.C</li> <li>• Air traffic control</li> <li>• Flight diversion</li> <li>• Crew Duty time regulation</li> <li>• Crew document</li> <li>• Seat block for crew</li> </ul>	OO	Flight Standard Dept.	<a href="mailto:report.vr@thaiairways.com">report.vr@thaiairways.com</a> cc: <a href="mailto:surachet.m@thaiairways.com">surachet.m@thaiairways.com</a>



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• Request Air Safety Report (ASR) • Safety issue : Abort take off • Safety on board	OI	Flight Operations Safety Department	flightsafety@thaiairways.com
• Performance of Cockpit crew	OS	Pilot Admin. Dept.	bkkos@thaiairways.com

Technical Service			
Issue	Function	Role	E-mail
• Aircraft defects/seat/IFE malfunction	MC	Technical Department BKKMC	<a href="mailto:mcc.lc@thaiairways.com">mcc.lc@thaiairways.com</a> <a href="mailto:loet.v@thaiairways.com">loet.v@thaiairways.com</a> <a href="mailto:olarn.o@thaiairways.com">olarn.o@thaiairways.com</a> <a href="mailto:charoen.ch@thaiairways.com">charoen.ch@thaiairways.com</a> cc: <a href="mailto:chalermpon.i@thaiairways.com">chalermpon.i@thaiairways.com</a> <a href="mailto:sutthawadee.t@thaiairways.com">sutthawadee.t@thaiairways.com</a> <a href="mailto:chutima.y@thaiairways.com">chutima.y@thaiairways.com</a> <a href="mailto:korranat.c@thaiairways.com">korranat.c@thaiairways.com</a>

## 9.2 Investigation through our Star Alliance partner airlines

Starquest Tool has been introduced since 07MAY12 for the procedure of case investigation (research) among STAR Customer Relations.

To use this tool, PC with internet connection is required and then:

- # go to <http://starquest.staralliance.com>
- # user name : CustomerRelations1 (case sensitive)
- # password : feedback (case sensitive)
- # click the box “create new request” and complete the information, then submit the file.

To view your request status, go to “inbox” with:  
 user name : TG\_user (case sensitive)  
 password : tgstarquest (case sensitive)

## 10. Compensation

Compensation shall be considered on the basis of:

1. Liability (according to applicable laws and regulations) and/or
2. Goodwill/Ex-gratia gesture

### Compensation Tools:

THAI provides the following types of compensation, subject to severity of disservice and/or the value of customer.

- ◆ Complimentary Mileage
- ◆ Electronic Multiple Document (EMD) or Multi Purpose Document (MPD)



## Customer Relations Handling Guideline

- ◆ Lounge access voucher
- ◆ Excess baggage
- ◆ Complimentary Upgrade
- ◆ Complimentary ticket
- ◆ Cash payment
- ◆ Gifts

### **Descriptions:**

#### ◆ **Complimentary Mileage**

THAI Customer Relations staff may offer complimentary mileage in lieu of cash/EMD or MPD to the members of frequent flyer programmes.

### **Types of Complimentary Mileage**

1. ROP miles
2. Star Alliance miles

### **Conditions of Complimentary Mileage**

The complimentary mileage is not “qualifying miles” and, therefore, the amount of compensation can be accumulated in the membership account in order to redeem award documents, i.e. flight ticket, hotel voucher, etc. but cannot be counted for upgrading membership status (Basis to Silver or Silver to Gold).

#### **1. ROP Miles**

ROP miles may be offered to the Royal Orchid Plus members. However, non-member passengers can also apply for the membership through the internet and got the ROP account numbers, if accepted. After passengers have agreed with the settlement, the process of mile crediting shall be sent to BKKS4 for processing. Debit Account 631080/1030100

#### **2. Star Alliance Miles**

Star Alliance miles may be offered to Star Alliance frequent flyer passengers. If accepted, the process of mile crediting shall be made through <http://starquest.staralliance.com>. (no cost to be debited at present)

The amount of Mileage for Star Alliance members shall be in accordance with the Star Alliance Coordinated Customer Relations Guide (CCRG), Chapter 9 : 9.6 Goodwill Gestures (ex gratia)

#### ◆ **Electronic Multiple Document (EMD) or Multi-Purpose Document (MPD)**

THAI Customer Relations Office may authorize issuance of EMD or MPD in lieu of cash payment whenever claim compensation must be paid.

This practice is established in order to provide goodwill on an ex-gratia basis for passengers and to harmonize with our Star Alliance partners in offering the same tool of compensation to passengers. The EMD or MPD will also provide our passengers with a wider choice of services and may encourage them to continue flying THAI/Star Alliance. Customer Relations officers are required to make passengers fully aware of the terms and conditions of EMD or MPD before settlement.



## Customer Relations Handling Guideline

### Types of compensation in the form of EMD or MPD:

There are two types of EMDs or MPDs to be issued by TG for claim compensation purposes.

1. EMD or MPD to be used for travelling on TG flights only.
2. MPD to be used for travelling on Star Alliance flights.

### **Conditions of EMD or MPD:**

- EMD or MPD has one-year validity from the date of issuance
- Extension of EMD or MPD validity is not allowed. On an exceptional basis, this may be considered, on goodwill gesture, by the authorized offices e.g. BKKST/BKKS4 and xxxAA.
- EMD or MPD is non-refundable.
- EMD or MPD is non-transferable and shall only be used by the passenger whose name appears on.
- Re-issuance for lost EMD or MPD is strictly not allowed.
- EMD or MPD must be presented solely at THAI Ticketing office.
- In the "reason for issuance" box, please enter "for further transportation and/or excess baggage charge"
- In the form of payment box, please enter invoice number/ issuing office code/ and account number 631140/1030100 (for TG MPD) and 631140/1015519 (for Star Alliance MPD).

### **Conditions on ticket issued against a compensation EMD or MPD:**

- Any fare types can be applied for tickets issued at THAI town ticketing offices only.
- EMD or MPD can be accepted as part payment of any type of ticket.

### **♦ Lounge access voucher**

Lounge Access voucher can be requested through BKKS4 office, if passengers have agreed with the settlement, by sending e-mail to: [customer@thaairways.com](mailto:customer@thaairways.com)

The voucher will be sent to THAI local offices by co-mail.

### **Terms & Conditions:**

1. Non-transferable and can be used by the person named as beneficiary on the voucher.
2. Valid for one year after the date of authorization and cannot be extended.
3. Valid for usage while travelling on THAI flight at the Royal Executive Lounge which operated by THAI only\*
4. Passengers are requested to present the original voucher, (not the scan in mobile nor the copy), together with the boarding pass to THAI staff at the lounge, for one time use. The voucher must be kept by the staff for internal process.
5. The voucher has no cash value and cannot be exchanged for cash.
6. THAI assumes no responsibility/liability to compensate, refund or replace if the voucher is lost or stolen.



## Customer Relations Handling Guideline

The voucher must be in perfect condition when presented and is valid only for the period specified on the voucher. THAI may refuse to accept or honor the voucher if damaged, defected or invalid.

\*THAI operated lounges: DAC, HKG, KIX, KTM, KUL, MNL, RGN, SIN, TPE  
CEI, CNX, HKT, HDY, KBV, URT, KKC

### ◆ **Excess Baggage**

An appropriate additional amount of weight for checked baggage can be granted to passengers with the excess charge to be waived when traveling on THAI operating flights as compensation.

Telex from the authorized person, i.e. ST, S4, General Manager, Sales Manager etc., must be sent to the airport offices together with the details of booking record for proper arrangement.

### ◆ **Complimentary Upgrade**

Regional Director or General Manager at the field offices can consider upgrading for customers as deemed appropriate for customer retention purpose under local authorization.

For customer retention at Head Office a complimentary upgrade (one way or roundtrip) must be officially authorized by BKKST.

There are 2 types of Upgrade Certificates, empowered to be authorized and issued by BKKST (see CD/85 for details) as follow :

- ◆ Stand-by Upgrade Certificate
- ◆ Confirmed Upgrade Certificate

In case that the upgrade is beyond local authorization, Regional Director or General Manager at the field offices may request the upgrade certificate from BKKST at e-mail:

**bkkst.office@thaairways.com**

#### **Remark:**

According to Front-line Staff Empowerment effective from 2005, a complimentary upgrade can also be authorized, subject to space availability, by the Airport Service Manager (ASM) or Chief Cabin Crew (IM/AP), in order to promptly fix passengers problems on the spot. For this particular issue, Service Irregularity Form (SIF) and In-flight Service Complimentary Form (ISC) must be completed and forwarded to BKKS3 for reference.

### ◆ **Complimentary ticket**

For most serious complaint in Premium classes (F/CL, C/CL), a complimentary ticket ( ID00N1 ) can be granted as a form of compensation and be authorized by DN (for Field Offices) or D7 ( for Head Office ).

On a very exceptional basis, complimentary tickets can be considered for Economy Class passengers as appropriate.

### ◆ **Cash payment**

Cash payment is recommended as the last offering.

Payment mode:

- ◆ Cash
- ◆ Bank transfer payment process





## Customer Relations Handling Guideline

### Cash

- ◆ Payment Voucher shall be prepared.
- ◆ Passenger is requested to contact in person with his/her original passport or ID Card.

#### **Remarks :**

- ◆ For Area Thailand, amount of cash payment is limited at THB10,000.
- ◆ Payment made at the field offices shall be subject to local policy.
- ◆ Liability Claim Discharge (LCD) is required only for the payment made under carrier Liability.

In case that passenger cannot collect payment by him/herself, an authorized person appointed by the passenger may do so on passenger's behalf.

The following documents are required :

1. "Power of Attorney".
2. original passport or ID card of the passenger and the authorized person.
3. copy of passport or ID card together with signature of the passenger.
4. copy of passport or ID card with signature of the authorized person.

### **Bank Transfer**

- ◆ Payment Voucher shall be prepared.
- ◆ Payment shall be transferred to passengers' bank accounts.

#### **Remarks :**

- ◆ For Area Thailand, an IOC shall be prepared and sent to BKKEG, together with the details of passengers' bank account, a copy of passbook and e-mail address or mobile number.
- ◆ For the field offices, bank transfer process shall be subject to local policies.
- ◆ Liability Claim Discharge (LCD) is required only for the payment made under carrier's liability.

### ◆ **Gifts**

At some level of disservice, some gifts can be offered as an appropriate form of compensation for example :

- Flowers
- Champagne or cake to be offered as a gift on board and can be requested from BKKQJ by telex
- Wine/Liquor
- Chocolate
- Hamper
- Other local products as appropriate
- THAI giveaways as well as THAI Shop products can be obtained directly from BKKNJ.  
(Please see updated THAI giveaway Catalogue and THAI Website)



## 11. Handling Procedure

Feedback, especially the complaints, received at any Thai offices should be handled according to the steps as follow :

- a. acknowledge/reply within 5 days after receipt of the feedback.
- b. investigate with the relevant functions, if necessary.
- c. obtain all supporting documents/passengers' information, e.g. copy of ticket itinerary, booking history, travel record, station/cabin/voyage reports etc.
- d. consider the claim/complaint for settlement in accordance with Liability (legal binding/applicable laws) and/or Goodwill (commercial value e.g. VIP, CIP, FFP members, media, social influencers etc.)
- e. send an apology/reply letter to the passenger within 20 days

However, certain types of claim/complaint are required special handling, such as :

- 11.1 Baggage Claim
- 11.2 Injury/Accident
- 11.3 Medical Assistance/ Other help
- 11.4 Duty Free Sale on board
- 11.5 Letter from Attorney
- 11.6 Court Case

Proper steps are necessary in handling the claim/complaint for each type in order to settle/close the case efficiently and appropriately. Guideline in handling each type of claim/complaint is listed below :

### 11.1 Baggage Claim

Scope of the claim :

- checked baggage
- cabin baggage
- left behind items

Definition :

Delay : baggage is not found upon arrival, and it is delivered to the passenger afterward.  
Loss : baggage is not found after 21 days after the date of passenger arrival  
Damage : baggage is found under unusual condition i.e. wet, broken, etc.  
Pilferage : baggage is found pilfered.

A claim must be submitted to the airline with the following conditions:

category of claim      written notice requirement

Delay : 21 days from date of receipt of baggage  
Loss : 21 days from date of travel  
Damage : Immediately at the airport or not more than 7 days from date of receipt of baggage  
Pilferage : 21 days from date of travel

Handling procedure :

A: acknowledge by letter or e-mail within 5 days after receipt of the claim

B: check record from World Tracer System and conduct investigate with supporting units

- Loss : xxxLL at station concerned
- Damage : xxxLL at station concerned , BKKJX for BKK station
- Pilferage : xxxLL at station concerned, BKK2Q for BKK station
- Left Behind Items : xxxLL at station concerned with cc to xxxKK at station concerned and HDQKOTG BKKKOTG for BKK station

C: obtain all supporting documents/passengers' information, e.g. copy of ticket, itinerary, booking history, travel record, baggage tags, etc.

D: PIR (Properly Irregularity Report) Form or PPC (Passenger Property Claim) Form

E: compensation Guidelines



## Customer Relations Handling Guideline

In case of delayed baggage : interim payment shall be offered as follows :

<u>International Route</u>	<u>Domestic Route</u>
Y = <u>maximum</u> of USD100.-	Y = THB750.-
C = <u>maximum</u> of USD200.-	C = THB1,000.-
F = USD300.-	

In case of loss/pilferage, the amount of USD20.- will be offered per kilogram.

In case of damage, repair or replacement shall be arranged as appropriate.

However, in the country where Montreal Convention 1999 is applicable, the final settlement shall be up to the maximum of SDR1,131.- per passenger.

Website Montreal Convention : [www.icao.int/icao/en/leb/mtl99.pdf](http://www.icao.int/icao/en/leb/mtl99.pdf)

F: send letter of apology to customer or contact customer via phone with proper consideration for claim/compensation/negotiation

\*\* Claim officer must update any payments in the **World Tracer File** in order to avoid duplicate claim.

\*\* Claim which related to other airlines must be sent to BKKS4 for pro-ration process.

### **11.2 Injury/Accident**

Scope of the claim :

- any accident happens to passengers after check-in, during boarding, during the flight and after disembarkation to customs area
- illness/death after check-in, during boarding, during the flight and after disembarkation to customs area  
i.e. slippery floor at the airport, items fallen down from the overhead locker, food poisoning, heart attack, walk barefoot in the cabin etc.
- flight turbulence

Handling procedure :

A: acknowledge, by any means, immediately and within 5 days after receipt of the claim

B: investigate and/or obtain supporting document with functions concerned who are responsible for the particular matter. (see the list from table of investigation 9.1)

Supporting document :

- Station Report
- Advised telex from station concerned
- SIF/Cabin Report/Investigation result/Voyage report
- Medical report
- Medical receipt

C: in case of injury/accident with high potential to legal action, some necessary advise/instructions could be obtained from Corporate Insurance Department (BKKJZ) prior to dealing with passenger

D: consider claim and/or compensation as appropriate.

However, in the country where Montreal Convention 1999 is applicable, the final settlement shall be up to the maximum of SDR4,694.- per passenger.

Website Montreal Convention : [www.icao.int/icao/en/leb/mtl99.pdf](http://www.icao.int/icao/en/leb/mtl99.pdf)



## Customer Relations Handling Guideline

### **11.3 Medical Assistance/ other help**

Scope for handling :

- Volunteer for medical assistance to sick passenger
- Helping crew in handling some unruly passengers

Handling procedure :

A: check the passenger's travel information

B: send "thank you" letter with or without some gifts as appropriate within 5 days after receipt of the information

### **11.4 Duty Free Sale on board**

Scope of the claim :

- Defective duty free goods
- Missing duty free goods
- Low Quality products
- Unwanted goods/Refund

Handling procedure :

A: acknowledge, by any means, within 5 days after receipt of the claim

B: inform BKKQX by e-mail : [bkkqxoffice@thaairways.com](mailto:bkkqxoffice@thaairways.com) of the matter and obtain the instruction for proper handling

C: keep contact with passenger and co-ordination with BKKQX until the case is settled

\*\* Defective items may be returned for refund only if notification has been given within 30 days of the date of purchase.

\*\* Unwanted goods must be returned in its original condition, unworn or unused and in its original packaging with the sale receipt. The item must be sent under telex advised via BKKLLTG and BKKQXTG in a green sack with reference tag number to avoid missing en route.

### **11.5 Letter from Attorney**

Handling procedure :

A: acknowledge by letter or e-mail within 5 days after receipt of the claim

B: investigate and/or obtain the maximum of supporting document with functions concerned who are responsible for the particular matter. (see the list from table of investigation 9.1)

C: obtain passenger's travel documents : boarding pass, ticket itinerary, reservation history, bag tag, etc.

D: in case of high potential to legal action, some necessary advices/instructions could be obtained from Corporate Insurance Department (BKKJZ) prior to dealing with passengers.

E: consider claim or compensation in line with the rules and regulations, the applicable Law of each country etc.



## Customer Relations Handling Guideline

### **11.6 Court case**

Handling procedure :

- A: acknowledge by letter or e-mail within 5 days after receipt of the claim
- B: investigate and/or obtain the maximum of supporting document with functions concerned who are responsible for the particular matter. (see the list from table of investigation 9.1)
- C: obtain passenger's travel documents, i.e. boarding pass, ticket itinerary, reservation history, bag tag etc.
- D: send all the documents to Corporate Insurance Department (BKKJZ) who will contact the Insurance Company for further handling
- E: keep contact with BKKJZ and/or the local appointed lawyer until the case is settled



## 12. Appendix

### 12.1 Channel of Receiving

#### Letter to Customer Relations

The forms are available at every THAI operating touch points, which will be forwarded to Customer Relations Service Department (BKKS4) by pre-paid postage or co-mail.

#### Letter

Customers are welcome to send their letters directly, either to Customer Relations Department at Thai Airways International Head Office, 89 Vibhavadi Rangsit Road, Chatuchak, Bangkok 10900, or THAI local offices worldwide.

#### E-mail

Customers may send their feedback through THAI Head office e-mail address: [customer@thaairways.com](mailto:customer@thaairways.com), or at THAI area office e-mail addresses.

#### Facsimile (Fax)

Customer may send their feedback through Customer Relations Department or at THAI area office faxes.

#### Telex

- BKKSTTG - Customer Relations Department
- BKKS3TG - Customer Relations Development Department
- BKKS4TG - Customer Relations Service Department

#### Service Irregularity Form (SIF) \*

SIF forms are used by front line staff when any irregularities occur. The SIF form contains information as follows :

- Customer name
- Full contact address
- Customers' comments' Customers
- Description of the situation and the handling completed by the front-line staff.

The form consists of :

1. White copy for customers to submit the claim at any Customer Relations offices.
2. Yellow copy shall be forwarded to BKKS3TG for reference.
3. Blue copy shall be kept at the issuing function.

#### In-flight Service Complimentary Item Form (ISC)\*

ISC forms are used by Air Purser or In-Flight Manager on board when duty free items are offered under discretion to customers as a complimentary gift, on goodwill gesture, for minor irregularity.

The form consists of

1. White copy for customers to submit the claim at any Customer Relations offices.
2. Yellow copy shall be forwarded to BKKS3TG for reference.
3. Blue copy shall be kept at the issuing function.

#### Inter-Office Communication (IOC)/Report

Customer Relations offices may receive IOC /report from front-line staff for further handling.

#### Phone

Customers may give their feedback by phone to Customer Relations Service Department (BKKS4) at +662 545 4216, 4217 or THAI area offices.

#### Walk in

Customers may visit Customer Relations Service Department (BKKS4) at Head Office, Bldg. 6, Ground Floor, or THAI area offices to give their comments.



## 12.2 Useful format for retrieving supporting information/request

### 12.2.1. From Amadeus Reservation System

- ❖ request booking history : (after purge)  
from flight date and pax last name : RPD/TGxxx/ddmmmyy-pax last name  
i.e. RPD/TG660/05FEB14-SRIUDOMMONGKOL  
from record locator : RPD/RLC-xxxxx(record locator)  
i.e. RPD/RLC-2FYHX3  
if the request is completed, the system show "accepted"  
system will take about 24 hours to locate the requested file.
- ❖ check the file after the request : RLD (enter)  
: RLDT1 (enter)  
1=line number shown on the screen  
print the record : WRANxxxx/RPP (enter) i.e. WRANBNR01/RPP  
print the history : WRANxxxx/RPP/RH (enter) i.e. WRANBNR01/RPP/RH  
xxxx = printer name

REMARKS: each request of booking history to AMDS is the cost/expense for TG.  
Please process when it is necessary only.

Alternative : access THAISquare/PSSI/Post Departure Information/PDC  
(user name and password is required)  
otherwise request through BKKHR

- ❖ retrieve reservation record : (still active)  
from flight date and pax last name : RTTG970/12MayBKK-pax last name  
from ROP number : RTM/TG-NK17741
- ❖ electronic ticket : TWD/TKT217-xxxxxxxxxx
- ❖ electronic EMD : EWD/EMD217-xxxxxxxxxx
- ❖ check aircraft type : DOTGxxx/ddmm
- ❖ check minimum connecting time : DMBKK or DMLHR-LGW

### 12.2.2. from THAISquare

- ❖ Flight History (replaced data from DCS)  
access THAISquare > > Business Unit > > flight history  
(under Ground Customer Service)
- ❖ Station Report/Station Log  
access THAISquare > > Business Unit > > flight File >> Report  
(under Ground Customer Service)
- ❖ Cabin Report  
access THAISquare > > General Admin > > Cabin Report System



## Customer Relations Handling Guideline

### 12.3 Who is Who in CR

#### Australia

##### Brisbane

Area office	Function	e-mail address
BNEAA	BNESR	Baggage handling: } brisbane.customer@thaiairways.com.au Passenger handling: }

##### Melbourne

Area office	Function	e-mail address
MELAA	MELSR	Baggage handling: } melbourne.customer@thaiairways.com.au Passenger handling: }

##### Perth

Area office	Function	e-mail address
PERAA	PERAA-X PERSD	Baggage handling: } mandy.godfrey@thaiairways.com.au Passenger handling: } debra.matthews@thaiairways.com.au

##### Sydney

Area office	Function	e-mail address
SYDNN	SYDSR	Baggage handling: } customer.relations@thaiairways.com.au Passenger handling: }

#### Bangladesh

##### Dhaka

Area office	Function	e-mail address
DACAA	DACAO DACAL	Baggage handling: } dacaotg@thaiairways.com.bd Passenger handling: } dactg@thaiairways.com.bd

#### Belgium

##### Brussels

Area office	Function	e-mail address
BRUSD	BRUHA	Baggage handling: } anne.cailliau@thaiairways.be Passenger handling: }





## Customer Relations Handling Guideline

### **Cambodia**

#### **Phanom Penh**

Area office	Function	e-mail address
PNHAA	PNHAA	Baggage handling: } pnhaa@thaiairways.com.kh Passenger handling: }

### **China**

#### **Beijing**

Area office	Function	e-mail address
BJSAA	BJSAO	Baggage handling: } bjsao@thaiairways.com.cn Passenger handling: }

#### **Chengdu**

Area office	Function	e-mail address
CTUAA	CTUAO	Baggage handling: } ctuaotg@thaiairways.com.cn Passenger handling: }

#### **Guangzhou**

Area office	Function	e-mail address
CANAA	CANAO	Baggage handling: } canaotg@thaiairways.com.cn Passenger handling: }

#### **Hong Kong**

Area office	Function	e-mail address
HKGAA	HKGAO	Baggage handling: } customerservice@thaiairways.com.hk Passenger handling: }

#### **Kunming**

Area office	Function	e-mail address
KMGAA	KMGAO	Baggage handling: } cmgaotg@thaiairways.com.cn Passenger handling: }

#### **Xiamen**

Area office	Function	e-mail address
XMNAA	XMNAO	Baggage handling: } xmnaotg@thaiairways.com.cn Passenger handling: }



## Customer Relations Handling Guideline

### **Denmark**

#### **Copenhagen**

Area office	Function	e-mail address
CPHAL	CPHSL	Baggage handling: } customer.relations@thaiairways.com.dk Passenger handling: }

### **France**

#### **Paris**

Area office	Function	e-mail address
PARAA	PARSR	Baggage handling: litiges.baggages@thaiairways.fr Passenger handling: rachel.arnold@thaiairways.fr

### **Germany**

#### **Frankfurt**

Area office	Function	e-mail address
FRANN	FRASR	Baggage handling: } tanja.bogs@thaiairways.de Passenger handling: }

### **India**

#### **Bangalore**

Area office	Function	e-mail address
BLRAA	BLRAL	Baggage handling: } anitha.s@thaiairways.co.in Passenger handling: }

#### **Kolkata**

Area office	Function	e-mail address
CCUAA	CCUAO	Baggage handling: } sanjeeb.r@thaiairways.co.in Passenger handling: }

#### **Mumbai**

Area office	Function	e-mail address
BOMAA	BOMAO	Baggage handling: } bomtg01@vsnl.net Passenger handling: }

#### **New Delhi**

Area office	Function	e-mail address
DELAA	DELAO-A DELSR	Baggage handling: } neeladri.d@thaiairways.co.in Passenger handling: }



## Customer Relations Handling Guideline

### **Indonesia**

#### **Denpasar**

Area office	Function	e-mail address
DPSAA	DPSHA	Baggage handling: } dpshatg@thaairways.co.id Passenger handling: }

#### **Jakarta**

Area office	Function	e-mail address
JKTAA	JKTAO	Baggage handling: } admin@thaairways.co.id Passenger handling: }

### **Italy**

#### **Milan**

Area office	Function	e-mail address
MILAA	MILAA	Baggage handling: } milaatg@thai.air.it Passenger handling: }

#### **Rome**

Area office	Function	e-mail address
ROMAA	ROMSR	Baggage handling: } customer@thai.air.it Passenger handling: }

### **Japan**

#### **Fukuoka**

Area office	Function	e-mail address
FUKAA	FUKHF	Baggage handling: } fukcstmsvc@thai.air.co.jp Passenger handling: }

#### **Nagoya**

Area office	Function	e-mail address
NGOSR	NGOSR	Baggage handling: } ngocstmsvc@thai.air.co.jp Passenger handling: }

#### **Osaka**

Area office	Function	e-mail address
OSASR	OSASR	Baggage handling: } osacstmsvc@thai.air.co.jp Passenger handling: }



## Customer Relations Handling Guideline

### **Tokyo**

Area office	Function	e-mail address
TYOSR	TYOSR	Baggage handling: } tyocstmsvc@thaiair.co.jp Passenger handling: }

### **Laos**

#### **Vientiane**

Area office	Function	e-mail address
VTESW	VTEKP VTEHA	Baggage handling: } info@thaiairwayslao.com Passenger handling: }

### **Malaysia**

#### **Kuala Lumpur**

Area office	Function	e-mail address
KULAA	KULAO	Baggage handling: } kulaotg@thaiairways.com.my Passenger handling: }

#### **Penang**

Area office	Function	e-mail address
PENAD	PENAO	Baggage handling: } penaotg@thaiairways.com.my Passenger handling: }

### **Myanmar**

#### **Yangon**

Area office	Function	e-mail address
RGNAA	RGNKK RGNAA	Baggage handling: <a href="mailto:rgnkktg@gmail.com">rgnkktg@gmail.com</a> Passenger handling: <a href="mailto:rgnaatg@thaiairways.com.mm">rgnaatg@thaiairways.com.mm</a> <a href="mailto:rgnaatg@gmail.com">rgnaatg@gmail.com</a>

### **Nepal**

#### **Kathmandu**

Area office	Function	e-mail address
KTMAA	KTMAO	Baggage handling: ktmao@thaiairways.com.np Passenger handling: ktmsr@thaiairways.com.np



## Customer Relations Handling Guideline

### **New Zealand**

#### **Auckland**

Area office	Function	e-mail address
AKLAA	AKLAO	Baggage handling: } glynisr@thaiairways.co.nz Passenger handling: }

### **Norway**

#### **Oslo**

Area office	Function	e-mail address
OSLSD	OSLSL	Baggage handling: } hilde.hirai@thaiairways.no Passenger handling: }

### **Oman**

#### **Muscat**

Area office	Function	e-mail address
MCTSD	MCTSD	Baggage handling: } mctsdgt@thaiairways.co.om Passenger handling: }

### **Philippines**

#### **Manila**

Area office	Function	e-mail address
MNLAA	MNLAO	Baggage handling: } mnlao@thaiairways.com.ph Passenger handling: }

### **Singapore**

#### **Singapore**

Area office	Function	e-mail address
SINAA	SINAO/ SINSO	Baggage handling: } bagcargoclaim@thaiairways.com.sg Passenger handling: }

### **South Africa**

#### **Johannesburg**

Area office	Function	e-mail address
JNBAA	JNBSL	Baggage handling: } jnbsltg@thaiairways.co.za Passenger handling: }



## Customer Relations Handling Guideline

### **South Korea**

#### **Seoul**

Area office	Function	e-mail address
SELAA	SELAO	Baggage handling: } Passenger handling: }      yunhee.kim@thaiairways.co.kr

### **Spain**

#### **Madrid**

Area office	Function	e-mail address
MADAA	MADAO	Baggage handling: } Passenger handling: }      admin@thaiairways.es

### **Sri Lanka**

#### **Colombo**

Area office	Function	e-mail address
CMBA	CMBA	Baggage handling: } Passenger handling: }      cmbaatg@thaiairways.com.lk

### **Sweden**

#### **Stockholm**

Area office	Function	e-mail address
STOAA	STOSL	Baggage handling: } Passenger handling: }      customer.relations@thaiairways.se

### **Switzerland**

#### **Zurich**

Area office	Function	e-mail address
ZRHAA	ZRHSL	Baggage handling: } Passenger handling: }      silvia.stoll@thai.ch

### **Taiwan**

#### **Taipei**

Area office	Function	e-mail address
TPEAA	TPEAO	Baggage handling: } Passenger handling: }      tpeaotg@thaiairways.com.tw



## Customer Relations Handling Guideline

### **Thailand**

#### **Bangkok**

Area office	Function	e-mail address
BKKST	BKKS6-P	Baggage handling: baggageclaim@thaairways.com
	BKKS4	Passenger handling: customer@thaairways.com

#### **Chiang Mai**

Area office	Function	e-mail address
CNXSD	CNXAO	Baggage handling: cnxaooffice@thaairways.com
		Passenger handling: }

#### **Hat Yai**

Area office	Function	e-mail address
HDYSD	HDYSD	Baggage handling: }
		Passenger handling: hdysd@thaairways.com

#### **Phuket**

Area office	Function	e-mail address
HKTSD	HKTSR	Baggage handling: }
		Passenger handling: chutamart.p@thaairways.com

### **UAE**

#### **Dubai**

Area office	Function	e-mail address
DXBAO	DXBAO	Baggage handling: }
		Passenger handling: mushtaq@thaairways.ae

### **UK**

#### **London**

Area office	Function	e-mail address
LONAL	LONSR	Baggage handling: }
		Passenger handling: customerservice@thaairways.com.uk

### **USA**

#### **Los Angeles**

Area office	Function	e-mail address
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## Customer Relations Handling Guideline

LAXAA	LAXSR	Baggage handling: } Passenger handling: }	laxclaim@thaiairwaysusa.com
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### **Vietnam**

#### **Hanoi (North)**

Area office	Function	e-mail address	
HANAA	HANAO	Baggage handling: } Passenger handling: }	adminhan@thaiairways.com.vn

#### **Ho Chi Minh (South)**

Area office	Function	e-mail address	
SGNAA	SGNAO	Baggage handling: } Passenger handling: }	sgnao@thaiairways.com.vn





## **12.4 Sample of Reply Letters**

### **12.4.1 Templates of In-Flight/Catering reply**

#### **Unruly/good handling**

May we explain that during such a stressful situation, every possible effort had been made to solve the problems, and this required a delicate handling on the part of our cabin attendants. Incidents involving unacceptable behavior of those passengers created serious problems for our flight attendants, but safety and security of all other passengers must always be our primary concern. We trust that you would appreciate the performance of all crew involved in handling with the situation to maintain a trouble-free atmosphere on the flight, even under difficult circumstances.

#### **Unruly/poor handling**

Since the safety of our passengers remains the highest priority, we at THAI do not expect any passenger to be disturbed by such disruptive behavior of one drunken passenger. We sincerely regret that you felt the staff concerned were not efficient enough in handling with the situation. Our Company has placed a current policy to emphasize on our staff ability in dealing with such intoxicated passengers. Additional standard practices have been implemented to enable our flight crew to respond to any similar situation more appropriately in future in order to provide the best possible service under difficult circumstances.

#### **Attitude of staff I**

Please be assured that we take our passengers' comments seriously regarding unsatisfactory service attitude of our cabin staff, as they are in front line contact with our passengers and reflect the hospitable image of Thai hospitality to the traveling public. Certainly, we have reported your views to our In-flight Service Management for their improvement. Apart from additional training, the particular staff will be called in to give a full explanation of the situation and a disciplinary action will be taken as appropriate.

#### **Attitude of staff II**

We are sorry to learn of the difficulties you experienced at....., and that you found the service and the attitude of our staff/ground handling agent entirely unsatisfactory. We would ask you to please accept our sincere apologies that your flight was marred in the way mentioned. Please rest assured that your unpleasant experience has already been brought to the attention of the departments concerned for appropriate action, and in deed, we very much appreciate your taking the time to write. Your letter is invaluable in assessment of the quality of service we provide for our passengers.

#### **Attitude of staff III**

We are very sorry to learn of the unsatisfactory attitude of our cabin crew on you flight. Please accept our sincere apologies for any unfavorable impression made.

Such attitude is a major concern in our organization and, therefore, we have reported your comments to the department concerned for attention and further improvement. Your comments provide data for monitoring and evaluation of our service extended to passengers. We assure you that we are constantly training our staff, in order to keep our standard of service at an optimum level.

#### **Performance/Safety**

We assure you that safety is of the utmost important factor in our organization. Hence, we are really concerned to note you found our cabin crew were not sufficiently concerned of in-flight safety procedures. We thank you for your concern in writing and that this matter is being treated by all relevant Management. With the urgency and importance it deserves, we emphasize alertness among all staff concerned, both our Technical & In-Flight Service Department to maintain our in-flight safety procedures at the highest level. We truly regret that this was not evident in your experience on this occasion.



### **Performance/Mishandling special meal service**

May we take this opportunity to explain to you as follows. According to our normal procedure, the responsible crew will check the total quantity of special meal uplifted on board, and verify the passengers' names and their seat allocations. This should be done to ensure in accordance with the booking, otherwise the regular meal will be served according to the menu set for each route. Our investigation revealed that your special meal was uplifted as you requested. Therefore, we have no excuse to offer you, on the part of our staff, for the lack of professionalism and attentiveness in handling with the problem. Certainly, we have passed your comments to our In-Flight Service Management in order to ensure more systematic procedures and practice under any similar situation in the future.

### **Catering/Food Poisoning**

We were really concerned to hear that your trip with THAI was unpleasant, since you became sick after having eaten the meal served on board. After receiving your complaint, we have investigated with our Food & Beverage Control Department, and they confirmed that all meals uplifted on board our THAI flights were of the same quality in condition and in taste. Furthermore, our Catering Department assures us that a high standard of hygiene is constantly maintained in our kitchen. Food is always checked for appearance, taste, freshness etc. before leaving our premises. We can assure you that we have no report of any other passengers having a problem with the meal served on this flight or any flights we prepared the same meal for the same day. However, we are very sorry that your trip should have been spoiled in this manner.

### **Catering/Quality of meal**

We were very sorry to learn that the choice of meal did not live up to the high standard as you had previously experienced. Although we understand your disappointment, we must explain that due to the logistics of preparing and loading meals for hundreds of passengers, it is not possible to load meals suitable for a larger variety of tastes on each flight and we apologize for the lack of satisfaction. However, we assure you that our Management has placed a great emphasis on this particular domain. Therefore, your criticism has certainly been forwarded to all relevant departments for further improvement, in order to ensure the usual high standard quality of Thai cuisine both in presentation and also in taste before leaving their kitchen.

### **Malfunction of seat/in-flight entertainment system**

We very much regret to learn that you were unable to enjoy your flight because of the malfunction of in-flight entertainment system. We sincerely apologise for any lack of enjoyment on this account. Obviously, we do not want such incident to happen as it negatively affects our services and the recognized image of THAI. Despite our efforts to follow stringent maintenance checks on all our equipment, the occasional problems are unavoidable. Certainly, our Technical Department has already rectified such shortcomings upon arrival in Bangkok, and all our technicians have been reminded to perform a careful check of all seats and cabin facilities before authorizing the flight operation, and to prevent such recurrence in the future.

### **Seat comfort**

Upon hearing your deep disappointment with the condition of our aircraft and its seat comfort on route ..... and vice versa, we sincerely apologize for any unpleasantness and lack of comfort you experienced. We assure you that our Management has worked aggressively to provide a top quality standard for our premium class passengers in terms of seating and in-flight entertainment system, through a program of both aircraft purchases and retrofitting existing aircraft in the fleet. However, the lead time for such program is time consumed, and we have to accept that the lack of standardization cannot be eliminated in the short term. We hope that you will see the difference on our Royal Orchid Service flights in your future travels.



## **12.4.2 Templates of Ground Handling Reply**

### **Travel Document Check**

May we explain to you that as promulgated in IATA "Conditions of Carriage", it is a responsibility of passengers to ensure that they are in possession of valid and proper travel documents for their journey. Passengers shall comply with all governmental travel requirements. A document check is routinely performed by check-in staff to merely assist and ensure that the required documents are carried by passengers, also to avoid difficulties upon arrival at the destination and heavy fines imposed to the delivering carrier. In fact, it is the sole responsibility of passengers to ensure that they are in possession of valid travel documents and, in principle, the passengers have to be responsible for any expenses incurred if they are found unsuitable for travelling or inadmissible upon arrival. Carrier cannot assume any liability for any consequential loss or expense due to the failure to comply with the provision of the Customs and Immigration rules.

### **Through check-in not be processed to final destination**

Due to restrictions of the check-in system at.....Airport, passengers can be checked in only to the next station and are required to check in again at the transfer point in order to receive a boarding pass of their connecting flight. We need to mention that one shot through check in depends on various factors such as check-in system at each airport, agreement between airlines, etc. Since the system used in processing boarding passes at this airport is different from THAI, you were thus required to check in again at .....Airport. In this regard, we have relayed your comments to the attention of the relevant department for their consideration and improvement.

### **Disorganized boarding procedure**

We are very sorry that you were left with such dissatisfaction in relation to boarding procedure at .....Airport. We deeply regret that our staff could not have been of better service to you in the circumstances and we have no excuse to offer you for the disorganized boarding. Indeed, our usual performance was not fully implemented and this caused you the lack of comfort and satisfaction.

We sincerely apologise for any inconvenience you encountered. In an effort to ensure the most comfortable and enjoyable flight for passengers every time they travel with THAI, your unpleasant experience has been brought to the attention of our relevant department for appropriate action, and we trust the quality of service will be improved as a result. Indeed, we appreciate your taking the time to write.

### **Poor Attitude and Delay due to Technical Problem**

It was most regrettable you experienced a delay of our flight due to a serious technical problem which made the aircraft unserviceable and eventually resulted in the aircraft change. In addition, we are really concerned to hear that you found performance and service attitude of our staff at .....Airport inappropriate. Please accept our sincerest apologies for the overall unfavourable impression created.

We do realize that the poor attitude and poor performance can spoil the good image of THAI. You can be certain that your matter has been raised to the attention of the Management concerned for remedial actions to be taken. In these circumstances, the particular staff will be contacted for reprimand for a better service rendered to passengers with great tact and all possible means with the utmost graciousness and courtesy. We must apologise again on their behalf.

### **Bus gate boarding and limited parking bay**

We are sorry that you were let with such dissatisfaction in relation to boarding procedure at.....Airport. Due to limitation of parking bays, our aircraft was assigned to park at the bus gate for passenger boarding. We deeply regret that our staff could not have been of better service to you in the circumstances. We have no excuse to offer you for the disorganized boarding which was not fully implemented as per our normal standard of performance. We sincerely apologise for any inconvenience you encountered.



### **Overbooked due to space problems**

Usually the percentage of the confirmed reservations are not utilized due to passengers deciding to travel on duplicate reservations on other airlines and failing to inform us of the fact. This means that there would be number of seats available after departure, and additional passengers making last minute reservations could be accepted on the flight. Therefore, it is necessary that a controlled number of additional reservations are confirmed more than the configuration of seats on the aircraft. Unfortunately, all reservations on this flight were utilized, leaving no margin of seats available. We do realize that this was not ideal from your point of view, but we would ask you for your kind understanding that this practice is common to most airlines.

### **Complimentary Upgrade**

A complimentary upgrading is very sensitive and should always be handled with utmost care and discretion. Our company policy is very restrictive in this respect, and it can only be permitted in exceptional circumstances such as overbooking. As a normal practice, the upgrade must be planned and arranged in advance when it is evident that the flights are overbooked in either Economy or Business Class and the seats on the higher class are available. In such condition, please rest assured that priority of upgrading according to membership status, such as Gold ROP/Gold Star Alliance, including ticket status, shall certainly be taken into consideration.

### **Seat Assignment: dissatisfaction**

We are very sorry to learn of your dissatisfaction with our service regarding the seat allocation for you and your family by our check-in staff. Regrettably, the check-in staff could not be of assistance in arranging better seats for you upon check-in and this resulted in subsequent lack of enjoyment in your travel.

However, may we remind you to make an advance seat request for your next travels that THAI welcomes passengers to request any specific seat for international flights at the time of making reservation or at least 72 hours before flight departure time. Passengers are able to check the seat plan of aircraft by themselves through our website "[www.thaiairways.com](http://www.thaiairways.com)". By doing so, we trust that you will find your flight more comfortable.

### **Conditions of Carriage: Travel Documents**

It is promulgated in IATA "Conditions of Carriage" that it is the solely responsibility of the passengers to ensure that they are in possession of valid and proper travel documents for their journey. We are really sorry that you were not aware that you were required an entry visa to Thailand, which could not be applied upon arrival. Reliable information should be obtained from the Embassy or Consulate of a certain country, and visa shall be applied prior to departure. Passengers shall comply with all governmental travel requirements. A document check is routinely performed by our check-in staff in order to ensure that the required documents are carried by passengers, with a view to avoiding difficulties upon arrival for the delivering carriers who are subject to heavy fines if any problems do occur.

Carrier shall not be liable for any aid or information given by any agent or employee of carrier to any passengers in connection with obtaining necessary documents or visas or complying with such laws. Passengers have to be responsible for any expenses incurred if they are found unsuitable for traveling or inadmissible at the destination, and carrier cannot assume any liability for any consequential loss or expense due to the failure to comply with the provisions of the Immigration rules.

### **Carry-on Luggage**

We very much regret that you found the flight less than satisfactory due to the restriction of hand-carry, and the ground handling agent at ..... Airport was too strict in adhering to the rules. May we explain to you that the Association of Asia Pacific Airlines (AAPA) has implemented new measures with regard to a cabin baggage policy covering passengers traveling on AAPA member airlines for International flights. One piece of hand-carry with a weight limit of 7kgs (15lbs) and maximum dimension must not exceed 115cms (45inches), which can be stored either in the overhead bin or under the seat. This is imposed to avoid any damage or possible injury to passengers in case of air turbulence or drop-off from the overhead bin.



## Customer Relations Handling Guideline

### **Excess baggage**

May we explain to you that, as state in "Condition of Contract " on the ticket, carriers are required to observe the following baggage regulations. For free baggage allowance, Royal First Class passengers are allowed 40kg of checked baggage, whereas Executive/Business Class is granted 30kg and Economy Class is granted 20kg respectively. Please appreciate that Royal Orchid Plus members have additional baggage allowance depending on the membership tiers. Excess of the free baggage allowance will be considered as excess baggage and to be charged. The "excessive weight" would be levied in accordance with IATA rules. In addition to this matter, airlines are concerned to in-flight safety regarding the carry-on baggage. Each passenger may carry one piece of hand baggage suitable for safety placing in the closed overhead rack or under the passenger seat in front, provided that the carry-on baggage has a maximum length 56cm, width 45cm, depth 25cm and the sum of three dimensions not exceeding 115 cm and weight up to 7kg.

### **Work Performance and Poor Service Attitude**

May we say at the outset that we are very sorry that you were left with such an unfavourable impression of our service as a result of the unsatisfactory work performance and unsatisfactory service attitude our staff extended to you. Upon hearing of your evaluation, we have no excuse to offer you for such poor attitude which could not be called "good customer service" at all. We sincerely apologise for any the overall unfavourable impressions created.

We do value your comments and we realise that most passengers consider not only the most comfortable services as a deciding factor in choosing their carrier, but also the airline staff's responsiveness, which must include good etiquette as well. Please rest assured that your remarks have been brought to the attention of the functions concerned to take appropriate measures. Certainly, the particular staff will be called in and strongly reprimanded for the shortcomings. Addition staff training and coaching are needed to ensure that they can provide better service response in attending to passengers' needs with promptness and courtesy at all times.

### **Conditions of Contract - Delay: Technical Problem**

We are really concerned to hear that you and your family were inconvenienced due to flight delay. Due to technical problem, the aircraft was eventually delayed from the schedule. All airlines are continually seeking and implementing new measures where possible to deal with the whole issue of delays and as far as THAI Airways International is concerned, passenger safety can neither be ignored nor compromised. Please appreciate that the principal policy goes to the safety of passengers first; it then results in flight delay when such safety, even minimal, is in doubt.

Although we quite understand how upset you were under the circumstances, we need to refer to the 'Conditions of Contract' which clearly indicates in column 9 in the ticket cover that "Carrier undertakes to use its best efforts to carry the passenger and baggage with reasonable dispatch. Times shown in timetables or elsewhere are not guaranteed and form no part of this contract. Carrier may without notice substitute alternate carriers or aircraft, and may alter or omit stopping places shown on the ticket in case of necessity. Schedules are subject to change without notice. Carrier assumes no responsibility for making connections". However, we must apologise for the inconvenience encountered. In recognition of your being our valued customer, we are pleased to offer you..... as goodwill gesture to restore you confidence on THAI.

### **Unsatisfied Seat Allocation: Emergency Exit Seat**

May we explain that, as a normal practice for safety and security reasons, emergency exit seats will always be blocked in the system and will be released at check-in. These seats will only be allocated to able-bodied passengers who are able to give assistance to other passengers when an emergency incident occurs. Certain types of passengers, such as disabled, young, elderly, pregnant passengers, shall under no circumstances be allocated to these seats. Therefore, it is necessary that check-in staff must see the passengers themselves at check-in counter before allocating the seats to them, on a first-come-first-served basis.



### **Expectant mother**

Please be informed that, according to the regulations concerning acceptance of pregnant woman on THAI, expectant mothers with good health can travel by air without Medical Clearance Form (MEDIF), but in some cases, a proof of time of confinement may be required. However, an authorization for acceptance or MEDIF is needed on the conditions of:

- Previous multiple births
- Expected complications in delivery
- A confinement expected in less than 4 weeks
- Undetermined fact of confinement

For those expectant mothers whose delivery date will be on the next 2 – 4 weeks, MEDIF is required in order to obtain an authorization for acceptance on board the flight. Please note that the authorization shall be based on positive MEDIF and flight time less than 4 hours. In case of the delivery date is expected within 2 weeks, the travel is not permitted. Also, it is not recommended for mothers to travel during the first 7 days after delivery.

### **12.4.3 Offering**

#### **EMD/MPD**

In recognition of your being our valued customer, we would like to offer you an ex-gratia in the amount of USD.....- as goodwill gesture, in the form of Electronic Miscellaneous Document (EMD) / Multiple Purpose Document (MPD). The EMD/MPD is valid for one year after the date of issue, for further transportation on THAI, and which can be used at THAI town offices for purchasing tickets at any type of fare or for paying an upgrade surcharge or excess baggage charge at Bangkok airport ticketing office on your next trip. Kindly confirm acceptance by reply to this e-mail, so that we can have the EMD/MPD issued and send it to you by post soonest.

#### **Mileage**

In recognition of overall inconvenience you experienced, we wish to offer you complimentary Royal Orchid Plus mileage for the amount of 10,000 miles as a token of our sincere apologies. This will be credited to your ROP account no..... immediately upon receipt of your kind acceptance by responding to us. The process of crediting the mileage takes about 3-4 weeks after we have received your confirmation and the mileage will be shown in your next statement. This amount of mileage will be added in the mileage account in order to redeem air award travel documents only as they are not "qualifying" miles and cannot be counted to upgrade the membership status.





## Category Type Item (CTI) for Customer Support System

### INDEX

#### Categories

1. Contact Center
2. Reservation and Ticketing Service
3. Check-in and Service before Immigration
4. Lounges
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8. Arrival / Transit / Connections
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10. Royal Orchid Holiday Program
11. Customer Retention
12. General Comments on TG Services
13. Marketing
14. Schedule Deviation
15. Handling of Flight Irregularities
16. Authorities and Airport Facilities

### Category 1 Contact Center

Type	thaairways.com > Functional Usage
Item	Ease of access / speed response > Quick response
	Ease of access / speed response > Slow response
	Ease of access / speed response > No response/ System down/ Failure system
	Ease of use > User friendly
	Ease of use > Not user friendly
	Mail delivery > Quick response
	Mail delivery > Slow response
	Mail delivery > No response, System down / Failure system
	Web attachment link > Quick response
	Web attachment link > Slow response
	Web attachment link > No response, System down / Failure system
	Others
Type	thaairways.com > Design
Item	Nice / Beautiful / Up to date
	Poor / Out of date
	Others
Type	thaairways.com > Content and Information
Item	Complete / Useful information / Up to date
	Lack / Wrong information / Out of date
	Others
Type	thaairways.com > Language
Item	Variety of language
	Others
Type	thaairways.com > Others
Item	Others
Type	Telephone Contact
Item	Busy / Engaged line
	Easy to contact
	Holding on period



## Customer Relations Handling Guideline

No staff answering the phone  
Staff answering the phone promptly  
Nobody calling back  
Staff calling back  
Problem with telephone system  
Others

Type Others > Contact Center  
Item Others

### **Category 2 Reservation and Ticketing Service**

Type E-ticket / E-booking  
Item Booking Process > Complicated Process/ System Error  
Booking Process > Limited time to booking or changing  
Booking Process > No option to choose in system; meal, seat, infant / child booking  
Booking Process > User friendly  
Ease of access > Quick response  
Ease of access > Slow response  
Fare > Difference from what was advertised  
Fare > Expensive

Information provided > Lack of information  
Information provided > Useful information  
Information provided > Wrong information  
Payment Procedure > Convenience Payment  
Payment Procedure > Dislike the protective measures against credit card fraud  
Payment Procedure > Inconvenience Payment  
Validity > Confirmed in system but no record  
Others

Type Flight/Seat/Class Availability  
Item Availability of desired flight / seat / class  
Booking being cancelled  
OK ticket: no record of booking / called to reconfirm but still no record at check-in  
Others

Type Layover Expense  
Item Absorption of hotel, meal, transportation (STPC)  
Absorption of visa on arrival  
Absorption of Passenger Service Charge (Airport tax)  
Others

Type Handling of Ticket Refund  
Item Dislike policy / procedure  
Timing > Take a long time  
Timing > Short time  
Unable to refund due to ticket restrictions ; unutilized sector etc.  
Others

Type Request Information before Traveling  
Item Document for Travel (Visa on Arrival, Validity of Passport, etc.)  
Information about UM / YP / WCHR / Infant / Pregnant / etc.  
Seat / Meal preferences  
Timetable / Schedule / Type of Aircraft  
Others





## Customer Relations Handling Guideline

Type	Performance and Efficiency of Reservation and Ticketing Staff
Item	<ul style="list-style-type: none"> <li>Basic service delivery &gt; Chatting/argue with passenger</li> <li>Basic service delivery &gt; Error made concerning making reservation or issuing ticket</li> <li>Basic service delivery &gt; Excellent greeting/welcome</li> <li>Basic service delivery &gt; Pax was not informed of schedule,type of aircraft, reservation changed, etc.</li> <li>Basic service delivery &gt; Pax was not informed about seat/meal preference, ROP</li> <li>Basic service delivery &gt; Poor/ Greeting/ Welcome</li> <li>Basic service delivery &gt; Professional, efficient, excellent</li> <li>Basic service delivery &gt; Unprofessional, inefficient</li> <li>Basic service delivery &gt; Others</li> <li>Inappropriate behavior during working &gt; Chatting, reading, smoking, eating, etc.</li> <li>Knowledge and information &gt; Provide adequate information</li> <li>Knowledge and information &gt; Provide inadequate or wrong information</li> <li>Knowledge and information &gt; Others</li> <li>Language Skills &gt; Excellent language skills</li> <li>Language Skills &gt; Poor language skills</li> <li>Personality/Apperance &gt; Grooming/Uniform</li> <li>Personality/Apperance &gt; Not happy / tired</li> <li>Personality/Apperance &gt; Others</li> <li>Trouble-shooting ability &gt; Booking/ ticket problem</li> <li>Trouble-shooting ability &gt; Seat/ meal preference</li> <li>Trouble-shooting ability &gt; Others</li> <li>Others</li> </ul>
Type	Attitude and care of Reservation and Ticketing Staff > Attitude and care of Reservation and Ticketing Staff
Item	<ul style="list-style-type: none"> <li>Courteous/polite &gt; Impolite words/manners, not apology</li> <li>Courteous/polite &gt; Polite words/manners, apology to customer</li> <li>Courteous/polite &gt; Others</li> <li>Discriminate service</li> <li>No discriminate service</li> <li>Friendliness/hospitality &gt; Friendly staff, smiling faces</li> <li>Friendliness/hospitality &gt; Unfriendly staff, stern faces</li> <li>Friendliness/hospitality &gt; Others</li> <li>Service mind/care &gt; Helpful, kind</li> <li>Service mind/care &gt; Unhelpful, unkind</li> <li>Service mind/care &gt; Service mind staff, attentive, patient</li> <li>Service mind/care &gt; No service mind staff, inattentive, impatient</li> <li>Service mind/care &gt; Others</li> <li>Others</li> </ul>
Type	Ticket Issuance
Item	<ul style="list-style-type: none"> <li>Payment procedure &gt; Complicated procedure</li> <li>Payment procedure &gt; Form of payment / credit card</li> <li>Payment procedure &gt; Suitable procedure</li> <li>Status of ticket &gt; No record of booking / called to reconfirm but still no record</li> <li>Others</li> </ul>
Type	Ticket Office
Item	<ul style="list-style-type: none"> <li>Ambience &gt; Crowded</li> <li>Ambience &gt; Nice / beautiful</li> <li>Availability of counter &gt; Suitable</li> <li>Availability of counter &gt; Unsuitable / lack of staff</li> <li>Location &gt; Convenience</li> <li>Location &gt; Inconvenience</li> <li>Waiting Time at ticketing office &gt; Queuing time at ticketing Office</li> <li>Waiting Time at ticketing office &gt; Slow processing time at ticketing office</li> <li>Working time &gt; Not open</li> <li>Working time &gt; Office hours</li> <li>Others</li> </ul>



## Customer Relations Handling Guideline

Type	Ticket Regulations
Item	Fee charge > Dissatisfied with fee charge Handling of lost ticket > Complicated procedure Handling of lost ticket > Dislike to buy new ticket Handling of lost ticket > Easy / suitable procedure Restrictions > Dissatisfied with ticket restriction; expired, nonendorsable, nonrerouting, etc. Restrictions > Fullfare ticket but cannot be endorsed Others
Type	Others > Reservation
Item	Others

### **Category 3 Check-in and Service before Immigration**

Type	Waiting time at check-in
Item	Queue time > Long time, slow, busy, crowded, unorganized, etc. Queue time > Quick, fast, no queue Processing time > Slow, long time Processing time > Fast No staff to manage the queue Others
Type	Through check-in
Item	Provide through check-in Not provided through check-in Others
Type	Stand by process
Item	Complicate, dislike stand by policy Nice, excellent Others
Type	Availability of check-in counter
Item	Dedicated Counter for ROP Gold member/ senator / Gold member with Y class ticket No dedicated Counter for ROP Gold member / senator / Gold member with Y class ticket Dedicated Counter for no bag pax, fast track No dedicated Counter for no bag pax, fast track Internet Check-in Counter Others
Type	No. of Counter/ Staff at check-in
Item	Counter / staff > Enough Counter / staff > Not enough
Type	Timing for check-in counter
Item	Timing for open-closed > Appropriate time Timing for open-closed > Inappropriate time
Type	Self-service Check-in/Kiosk
Item	Functional usage > Not user friendly, cannot change seat, etc. Functional usage > Out of order, etc. Functional usage > User friendly, etc. Functional usage > Others Speed > Excellent, fast, smooth response Speed > Slow response Others



## Customer Relations Handling Guideline

Type	E-Check-in service > Functional Usage
Item	Accessibility > Complicated, difficult to access, no/ slow response Accessibility > Easy to access, convenience, quick response Attachment link > Quick response Attachment link > Slow response Ease of operation > No option to choose seat in system Ease of operation > Not user friendly Ease of operation > User friendly Others
Type	E-Check-in service > Content
Item	Good information, Update information, Useful information Lack/ Wrong information, Not update information Others
Type	E-Check-in service > Graphic Design
Item	Nice, beautiful, good, excellent Poor Out of date Up to date Others
Type	Seat Assignment
Item	Appropriate seat assignment > Good, excellent, professional, etc. Bassinet seat not given / allocated Duplicated seat assignment / seat changed after boarding pass given Inappropriate seat assignment > Family/ companion not seated together Inappropriate seat assignment > For general pax : near toilet, last row seat, etc. Inappropriate seat assignment > For special pax : monk, disabled pax, ROP Gold, etc. Inappropriate seat assignment > Overweight / obesity pax Inappropriate seat assignment > Others Internet Check-in seat was changed Requested seat assigned > Good, excellent, professional, etc. Requested seat not assigned > Cannot get seat as requested(despite coming early) Requested seat not assigned > Regulation problem for safety purpose Requested seat not assigned > Seat found on board not as requested(window seat, legroom, exit)
Type	Excess Baggage
Item	Dislike/ annoyed for being charged excess baggage Excess baggage rate too expensive Inconsistency of applying excess baggage charges Payment procedure > Difficult, duplicated charge, etc. Payment procedure > Fast, convenience, smooth, nice, etc. Others
Type	Upgrading, Downgrading at Check-in
Item	Dissatisfied with upgrade criteria / procedure Dissatisfied with downgrading criteria/procedure Satisfied with upgrade criteria / procedure Involuntary upgrade / forced to pay the difference Negative comments of full fare pax on upgrading practice Pax downgraded due to overbooking Pax downgraded due to aircraft change Price of purchased upgrade( fare difference) too high Others
Type	Denied Check-in, Overbooking
Item	Due to incorrect travel documents Due to late arrival at check-in Due to medical aspects



## Customer Relations Handling Guideline

Pax denied check-in due to overbooking  
 Pax disliked overbooking policy  
 Pax transferred to another carrier due to overbooking  
 Placed on standby despite having confirmed ticket  
 Others

Type Baggage Handling at check-in  
 Item Availability of priority tags (ROP gold, premium pax) / name lable / fragile sticker  
 Animal / pets handling  
 Baby trolley handling  
 Good, excellent, efficient, professional handling  
 Inconsistency of applying baggage handling policy  
 Number of hand baggage allowance  
 Piece / weight / size concept allowance  
 Others

Type Pax dislike procedure of credit card verification (internet purchasing)  
 Item Pax dislike procedure of credit card verification (internet purchasing)

Type Performance and Efficiency of Check-in Staff  
 Item Basic service delivery > Excellent greeting / welcome  
 Basic service delivery > Poor greeting / welcome  
 Basic service delivery > Fail to put priority baggage tag  
 Basic service delivery > Fail to put ROP number  
 Basic service delivery > Not provided fragile sticker / name lable, etc.  
 Basic service delivery > Professional, efficient, excellent service  
 Basic service delivery > Unprofessional, inefficient  
 Basic service delivery > Visa / travel document improperly checked  
 Basic service delivery > Wrongly uplift flight coupon  
 Inappropriate behaviour during working > Chatting, reading, smoking, eating, etc.  
 Language Skills > Excellent language skills  
 Language Skills > Poor language skills  
 Knowledge and Information > Excellent in general knowledge about seat configuration, regulations, etc.  
 Knowledge and Information > Excellent in general knowledge of company / TG products  
 Knowledge and Information > Poor in general knowledge about company / TG products  
 Knowledge and Information > Poor in general knowledge about seat configuration, regulations, etc.  
 Knowledge and Information > Provide lack or wrong information  
 Knowledge and Information > Provide useful information  
 Personality/ Appearance > Grooming / Uniform  
 Personality/ Appearance > Not happy, tired  
 Personality/ Appearance > Others  
 Trouble-shooting abilities > Meal preference  
 Trouble-shooting abilities > Seat preference  
 Trouble-shooting abilities > Others  
 Others

Type Attitude and Care of Check-in Staff  
 Item Courteous/polite > Impolite words/manners, not apology  
 Courteous/polite > Polite words/manners, apology to customer  
 Courteous/polite > Others  
 Discriminate service  
 No discriminate service  
 Friendliness/hospitality > Friendly staff, smiling faces  
 Friendliness/hospitality > Unfriendly staff, stern faces  
 Friendliness/hospitality > Others  
 Service mind/care > Helpful, kind  
 Service mind/care > Unhelpful, unkind  
 Service mind/care > No service mind staff, inattentive, impatient



## Customer Relations Handling Guideline

Service mind/care > Service mind staff, attentive, patient  
 Service mind/care > Others  
 Others

Type	Performance and Efficiency of Special Unit Staff (LP-S)
Item	<p>Basic service delivery &gt; Disabled/sick pax</p> <p>Basic service delivery &gt; Excellent greeting / welcome</p> <p>Basic service delivery &gt; Poor greeting / welcome</p> <p>Basic service delivery &gt; Inadmissible / deportees</p> <p>Basic service delivery &gt; Non English pax</p> <p>Basic service delivery &gt; Professional, efficient, excellent service</p> <p>Basic service delivery &gt; Unprofessional, inefficient</p> <p>Basic service delivery &gt; UM / YP / Elderly pax</p> <p>Basic service delivery &gt; VIP / CIP / Gold members</p> <p>Inappropriate behavior during working &gt; Chatting, reading, smoking, eating, etc.</p> <p>Language Skills &gt; Excellent language skills</p> <p>Language Skills &gt; Poor language skills</p> <p>Knowledge and Information &gt; Excellent in general knowledge of company / TG products</p> <p>Knowledge and Information &gt; Poor in general knowledge about company / TG products</p> <p>Knowledge and Information &gt; Provide lack or wrong information</p> <p>Knowledge and Information &gt; Provide useful information</p> <p>Personality / Appearance &gt; Grooming / Uniform, etc.</p> <p>Personality / Appearance &gt; Not happy, tired</p> <p>Personality / Appearance &gt; Others</p> <p>Trouble-shooting abilities</p> <p>Others</p>
Type	Attitude and Care of Special Unit Staff (LP-S)
Item	<p>Courteous/polite &gt; Impolite words/manners, not apology</p> <p>Courteous/polite &gt; Polite words/manners, apology to customer</p> <p>Courteous/polite &gt; Others</p> <p>Discriminate service</p> <p>No discriminate service</p> <p>Friendliness/hospitality &gt; Friendly staff, smiling faces</p> <p>Friendliness/hospitality &gt; Unfriendly staff, stern faces</p> <p>Friendliness/hospitality &gt; Others</p> <p>Service mind/care &gt; Helpful, kind</p> <p>Service mind/care &gt; Unhelpful, unkind</p> <p>Service mind/care &gt; No service mind staff, inattentive, impatient</p> <p>Service mind/care &gt; Service mind staff, attentive, patient</p> <p>Service mind/care &gt; Others</p> <p>Others</p>
Type	Performance and Efficiency of Ticketing staff at Airport
Item	<p>Basic service delivery &gt; Greeting / welcome</p> <p>Basic service delivery &gt; Error made during issue ticket process</p> <p>Basic service delivery &gt; Professional, efficient, excellent service</p> <p>Basic service delivery &gt; Unprofessional, inefficient</p> <p>Inappropriate behaviour during working &gt; Chatting, reading, smoking, eating, etc.</p> <p>Language Skills &gt; Excellent language skills</p> <p>Language Skills &gt; Poor language skills</p> <p>Knowledge and Information &gt; Excellent in general knowledge of company / TG products</p> <p>Knowledge and Information &gt; Pax was not informed about fare: normal fare, special fare, round the world fare, award ticket, promotion, etc.</p> <p>Knowledge and Information &gt; Pax was not informed about visa / travel document, YP, Infant, pregnant, upgrade procedure, etc.</p> <p>Knowledge and Information &gt; Poor in general knowledge about company / TG products</p> <p>Knowledge and Information &gt; Provide lack or wrong information</p> <p>Knowledge and Information &gt; Provide useful information</p>



## Customer Relations Handling Guideline

Personality/ Appearance > Grooming / Uniform, etc.  
 Personality/ Appearance > Not happy, tired  
 Personality/ Appearance > Others  
 Trouble-shooting abilities  
 Others

Type  
 Item      Attitude and Care of Ticketing Staff at Airport  
 Courteous/polite > Impolite words/manners, not apology  
 Courteous/polite > Polite words/manners, apology to customer  
 Courteous/polite > Others  
 Discriminate service  
 No discriminate service  
 Friendliness/hospitality > Friendly staff, smiling faces  
 Friendliness/hospitality > Unfriendly staff, stern faces  
 Friendliness/hospitality > Others  
 Service mind/care > Helpful, kind  
 Service mind/care > Unhelpful, unkind  
 Service mind/care > No service mind staff, inattentive, impatient  
 Service mind/care > Service mind staff, attentive, patient  
 Service mind/care > Others  
 Others

Type  
 Item      Performance and Efficiency of Other Airport Staff  
 Basic service delivery > Error made during working process  
 Basic service delivery > Greeting / welcome  
 Basic service delivery > Professional, efficient, excellent service  
 Basic service delivery > Unprofessional, inefficient  
 Inappropriate behavior during working > Chatting, reading, smoking, eating, etc.  
 Language Skills > Excellent language skills  
 Language Skills > Poor language skills  
 Knowledge and Information > Excellent in general knowledge of company / TG products  
 Knowledge and Information > Pax was not informed about fare: normal fare, special fare, round the world fare, award ticket, promotion, etc.  
 Knowledge and Information > Pax was not informed about visa/travel document, YP, Infant, Pregnant, Upgrade procedure, etc.  
 Knowledge and Information > Poor in general knowledge about company / TG products  
 Knowledge and Information > Provide lack or wrong information  
 Knowledge and Information > Provide useful information  
 Personality / Appearance > Grooming / Uniform, etc.  
 Personality / Appearance > Not happy, tired  
 Personality / Appearance > Others  
 Trouble-shooting abilities  
 Others

Type  
 Item      Attitude and Care of Other Airport Staff  
 Courteous/polite > Impolite words/manners, not apology  
 Courteous/polite > Polite words/manners, apology to customer  
 Courteous/polite > Others  
 Discriminate service  
 No discriminate service  
 Friendliness/hospitality > Friendly staff, smiling faces  
 Friendliness/hospitality > Unfriendly staff, stern faces  
 Friendliness/hospitality > Others  
 Service mind/care > Helpful, kind  
 Service mind/care > Unhelpful, unkind  
 Service mind/care > No service mind staff, inattentive, impatient  
 Service mind/care > Service mind staff, attentive, patient  
 Service mind/care > Others  
 Others



## Customer Relations Handling Guideline

Type	Ticketing and Reservation at Airport
Item	Location Office hours Queuing time / waiting time Others
Type	Customer Service counter
Item	Location Queuing time / waiting time Time for open / close, Office hour Performance of staff Attitude of staff Others
Type	Security Check point before Check-in
Item	Queuing time / waiting time Performance of staff Attitude of staff Others
Type	General Comments in Check-in Service
Item	Quality > Good, excellent, etc. Quality > Not good, poor, bad, inefficient, unorganized, dissatisfied, Convenience, easy, smooth, etc. Others
Type	Others > Check-in and Service before Immigration
Item	Others

### **Category 4 Lounges**

Type	Announcement in Lounge
Item	Announcement in Lounge
Type	Beverage in Lounge
Item	Quality > Beverage not up to standard Quality > Excellent beverage Quality > Others Taste > Tasteful Taste > Distasteful, tasteless Presentation > Nice presentation Presentation > Poor presentation Variety/Selection > Variety Variety/Selection > Not variety No wine / champagne Others
Type	Food in Lounge
Item	Expired, bad smell Hygiene Meal available Meal not available Meal taste > Distasteful, tasteless Meal taste > Food inedible Meal taste > Tasteful, delicious Meal Variety > Variety Meal Variety > Not Variety Quality > Excellent food, good food Quality > Food not up to standard





## Customer Relations Handling Guideline

Presentation of meal > Nicely presented  
Presentation of meal > Poorly presented  
Others

Type Facility in Lounge > Entertainment  
Item Availability > Available  
Availability > Not available  
Quality > Excellent, up to standard, up to date  
Quality > Poor, not up to standard  
Variety of programme  
Others

Type Facility in Lounge > Internet Service  
Item Availability > Available  
Availability > Not available  
Ease of access / log-on  
Out of order, out of service  
User friendly / ease of use  
Using time > Suitable  
Using time > Unsuitable  
Speed and efficiency  
Others

Type Facility in Lounge > Reading materials  
Item Availability > Sufficient, nice to provide  
Availability > Insufficient, not to provide  
Variety > Language, local newspapers  
Others

Type Facility in Lounge > Smoking Area  
Item Availability > Available  
Availability > Not Available

Type Facility in Lounge > Telephone / Fax  
Item Availability > Good, Nice to provide  
Availability > Not available, Not enough  
Out of order  
Using time > Suitable  
Using time > Unsuitable  
Others

Type Facility in Lounge > Toilet / Shower room  
Item Ambience  
Amenity Availability > Sufficient, nice to provide  
Amenity Availability > Insufficient, not provide  
Amenity Quality > Brand name , nice, useful  
Amenity Quality > Poor, not up to standard  
Availability > Good, nice to provide  
Availability > No toilet , no shower room  
Availability > Number of toilet / shower room not enough  
Cleanliness > Clean, spotless  
Cleanliness > Dirty, odors  
Out of order, broken  
Others

Type Facility in Lounge > Others  
Item Others





## Customer Relations Handling Guideline

Type	General Comments on Lounge Service
Item	Convenience > Easy, smooth Quality > Good, excellent Quality > Not good, inconvenience, poor Others
Type	Lounge Ambience / Comfort
Item	Cleanliness > Clean Cleanliness > Dirty, odors Condition of seat/Sleep facility Decoration, color scheme Insects, mosquitoes Lighting Noisy, loud Not up to standard, outdated, old seat Up to standard, up to dated, new seat Seat Comfort > Comfortable Seat Comfort > Uncomfortable Seat / Sleep facility > Available Seat / Sleep facility > No seat Sleep facility > Cleanliness Sleep facility > Comfortable Sleep facility > Uncomfortable Sleep facility Availability > Available Sleep facility Availability > Not available Temperature Others
Type	Lounge Availability / Admittance
Item	Accompany cannot enter to lounge Crowded Denied access to lounge due to policy : Star Alliance, pool partner No lounge Silver card cannot enter to lounge Others
Type	Lounge check-in
Item	Complicated, procedure, not good Convenience, good, nice to provide Others
Type	Lounge Location
Item	Location > Too far Location > Not too far Others
Type	Lounge Working hours
Item	Working hour > Suitable Working hour > Unsuitable Others
Type	Massage Service/ Royal Orchid Spa
Item	Good, excellent, relax Not good, dissatisfied Suitable time for massage Unsuitable time for massage Thai Massage staff > Good, excellent, nice, professional Thai Massage staff > Unprofessional Thai Massage staff > Polite Thai Massage staff > Impolite



## Customer Relations Handling Guideline

Thai Massage staff > Others  
Others

Type Performance and Efficiency of Lounge staff  
Item Basic service delivery > Announcement / paging for boarding  
Basic service delivery > Excellent greeting / welcome  
Basic service delivery > Poor greeting, welcome  
Basic service delivery > Professional, efficient, excellent service  
Basic service delivery > Unprofessional, inefficient  
Basic service delivery > Others  
Inappropriate behavior during working > Chatting, reading, eating, etc.  
Language Skills > Excellent language skills  
Language Skills > Poor language skills  
Knowledge and Information > Provide useful information  
Knowledge and Information > Provide lack or wrong information  
Knowledge and Information > Excellent in general knowledge of company / TG products  
Knowledge and Information > Poor in general knowledge about company / TG products  
Personality / Apperance > Grooming, Uniform  
Personality / Apperance > Not happy, tired  
Personality / Apperance > Others  
Trouble-shooting abilities  
Others

Type Attitude and Care of Lounge Staff  
Item Courteous/polite > Impolite words/manners, not apology  
Courteous/polite > Polite words/manners, apology to customer  
Courteous/polite > Others  
Discriminate service  
No discriminate service  
Friendliness/hospitality > Friendly staff, smiling faces  
Friendliness/hospitality > Unfriendly staff, stern faces  
Friendliness/hospitality > Others  
Service mind/care > Helpful, kind  
Service mind/care > Unhelpful, unkind  
Service mind/care > Service mind staff, attentive, patient  
Service mind/care > No service mind staff, inattentive, impatient  
Service mind/care > Others  
Others

Type Others > Lounge  
Item Lost personal belonging

### **Category 5 Boarding and Departure Area**

Type Boarding Announcement  
Item Accent > Excellent  
Accent > Poor  
Information / Content > Clear, good, useful information  
Information / Content > Unclear, wrong, no information  
Speed > Excellent  
Speed > Fast  
Speed > Slow  
Timing for paging customer > Suitable  
Timing for paging customer > Unsuitable  
Others



## Customer Relations Handling Guideline

Type	Boarding Gate Location
Item	Gate changed without notice Late open / closed Suitable location, comfortable to pax Too far Others
Type	Bus Gate boarding
Item	Gate environment > Good, nice Gate environment > Pollution Gate environment > Raining, too warm, no air-conditioned, etc. No areo-bridge, dislike to board at bus gate Seat Availability > Sufficient Seat Availability > Insufficient Others
Type	Gate Lounge
Item	Ambience/ Interior Design/ Decoration > Nice, beautiful, comfortable Ambience/ Interior Design/ Decoration > Old, Out of date Cleanliness Seat Availability > Sufficient Seat Availability > Insufficient Temperature Others
Type	General Comments on Boarding
Item	Good, excellent, professional Congested, chaotic boarding Others
Type	Hand Baggage Handling at Boarding Gate
Item	Dissatisfied with hand baggage charge at gate Excessive handbag, security item interception at boarding gate Inconsistency of hand baggage handling Number of baggage/ weight/ size allowance > Suitable Number of baggage/ weight/ size allowance > Unsuitable Others
Type	Passenger Bus
Item	Condition of bus > Good condition Condition of bus > Old, dirty Good, excellent, professional No air-conditioned bus No dedicated bus for premium pax/special pax Number of bus > Sufficient Number of bus > Insufficient Performance of driver Attitude of driver Waiting time > Prompt, fast Waiting time > Slow Others
Type	Performance and Efficiency of staff at boarding and departure area
Item	Basic service delivery > Excellent greeting / welcome Basic service delivery > Poor greeting / welcome Basic service delivery > Not manage the queue Basic service delivery > Professional, efficient, excellent service Basic service delivery > Unprofessional, inefficient Inappropriate behavior during working > Chatting, reading, eating, etc. Knowledge and Information > Excellent in general knowledge of company / TG products



## Customer Relations Handling Guideline

Knowledge and Information > Poor in general knowledge about company / TG products  
 Knowledge and Information > Provide lack or wrong information  
 Knowledge and Information > Provide useful information  
 Language Skills > Excellent language skills  
 Language Skills > Poor language skills  
 Personality / Appearance > Grooming / Uniform  
 Personality / Appearance > Not happy, tired  
 Personality / Appearance > Others  
 Trouble-shooting abilities  
 Others

Type	Attitude and Care of staff at boarding and departure area
Item	Courteous / polite > Polite words/ manners, apology to customer Courteous / polite > Impolite words/ manners, not apology Courteous / polite > Others Discriminate service No discriminate service Friendliness / hospitality > Friendly staff, smiling faces Friendliness / hospitality > Unfriendly staff, stern faces Friendliness / hospitality > Others Service mind / Care > Helpful, kind Service mind / Care > Unhelpful, unkind Service mind / Care > Service mind staff, attentive, patient Service mind / Care > No service mind staff, inattentive, impatient Service mind / Care > Others Others
Type	Priority Boarding
Item	Boarding by row No boarding by row No priority for F, C, Gold members, special pax, etc. Well organized for priority pax; F, C, Gold member, special pax, etc.
Type	Security Aspects at Boarding Gate
Item	Complicated procedure for document and body check at gate Good, excellent, efficient Performance of staff Attitude of staff Queue at security check point Others
Type	Time for boarding
Item	Prompt, fast boarding Slow boarding Start too late Others
Type	Others > Boarding and Departure Area
Item	Others

## **Category 6 In-flight Service**

Type	Announcement on Board > Cabin crew announcement
Item	Accent > Excellent Accent > Poor Clearness > Clear Clearness > Unclear Excellent, professional, efficient in announcement Information > Lack of information Information > Wrong information Information > Useful information



## Customer Relations Handling Guideline

	Information > No apology
	Information > Nice to apology
	Language > Local language
	Speed > Excellent
	Speed > Fast
	Speed > Slow
	Others
Type	Announcement on Board > Pilot announcement
Item	Accent > Excellent
	Accent > Poor
	Clearness > Clear
	Clearness > Unclear
	Excellent, professional, efficient in announcement
	Information > Lack of information
	Information > Wrong information
	Information > Useful information
	Information > No apology
	Information > Nice to apology
	Language > Local language
	Speed > Excellent
	Speed > Fast
	Speed > Slow
	Others
Type	Announcement on Board > Others
Item	Others
Type	Cabin ambience
Item	Cabin cleanliness
	Cabin decoration / color scheme
	Cabin layout
	Cabin lighting
	Cabin noise level
	Cabin pressure/ventilation
	Cabin temperature > Suitable temperature
	Cabin temperature > Too warm / too cool
	Insects
	Odors
	Sign indicator > Clear / easy to understand
	Sign indicator > Language
	Sign indicator > Unclear
	Space of bin storage
	Others > Cabin ambience
Type	Performance and Efficiency of Cabin Crew
Item	Basic service delivery > Crew being presence during entire flight
	Basic service delivery > Crew bumping into to pax/spillage of beverages
	Basic service delivery > Crew failed to serve some passenger
	Basic service delivery > Crew not being presence during entire flight
	Basic service delivery > Excellent greeting/welcome (wai, address pax by name)
	Basic service delivery > Excellent responsiveness; call button, special request
	Basic service delivery > Poor Responsiveness; call button, special request
	Basic service delivery > Poor greeting/welcome (wai, address pax by name)
	Basic service delivery > Professional, efficient, excellent
	Basic service delivery > Rushed service
	Basic service delivery > Slow service
	Basic service delivery > Unprofessional, Inefficient
	Basic service delivery > Others
	Chatting/argue with passenger



## Customer Relations Handling Guideline

Knowledge and information > Excellent in general knowledge of company/TG products  
 Knowledge and information > Poor in general knowledge of company/TG products  
 Knowledge and information > Provide inadequate or wrong information  
 Knowledge and information > Provide useful information  
 Language skill > Excellent  
 Language skill > Poor  
 Personality/Appearance > Good looking  
 Personality/Appearance > Grooming/Uniform  
 Personality/Appearance > Not happy/tired  
 Trouble-shooting ability > Disruptive/Unruly passenger handling  
 Trouble-shooting ability > Handling of a delayed flight  
 Trouble-shooting ability > Meal/drink preference  
 Trouble-shooting ability > Seat preference  
 Trouble-shooting ability > Upgrade/Downgrade  
 Trouble-shooting ability > Others  
 Others

Type Attitude and Care of Cabin Crew  
 Item Courteous/polite > Impolite words/manners, not apology  
 Courteous/polite > Polite words/manners, apology to customer  
 Courteous/polite > Others  
 Discriminate service  
 No discriminate service  
 Friendliness/hospitality > Friendly staff, smiling faces  
 Friendliness/hospitality > Unfriendly staff, stern faces  
 Friendliness/hospitality > Others  
 Service mind/care > Helpful, kind  
 Service mind/care > Unhelpful, unkind  
 Service mind/care > Service mind staff, attentive, patient  
 Service mind/care > No service mind staff, inattentive, impatient  
 Service mind/care > Others  
 Others

Type Defect / Malfunctions > Bin storage  
 Item Broken/ inoperative  
 Others

Type Defect / Malfunctions > Cradle / bassinet  
 Item General operation > Broken / inoperative  
 Others

Type Defect / Malfunctions > Defect of in-flight entertainment system  
 Item AVOD > Broken / inoperative  
 Audio system > Broken / inoperative  
 Games > Broken / inoperative  
 General operation > Broken / inoperative  
 Headphone > Broken / inoperative  
 Personal video > Broken / inoperative  
 TV Monitor > Broken / inoperative  
 Others

Type Defect / Malfunctions > Internet  
 Item Inoperative  
 Not available  
 Others

Type Defect / Malfunctions > Leakage  
 Item Water dripped through condensation/leaks  
 Others



## Customer Relations Handling Guideline

Type	Defect / Malfunctions > Reading lights
Item	Broken/ inoperative Others
Type	Defect / Malfunctions > Seat
Item	Armrest control unit, call button > Broken / inoperative Broken / indeclinable / inoperative Foot rest > Broken / inoperative Head rest > Broken / inoperative Leg rest > Broken / inoperative Seatbelt > Broken / inoperative Others
Type	Defect / Malfunctions > Socket for laptop / adapter
Item	Faulty Not available Others
Type	Defect / Malfunctions > Tables / tray
Item	Broken / inoperative / unstable Others
Type	Defect / Malfunctions > Telephone / fax on board
Item	Inoperative Not available Others
Type	Defect / Malfunctions > Toilets
Item	Unserviceable Others
Type	Defect / Malfunctions > Window shade / glass
Item	Broken / inoperative Others
Type	Defect / Malfunctions > Others
Item	Others
Type	Disruptive / Unruly Passenger on Board
Item	Baby / children > Crying / screaming Baby / children > Naughty Drunk pax > Aggressive / horrify / violent behaviour Drunk pax > Noisy / screaming Drunk pax > Fighting Drunk pax > Sexual harassment Group / youngsters > Noisy Group / youngsters > Disturb other people Pets > Noisy / barking Pets > Smelled Uncooperative pax > Disturb other people Uncooperative pax > Not willing to do what cabin crew asked for Others > Smoking etc.
Type	Duty-Free Sale on Board
Item	Availability Choice / variety > Interesting / many choices Choice / variety > Limited choice Consistency of service > No service Consistency of service > Time out Form of payment > Cash



## Customer Relations Handling Guideline

Form of payment > Credit card  
Form of payment > Currency  
Price > Expensive  
Price > Reasonable price  
Quality of products > Damage items  
Quality of products > High quality  
Quality of products > Low quality  
Satisfy with this service  
Others > Shopping guide etc.

Type In-flight Entertainment > AVOD  
Item Availability > Available  
Availability > Not available  
Ease for operation > Complicated /difficult to operate  
Ease for operation > Very nice / easy to operate  
Quality > Excellent / up to standard / up to date  
Quality > Poor / not up to standard  
Others

Type In-flight Entertainment > Audio system  
Item Quality > Excellent / clearness  
Quality > Poor / not up to standard  
Others

Type In-flight Entertainment > Audio / Music / Radio  
Item Discrepancies between printed and actual music listing  
Language > Local language  
Number of channel > Limited  
Number of channel > Lots of channel  
Sound quality > Excellent / up to standard  
Sound quality > Poor / not up to standard  
Theme / contents > Inappropriate / offensive music  
Theme / contents > Nice music  
Theme / contents > Outdated music  
Variety of program > Good choice; rock, pop, jazz, classic, etc.  
Variety of program > Limited choice; rock, pop, jazz, classic, etc.  
Others

Type In-flight Entertainment > Entire Entertainment System  
Item Availability > Available / nice to provide  
Availability > No service / not available  
Ease for operation > Complicated system / difficult to operate  
Ease for operation > User friendly  
Quality > Excellent / up to standard / up to date system  
Quality > Poor / not up to standard / not up to date system  
Others

Type In-flight Entertainment > Games  
Item Availability > Available/ nice to provide  
Availability > Not available/ no service  
Theme / game contents > Inappropriate/ offensive/ boring  
Theme / game contents > Nice/ fun  
Theme / game contents > Not up to date  
Others

Type In-flight Entertainment > Headphones  
Item Quality > Excellent / up to standard / up to date  
Quality > Poor / not up to standard  
Others





## Customer Relations Handling Guideline

Type	In-flight Entertainment > In seat-video / personal video
Item	Availability > Available Availability > Not available Ease for operation > Complicated system / difficult to operate Ease for operation > User friendly Quality > Poor / not up to standard Quality > Excellent / up to standard / up to date Others
Type	In-flight Entertainment > Landscape camera
Item	Availability > Available / nice to provide Availability > No service / not available Others
Type	In-flight Entertainment > TV monitor / screen
Item	Number of TV > Sufficient Number of TV > Insufficient Picture quality > Poor / not up to standard Picture quality > Excellent / up to standard Position of TV > Suitable Position of TV > Unsuitable Size of TV monitor / screen > Suitable Size of TV monitor / screen > Unsuitable Others
Type	In-flight Entertainment > Video / Movie / TV program
Item	Discrepancies between printed and actual movie listing Flight Information; flying time, distance etc. > Lack/wrong information Flight Information; flying time, distance etc. > Useful information Language > Soundtrack/ sub-title Picture quality > Excellent/ up to standard Picture quality > Poor/ not up to standard Sound quality > Poor / not up to standard Sound quality > Excellent / up to standard Theme / contents > Inappropriate/ offensive/ boring Theme / contents > Lack of / limited children's program Theme / contents > New movies/ box office movies Theme / contents > Nice/ fun movies Theme / contents > Outdated movie (not first run movie) Timing to show > Appropriate time Timing to show > Inappropriate time Timing to show > Program ends too soon/ before landing Variety of program > Good choice; documentary, humor, drama, action etc. Variety of program > Limited choice, range of video program, same program Variety of program > Number of movie during the flight Others
Type	In-flight Entertainment > Others
Item	Others
Type	Items Distributed in Cabin > Amenity kits
Item	Availability > No baby kits packs Availability > Sufficient / nice to provide Availability > Insufficient / not provide Quality > Brand name Quality > Useful items Quality > Design Quality > Material



## Customer Relations Handling Guideline

Variety > Adequate items in amenity kits  
Variety > Inadequate items in amenity kits  
Others

Type Items Distributed in Cabin > Blankets/ Pillows

Item Availability > Sufficient / nice to provide  
Availability > Insufficient / not provide  
Cleanliness > Dirty  
Cleanliness > Clean  
Quality > Material  
Quality > Size  
Others

Type Items Distributed in Cabin > Give-away

Item Availability > Sufficient / nice to provide  
Availability > Insufficient / not provide  
Quality > Brand name  
Quality > Design  
Quality > Material  
Quality > Useful  
Variety > Interesting toys / many choices  
Variety > Uninteresting toys / limited choices  
Others

Type Items Distributed in Cabin > Hot / cold towels

Item Availability > Not available / no service / Insufficient  
Availability > Sufficient / nice to provide  
Quality > High quality / up to standard/ temperature  
Quality > Low quality / temperature  
Timing > Suitable  
Others

Type Items Distributed in Cabin > Immigration / Customs / ROP forms etc.

Item Availability > Insufficient/ Not provide  
Availability > Sufficient  
Timing to provide form > Appropriate  
Timing to provide form > Inappropriate  
Others

Type Items Distributed in Cabin > Orchid corsages

Item Availability > Sufficient / nice to provide  
Availability > Insufficient / not provide  
Quality > Nice / beautiful  
Others

Type Items Distributed in Cabin > Playing cards

Item Availability > Sufficient/ nice to provide  
Availability > Insufficient/ not provide  
Others

Type Items Distributed in Cabin > Slipper / pajamas

Item Availability > Sufficient / nice to provide  
Availability > Insufficient / not provide  
Quality > Design  
Quality > Material  
Quality > Size  
Others



## Customer Relations Handling Guideline

Type	Items Distributed in Cabin > Toys
Item	Availability > Sufficient / nice to provide Availability > Insufficient / not provide Quality > Design Quality > Material Quality > Useful Variety > Same as previous flight Variety > Interesting toys / many choices Variety > Uninteresting toys / limited choices Others
Type	Items Distributed in Cabin > Others
Item	Others
Type	Medical Assistance, Injuries on Board
Item	Accident > By in-flight equipments Accident > By turbulence Accident > Items falling from overhead bin Assistance on board > Rendered by cabin crew to sick PAX Assistance on board > Rendered by other passenger to sick PAX Medicine availability Medicine quality Others > Medical Assistance, Injuries on Board
Type	Overall satisfaction
Item	Satisfied with excellent flight/ all service Satisfied with special service during festival Dissatisfied with this flight/ all service Dissatisfied with special service during festival Others > Overall satisfaction
Type	Pilot
Item	Performance and efficiency > Decision making Performance and efficiency > Smooth landing, taking-off Performance and efficiency > Smooth operation when flying Attitude > Friendly Attitude > Courteous Attitude > Others Others > Pilot
Type	Reading Materials > Magazines
Item	Availability > Sufficient Availability > Insufficient / Not provided Condition of magazines Distribution procedure Quality > Interesting contents / useful information / design Quality > Boring / uninteresting contents Quality > Lack / wrong information, printing errors Variety of magazines > Language / local newspapers Variety of magazines > Type of magazine; sport, fashion, etc. Others
Type	Reading Materials > Newspapers
Item	Availability > Sufficient Availability > Insufficient / Not provided Condition of newspapers Distribution procedure Variety of newspaper > Language / local newspapers Others



## Customer Relations Handling Guideline

Type	Reading Materials > Others
Item	Others
Type	Safety on Board Aspects
Item	During take-off and landing > Disagree to close window shade During take-off and landing > Safety awareness of cabin crew; safety check Life vest Pamphlet (safety instruction) Rules and regulations for electronic devices/ mobile phone Safety demonstration by cabin crew Safety demonstration by safety video Others > Safety on Board Aspects
Type	Seat > Amount of leg room
Item	Lack of leg room, little space Plenty of leg room Others
Type	Seat > Appearance of seat
Item	Cleanliness Condition of seat Others
Type	Seat > Baby seat / cradle bassinet
Item	Ease for operation > Complicated / difficult to operate Ease for operation > Very nice / easy to operate Size > Suitable Size > Unsuitable Others
Type	Seat > Flat bed
Item	Availability > No flat bed Availability > Nice to provide flat bed Comfortable Uncomfortable Poor quality / not up to standard Good quality / up to standard Others
Type	Seat > Foot rest
Item	No foot rest Suitable foot rest Unsuitable foot rest Others
Type	Seat > General comfort of seat
Item	Comfortable Uncomfortable Not up to standard / outdated seat Up to standard / up to date seat Unsuitable for movie viewing No window beside the seat Others
Type	Seat > Head rest
Item	No head rest Suitable head rest Unsuitable head rest Others



## Customer Relations Handling Guideline

Type	Seat > Leg rest
Item	No leg rest Suitable leg rest Unsuitable leg rest Others
Type	Seat > Seats abreast
Item	Suitable Unsuitable Others
Type	Seat > Size / pitch / width
Item	Pitch/ limited recline Width/ cramped/ narrow Suitable size/ pitch/ width Unsuitable size/ pitch/ width Others
Type	Seat > Others
Item	Others
Type	Toilets
Item	Amenities in toilets > Availability Amenities in toilets > Quality Cleanliness > Clean, spotless Cleanliness > Dirty / odors / not maintained during the flight Dimensions > Narrow / unsuitable space Dimensions > Suitable space Number of toilet > Sufficient Number of toilet > Insufficient Sign indicators in toilets > Language / instruction Others > Toilets
Type	Others > In-flight Service
Item	Lost personal belongings on Board Others > In-flight Service

### **Category 7 Onboard Catering**

Type	Drink / Beverages > Beverages / Juice
Item	Choice/ Variety > Adequate / Available Choice/ Variety > Desired brand Choice/ Variety > Excellent/ Interesting/ Appropriate Choice/ Variety > Limited/ not match on drink list/ not available/ ran out Choice/ Variety > Poor/ Uninteresting/ Inappropriate Choice/ Variety > Others Hygiene > Chemical / Toxic contaminated / Smell bad Hygiene > Foreign objects in drink Hygiene > Manufacturing date expired Hygiene > Meets / Exceeds hygienic expectations Hygiene > Poisoning caused sickness Hygiene > Others Quality > Bad/ Poor/ not up to standard Quality > Excellent / Good / Up to standard Quality > Others Quantity / Portion Taste Temperature Others



## Customer Relations Handling Guideline

Type Drink / Beverages > Coffee / Tea  
Item Choice/ Variety > Adequate / Available  
Choice/ Variety > Desired brand  
Choice/ Variety > Excellent/ Appropriate  
Choice/ Variety > Limited/ not match on drink list/ not available/ ran out  
Choice/ Variety > Poor/ Inappropriate  
Choice/ Variety > Others  
Hygiene > Chemical / Toxic contaminated / Smell bad  
Hygiene > Foreign objects in Coffee/Tea  
Hygiene > Manufacturing date expired  
Hygiene > Meets / Exceeds hygienic expectations  
Hygiene > Poisoning caused sickness  
Hygiene > Others  
Quality > Bad/ Poor/ not up to standard  
Quality > Excellent / Good / Up to standard  
Quality > Others  
Quantity > Portion  
Taste  
Temperature  
Others

Type Drink / Beverages > Liquor / Beer  
Item Choice/ Variety > Adequate / Available  
Choice/ Variety > Desired brand  
Choice/ Variety > Excellent/ Interesting/ Appropriate  
Choice/ Variety > Limited/ not match on drink list/ not available/ ran out  
Choice/ Variety > Poor/ Uninteresting/ Inappropriate  
Choice/ Variety > Others  
Hygiene > Chemical / Toxic contaminated / Smell bad  
Hygiene > Foreign objects in drink  
Hygiene > Manufacturing date expired  
Hygiene > Meets / Exceeds hygienic expectations  
Hygiene > Poisoning caused sickness  
Hygiene > Others  
Quality > Bad/ Poor/ not up to standard  
Quality > Excellent / Good / Up to standard  
Quality > Others  
Quantity / Portion  
Taste  
Temperature  
Others

Type Drink / Beverages > Water  
Item Choice/ Variety > Adequate / Available  
Choice/ Variety > Desired brand / Mineral water  
Choice/ Variety > Excellent/ Interesting/ Appropriate  
Choice/ Variety > Limited/ ran out  
Choice/ Variety > Poor/ Uninteresting/ Inappropriate  
Choice/ Variety > Others  
Hygiene > Chemical / Toxic contaminated / Smell bad  
Hygiene > Foreign objects in water  
Hygiene > Manufacturing date expired  
Hygiene > Meets / Exceeds hygienic expectations  
Hygiene > Poisoning caused sickness  
Hygiene > Others  
Prefer served in bottle  
Others



## Customer Relations Handling Guideline

Type	Drink / Beverages > Wine / Champagne
Item	Choice/ Variety > Adequate / Available
	Choice/ Variety > Desired brand
	Choice/ Variety > Excellent/ Interesting/ Appropriate
	Choice/ Variety > Limited/ not match on drink list/ not available/ ran out
	Choice/ Variety > Poor/ Uninteresting/ Inappropriate
	Choice/ Variety > Others
	Hygiene > Chemical / Toxic contaminated / Smell bad
	Hygiene > Foreign objects in drink
	Hygiene > Manufacturing date expired
	Hygiene > Meets / Exceeds hygienic expectations
	Hygiene > Poisoning caused sickness
	Hygiene > Others
	Quality > Bad/ Poor/ not up to standard
	Quality > Excellent / Good / Up to standard
	Quality > Others
	Taste
	Temperature
	Others
Type	Food / Beverage serving > Procedure
Item	Excellent / Good Service
	Meal Serving Priority > Baby meal / Child meal
	Meal Serving Priority > Special meal
	Meal Serving Priority > Start to serve at the front/back of cabin
	Meal Serving Priority > Others
	The rules for opening / closing bar > Dissatisfied
	The rules for opening / closing bar > Satisfied
	Time to wake up pax for meal
	To let pax reclined the seat during meal time
	Others
Type	Fruit / Dried fruit
Item	Availability > Fruit not provided / not available
	Availability > Fruit served as requested
	Availability > Others
	Choice/ Variety > Adequate
	Choice/ Variety > Excellent/ Appropriate
	Choice/ Variety > Limited
	Choice/ Variety > Local / Seasonal Fruit
	Choice/ Variety > Poor/ Inappropriate
	Choice/ Variety > Others
	Hygiene > Chemical / Toxic contaminated
	Hygiene > Foreign objects in fruit
	Hygiene > Meets / Exceeds hygienic expectations
	Hygiene > Poisoning caused sickness
	Hygiene > Rotten/ mold/ stale/ smell bad
	Hygiene > Others
	Presentation > Bad / Poor
	Presentation > Good/ Excellent
	Presentation > Others
	Quality > Bad/ Poor/ not up to standard
	Quality > Excellent / Good / Up to standard
	Quality > Others
	Quantity / Portion > Suitable
	Quantity / Portion > Unsuitable
	Quantity / Portion > Others
	Taste > Distasteful / Tasteless
	Taste > Tasteful / Delicious
	Taste > Others
	Others



## Customer Relations Handling Guideline

Type Meals / Dessert / Snack  
Item Choice/ Variety > Adequate/ Selected menu available  
Choice/ Variety > Excellent/ Appropriate  
Choice/ Variety > Limited/ Selected menu not available / Same menu  
Choice/ Variety > Local food / Seasonal food / Signature dish / Festival food  
Choice/ Variety > Poor/ Inappropriate  
Choice/ Variety > Others  
Hygiene > Chemical / Toxic contaminated  
Hygiene > Food Poisoning caused sickness  
Hygiene > Foreign objects in food  
Hygiene > Manufacturing date expired  
Hygiene > Meets/ Exceeds hygienic expectations  
Hygiene > Rotten/ mold/ stale/ smell bad  
Hygiene > Others  
Pre-order was not provided as requested  
Presentation > Bad/ Poor  
Presentation > Good/ Excellent  
Presentation > Others  
Quality > Bad / Poor/ not up to standard  
Quality > Excellent / Good / Up to standard  
Quality > Inedible (oily, hard, spicy, msg added, overcooked, etc.)  
Quality > Others  
Quantity / Portion > Suitable  
Quantity / Portion > Unsuitable  
Quantity / Portion > Others  
Taste > Distasteful / Tasteless  
Taste > Tasteful / Delicious  
Taste > Traditional taste of local food  
Taste > Others  
Temperature > Suitable  
Temperature > Unsuitable

Type Special Meals  
Item Availability > Special meal not provided / wrong SPML  
Availability > Special meal served as requested  
Availability > Special meal served only some sector  
Availability > Others  
Choice/ Variety > Adequate  
Choice/ Variety > Excellent/ Appropriate  
Choice/ Variety > Limited / same menu  
Choice/ Variety > Poor/ Inappropriate  
Choice/ Variety > Others  
Hygiene > Chemical / Toxic contaminated  
Hygiene > Foreign objects in food  
Hygiene > Manufacturing date expired  
Hygiene > Meets / Exceeds hygienic expectations  
Hygiene > Poisoning caused sickness  
Hygiene > Rotten / mold / stale / smell bad  
Hygiene > Others  
Presentation > Bad / Poor  
Presentation > Good / Excellent  
Presentation > Others  
Quality > Bad / Poor/ not up to standard  
Quality > Excellent / Good / Up to standard  
Quality > Inedible (oily, hard, spicy, msg added, overcooked, etc.)  
Quality > Wrong/ inappropriate ingredient in SPML  
Quality > Others  
Quantity / Portion > Suitable  
Quantity / Portion > Unsuitable





## Customer Relations Handling Guideline

	Quantity / Portion > Others
	Taste > Distasteful / Tasteless
	Taste > Tasteful / Delicious
	Taste > Traditional Taste of local food
	Taste > Others
	Temperature > Suitable
	Temperature > Unsuitable
	Others
Type	Seasoning / Condiment
Item	Adequacy / Availability
	Quality
	Variety
	Others
Type	Passenger's Menu/ Wine List
Item	Adequacy / Availability
	Design
	Information
	Languages
	Others
Type	Tableware (cutlery, glasses, meal box, etc.)
Item	Adequacy / Availability
	Cleanliness
	Condition
	Convenience to use
	Design
	Quality
	Others
Type	Timing for Meal / Beverage Service
Item	Excellent Service
	Meals / Beverage served too early after take off
	Meals / Beverage served too late after take off
	Number / Frequency of drinks served during the flight
	Number / Frequency of meals served during the flight
	Serving drinks same time as meal
	Serving welcome drink or appetizer
	Suitable time for collect Meals / Beverage
	Time between Meals / Beverage
	Time not suitable for having Meals / Beverage
	Time suitable for having Meals / Beverage
	Unsuitable time for collect Meals / Beverage
	Others
Type	Others > Onboard Catering
Item	Others

### **Category 8 Arrival / Transit / Connections**

Type	Baggage Handling on Arrival
Item	Animal/ pet handling
	Baby Trolley/ intercept baggage handling
	Damaged baggage/ items inside/ wet baggage
	Delayed baggage, baggage not arrive on the same flight
	Good, excellent, efficiency, professional, on time service
	Intercept baggage handling



## Customer Relations Handling Guideline

Interim payment not given/ insufficient  
Late arrival of priority bag, no priority (Gold member, Premium baggage, priority tag, etc.)  
Lost baggage  
Overnight kit not offered when baggage lost  
Pilfered baggage, items inside lost  
Poor service returning delayed baggage  
Waiting time at conveyor belt / baggage came out very late (late arrival of first bag)  
Others

Type Disembarkation  
Item Aero-bridge > Available  
Aero-bridge > Not available  
Convenience  
Long distance from arrival gate to immigration/ customs  
Priority for disembarkation > No priority for special pax, congested, etc.  
Priority for disembarkation > Smooth handling  
Queuing time/ Waiting time > Fast, no queue  
Queuing time/ Waiting time > Too slow  
Others

Type General Comments on Arrival  
Item Convenience, smooth  
Inconvenience, dissatisfied, poor, etc.  
Others

Type Interline / Transit / Connections  
Item Connecting flights between two airports (BKK & DMK)  
Facility/ sign, indicator > Clear  
Facility/ sign, indicator > No sign, unclear  
Number of staff at transfer desk > Sufficient  
Number of staff at transfer desk > Insufficient  
Overnight Stay/ Hotel/ Accommodation during Transit > Class of hotel  
Overnight Stay/ Hotel/ Accommodation during Transit > Provided  
Overnight Stay/ Hotel/ Accommodation during Transit > Not provided  
Overnight Stay/ Hotel/ Accommodation during Transit > Others  
Pax have to pay airport tax, visa on arrival  
Performance of Transit Staff  
Attitude of Transit Staff  
Procedures:CIQ(THRU check-in) > Complicated procedure  
Procedures:CIQ(THRU check-in) > Good, excellent, professional  
Procedures:CIQ(THRU check-in) > No Information  
Procedures:CIQ(THRU check-in) > No Staff handling  
Queue time > Long time, slow, busy, crowded, unorganized  
Queue time > Quick, fast, no queue  
Others

Type Limousine Service  
Item Availability > Available  
Availability > Not available

Type Passenger Bus on Arrival  
Item Condition of bus > Good condition  
Condition of bus > Old, dirty, noise, etc.  
No air conditioner, too warm  
No dedicated bus for premium pax/ special pax  
Number of bus > Insufficient  
Number of bus > Sufficient  
Performance of driver  
Attitude of driver



## Customer Relations Handling Guideline

Waiting time > Fast, quick  
Waiting time > Slow  
Others

Type Presence of TG staff on Arrival  
Item Dissatisfied  
Satisfied

Type Performance and Efficiency of Check-in staff at Transfer desk  
Item Basic service delivery > Excellent greeting / welcome  
Basic service delivery > Fail to put ROP number  
Basic service delivery > Not manage the queue  
Basic service delivery > Poor greeting / welcome  
Basic service delivery > Wrongly uplift flight coupon  
Basic service delivery > Visa / travel document improperly checked  
Basic service delivery > Professional, efficient, excellent service  
Basic service delivery > Unprofessional, inefficient  
Inappropriate behavior during working > Chatting, reading, eating, etc.  
Knowledge and Information > Excellent in general knowledge about seat configuration, regulations, etc.  
Knowledge and Information > Excellent in general knowledge of company /TG products  
Knowledge and Information > Poor in general knowledge about seat configuration, regulations, etc.  
Knowledge and Information > Poor in general knowledge about company / TG products  
Knowledge and Information > Provide lack or wrong information  
Knowledge and Information > Provide useful information

Language Skills > Excellent language skills  
Language Skills > Poor language skills  
Personality/Appearance > Grooming / Uniform, etc.  
Personality/Appearance > Not happy, tired  
Personality/Appearance > Others  
Trouble-shooting abilities > Meal preference  
Trouble-shooting abilities > Seat preference  
Trouble-shooting abilities > Others  
Others

Type Attitude and Care of Check-in staff at Transfer desk  
Item Courteous/polite > Impolite words/manners, not apology  
Courteous/polite > Polite words/manners, apology to customer  
Courteous/polite > Others  
Discriminate service  
No discriminate service  
Friendliness/hospitality > Friendly staff, smiling faces  
Friendliness/hospitality > Unfriendly staff, stern faces  
Friendliness/hospitality > Others  
Service mind/care > Helpful, kind  
Service mind/care > Unhelpful, unkind  
Service mind/care > Service mind staff, attentive, patient  
Service mind/care > No service mind staff, inattentive, impatient  
Service mind/care > Others  
Others

Type Performance and Efficiency of Special Unit staff (LP-S) on Arrival  
Item Basic service delivery > Excellent greeting / welcome  
Basic service delivery > Poor greeting / welcome  
Basic service delivery > UM / YP / Elderly pax  
Basic service delivery > VIP / CIP / Gold members  
Basic service delivery > Inadmissible / deportees  
Basic service delivery > Disabled / sick pax  
Basic service delivery > Non English pax



## Customer Relations Handling Guideline

Basic service delivery > Professional, efficient, excellent service  
 Basic service delivery > Unprofessional, inefficient  
 Inappropriate behavior during working > Chatting, reading, eating, etc.  
 Knowledge and Information > Excellent in general knowledge of company / TG products  
 Knowledge and Information > Poor in general knowledge about company / TG products  
 Knowledge and Information > Provide lack or wrong information  
 Knowledge and Information > Provide useful information  
 Language Skills > Excellent language skills  
 Language Skills > Poor language skills  
 Personality / Appearance > Grooming / Uniform, etc.  
 Personality / Appearance > Not happy, tired  
 Personality / Appearance > Others  
 Trouble-shooting abilities > UM, YP, INF, Elderly, VIP, Premium, etc.  
 Trouble-shooting abilities > Others  
 Others

### Type Attitude and Care of Special Unit staff on Arrival

Item Courteous/polite > Impolite words/manners, not apology  
 Courteous/polite > Polite words/manners, apology to customer  
 Courteous/polite > Others  
 Discriminate service  
 No discriminate service  
 Friendliness/hospitality > Friendly staff, smiling faces  
 Friendliness/hospitality > Unfriendly staff, stern faces  
 Friendliness/hospitality > Others  
 Service mind/care > Helpful, kind  
 Service mind/care > Unhelpful, unkind  
 Service mind/care > Service mind staff, attentive, patient  
 Service mind/care > No service mind staff, inattentive, impatient  
 Service mind/care > Others  
 Others

### Type Performance and Efficiency of Ticketing & Reservation staff at Airport

Item Basic service delivery > Greeting/welcome  
 Basic service delivery > Error made during issue ticket process  
 Basic service delivery > Professional, efficient, excellent service  
 Basic service delivery > Unprofessional, inefficient  
 Inappropriate behavior during working > Chatting, reading, eating, etc.  
 Knowledge and Information > Excellent in general knowledge of company / TG products  
 Knowledge and Information > Pax was not informed about fare; normal fare, special fare, round the world fare, award ticket, promotion, etc.  
 Knowledge and Information > Pax was not informed about visa/ travel document, YP, Infant, Pregnant, Upgrade procedure, etc.  
 Knowledge and Information > Poor in general knowledge about company / TG products  
 Knowledge and Information > Provide lack or wrong information  
 Knowledge and Information > Provide useful information  
 Language Skills > Excellent language skills  
 Language Skills > Poor language skills  
 Personality / Appearance > Grooming / Uniform, etc.  
 Personality / Appearance > Not happy, tired  
 Personality / Appearance > Others  
 Trouble-shooting abilities  
 Others

### Type Attitude and care of Ticketing & Reservation staff at Airport

Item Courteous/polite > Impolite words/manners, not apology  
 Courteous/polite > Polite words/manners, apology to customer  
 Courteous/polite > Others  
 Discriminate service  
 No discriminate service



## Customer Relations Handling Guideline

	<p>           Friendliness/hospitality &gt; Friendly staff, smiling faces            Friendliness/hospitality &gt; Unfriendly staff, stern faces            Friendliness/hospitality &gt; Others            Service mind/care &gt; Helpful, kind            Service mind/care &gt; Unhelpful, unkind            Service mind/care &gt; Service mind staff, attentive, patient            Service mind/care &gt; No service mind staff, inattentive, impatient            Service mind/care &gt; Others            Others         </p>
Type Item	<p>           Performance and Efficiency of Lost and Found Staff on Arrival            Basic service delivery &gt; Excellent greeting / welcome            Basic service delivery &gt; Poor greeting / welcome            Basic service delivery &gt; Professional, efficient, excellent service            Basic service delivery &gt; Unprofessional, inefficient, not contact with customers            Inappropriate behaviour during working &gt; Chatting, reading, eating, etc.            Knowledge and Information &gt; Excellent in general knowledge of company /TG products            Knowledge and Information &gt; Poor in general knowledge about company / TG products            Knowledge and Information &gt; Provide lack or wrong information            Knowledge and Information &gt; Provide useful information            Language Skills &gt; Excellent language skills            Language Skills &gt; Poor language skills            Personality/Appearance &gt; Grooming/Uniform, etc.            Personality/Appearance &gt; Not happy, tired            Personality/Appearance &gt; Others            Trouble-shooting abilities &gt; Baggage handling on arrival            Trouble-shooting abilities &gt; Others            Others         </p>
Type Item	<p>           Attitude and Care of Lost and Found Staff on Arrival            Courteous/polite &gt; Impolite words/manners, not apology            Courteous/polite &gt; Polite words/manners, apology to customer            Courteous/polite &gt; Others            Discriminate service            No discriminate service            Friendliness/hospitality &gt; Friendly staff, smiling faces            Friendliness/hospitality &gt; Unfriendly staff, stern faces            Friendliness/hospitality &gt; Others            Service mind/care &gt; Helpful, kind            Service mind/care &gt; Unhelpful, unkind            Service mind/care &gt; Service mind staff, attentive, patient            Service mind/care &gt; No service mind staff, inattentive, impatient            Service mind/care &gt; Others            Others         </p>
Type Item	<p>           Performance and Efficiency of Other Arrival Staff            Basic service delivery &gt; Error made during working process            Basic service delivery &gt; Greeting / welcome            Basic service delivery &gt; Professional, efficient, excellent service            Basic service delivery &gt; Unprofessional, inefficient            Inappropriate behavior during working &gt; Chatting, reading, eating, etc.            Knowledge and Information &gt; Excellent in general knowledge of company / TG products            Knowledge and Information &gt; Poor in general knowledge about company / TG products            Knowledge and Information &gt; Provide lack or wrong information            Knowledge and Information &gt; Provide useful information            Language Skills &gt; Excellent language skills            Language Skills &gt; Poor language skills            Personality / Appearance &gt; Grooming / Uniform, etc.            Personality / Appearance &gt; Not happy, tired         </p>



## Customer Relations Handling Guideline

Personality / Appearance > Others  
 Trouble-shooting abilities  
 Others

Type Attitude and Care of Other Arrival Staff  
 Item Courteous/polite > Impolite words/manners, not apology  
 Courteous/polite > Polite words/manners, apology to customer  
 Courteous/polite > Others  
 Discriminate service  
 No discriminate service  
 Friendliness/hospitality > Friendly staff, smiling faces  
 Friendliness/hospitality > Unfriendly staff, stern faces  
 Friendliness/hospitality > Others  
 Service mind/care > Helpful, kind  
 Service mind/care > Unhelpful, unkind  
 Service mind/care > Service mind staff, attentive, patient  
 Service mind/care > No service mind staff, inattentive, impatient  
 Service mind/care > Others  
 Others

Type Others > Arrival / Transit / Connections  
 Item Others

### **Category 9 Royal Orchid Plus Program**

Type Benefit / Privilege / Global Recognition  
 Item Baggage handling ; priority handling , additional baggage allowance  
 Bonus miles when status is attained/ renewed  
 Guaranteed confirmed seating on fully booked flights  
 Lounge access  
 Preference meal / seat / etc. was not recognized  
 Priority boarding  
 Priority check-in  
 Priority reservation wait-listing  
 Upgrade class of service  
 Others

Type Customer Profile  
 Item Update / Correct recording  
 Not update / Faulty recording  
 Others

Type Enrollment  
 Item Age limitation of applicant  
 Availability of Membership Application and Guide  
 Pin code  
 Procedure  
 Others

Type Membership Levels  
 Item Amount of limited mileage to attain upper level  
 Evaluation for qualifying mileage accumulation  
 Exceptions of mileage for level evaluation  
 Time period for mileage accumulation to attain upper level  
 Others

Type Mileage Accumulation and Validity

Item Accrue mile with Star Alliance / Partners  
 Compensation of mile according to flight delayed



## Customer Relations Handling Guideline

	Discount ticket is not eligible for mileage accrual
	Faulty recording
	Late recording
	Miles not match with flying time
	Missing miles for flight flown
	Policy for expired mileage handling
	Remaining miles accrued in mileage account
	Satisfaction with the amount of earned miles
	Others
Type	Mileage Claim / Retro Credit
Item	Policy for claim mileage ; needed original B/P, tickets and payment receipts
	Timing for mileage claim
	Others
Type	Mileage Purchase
Item	Amount of incremental mileage purchase
	Currency limitation of mileage purchase
	Payment procedure
	Timing for obtaining purchased mileage
	Ways to contact for mileage purchase
	Others
Type	ROP Advertisement / Brochure
Item	Design
	Detail and information
	Language
	Others
Type	ROP Awards and Redeeming Award
Item	Award eligibility
	Flight / seat / class availability for award ticket
	Interesting
	Many varieties/ choices
	No variety/ choice
	Satisfactory
	Dissatisfactory
	Service fees
	Uninteresting/ boring
	Others
Type	ROP Contact by Mail/ E-mail/ Fax/ Website
Item	Ease of Contact > Good/ Smooth
	Ease of Contact > Poor/ Engaged
	Ease of Use > Not user friendly
	Ease of Use > User friendly
	Mail Delivery / System Response > No delivery/ No response
	Mail Delivery / System Response > Quick
	Mail Delivery / System Response > Slow
	Others
Type	ROP Contact by Phone
Item	Busy/ Engaged line
	Easy to contact
	Holding on period
	Problem with telephone system
	Others
Type	ROP Membership Application and Guide / Handbook
Item	Availability of Membership card
	Delivery service





## Customer Relations Handling Guideline

Design  
Detail and information  
Language  
Others

Type ROP Membership Card  
Item Delivery service  
Design  
Detail and information  
Language  
Others

Type ROP Mileage Statement / Newsletter  
Item Delivery service  
Design  
Detail and information  
Language  
Others

Type ROP Staff  
Item Performance and Efficiency > Appearance/ Grooming/ Uniform  
Performance and Efficiency > Basic service delivery ; answering the phone, calling back  
Performance and Efficiency > Greeting/ Welcome  
Performance and Efficiency > Knowledge and Information  
Performance and Efficiency > Language skills; local language  
Performance and Efficiency > Trouble-shooting ability  
Performance and Efficiency > Others  
Attitude and Care > Courtesy/ Politeness ; apology to customer  
Attitude and Care > Discrimination/ Racism  
Attitude and Care > Friendliness/ Hospitality  
Attitude and Care > Inappropriate behavior ; chatting, argue with passenger  
Attitude and Care > Service mind/ Care  
Attitude and Care > Others  
Others

Type Others > ROP  
Item Others

### **Category 10 Royal Orchid Holiday Program**

Type Guide / Tour Leader  
Item Communications / language skill  
Knowledge Skill  
Performance of guide / tour leader > Excellent  
Performance of guide / tour leader > Poor  
Attitude of guide / tour leader > Excellent  
Attitude of guide / tour leader > Poor  
Others

Type Hotel  
Item Convenient/ easy access  
Dissatisfy with class of hotel  
Hotel location in bad neighborhood  
Hotel location in upscale area  
Inconvenient/ difficult to access  
Satisfy with class of hotel / as advertised  
Others





## Customer Relations Handling Guideline

Type	Hotel Staff
Item	Attitude of hotel staff > excellent Attitude of hotel staff > unacceptable Exceeded expectations Performed as expected Under-performed Others
Type	Price of ROP Program
Item	Reasonable Price Tour program pricing information correct / adequate Tour program pricing information incorrect / inadequate Value for money Others
Type	Sales Staff
Item	Difficulty in getting through by phone Efficient call-center response No / late response to mail / e-mail Prompt response to mail / e-mail Performance of sale staff > Excellent  Performance of sale staff > Poor Attitude of sale staff > Excellent Attitude of sale staff > Poor Others
Type	Tour Program
Item	Dissatisfy with tour program / not same as advertised Nice to provide tour program during holidays / school holiday Period of tour program not convenient for schedule Satisfy with tour program Others
Type	Transportation
Item	Pick-up service efficient > prompt Pick-up service inefficient > late Others
Type	Others > ROH
Item	Others

### **Category 11 Customer Relations**

Type	Customer Retentions Staff
Item	Performance and Efficiency > Appearance / Grooming / Uniform Performance and Efficiency > Basic service delivery Performance and Efficiency > Greeting / Welcome Performance and Efficiency > Knowledge and Information Performance and Efficiency > Language skills ; local language Performance and Efficiency > Trouble-shooting ability Performance and Efficiency > Others Attitude and Care > Courtesy / Politeness ; apology to customer Attitude and Care > Discrimination / Racism Attitude and Care > Friendliness / Hospitality Attitude and Care > Inappropriate behavior ; chatting , argue with passenger Attitude and Care > Service mind / Care Attitude and Care > Others Others



## Customer Relations Handling Guideline

Type	Request for Document
Item	Confirmation from booking ; waitlist, flight / class / seat availability Letter confirmation for flight irregularity Letter for insurance claim Others
Type	Resolution / Reply / Settlement
Item	Dissatisfactory Satisfactory No response Quick response Request for Excess baggage waiver Request for Gifts / THAI Shop Products / Flower Request for Lounge access Request for Meal / Seat / MAAS Request for Mileage credits Request for Reimbursement Request for Ticket refund Request for Upgrade class of service Slow response Others
Type	Others > Customer Retentions
Item	Others

### **Category 12. General Comments on TG Services**

Type	Overall Comments
Item	TG Service / Image > Good/ Excellent/ Satisfactory TG Service / Image > Improved TG Service / Image > Not improved/ Deteriorated TG Service / Image > Poor/ Bad/ Dissatisfactory TG Service / Image > Others TG Staff
Type	Puff & Pie
Item	Chinaware / Cutlery / Glasses / Napkin Package Price Product Service hours Shop Staff Others
Type	Others > General Comments on TG services
Item	Others

### **Category 13 Marketing**

Type	Advertising
Item	Product and service received compare to Advertising Others
Type	Aircraft
Item	Age of Aircraft Aircraft changed Marvelous/ New aircraft/ High Technology Type of Aircraft/ Size of Aircraft Others



## Customer Relations Handling Guideline

Type	Fare
Item	Fare too expensive Reasonable Fare Variation in Fare Others
Type	Flight Schedule
Item	Convenience of Departure/ Arrival Times Inconvenience of Departure/ Arrival Times Others
Type	Printed Timetable
Item	Accuracy of Information Availability of timetable Others
Type	Promotion/ Marketing campaign
Item	Beneficial for Customer Creativeness of campaign Others
Type	Routing
Item	Direct flight/ New Destination Ease for connecting flight Frequency of flights Others
Type	Others > Marketing
Item	Others > Thai Shop/ etc.

### **Category 14 Schedule Deviation**

Type	Cancellation of Flight
Item	Cancelled flight
Type	Diversion of Flight
Item	Diverted flight
Type	Punctuality of Arrival Flight
Item	Delay > Due to VIP, politician, etc. Delay > Due to air traffic/ traffic on runway, apron Delay > Due to cleaning Delay > Due to discrepancy in the number of passengers Delay > Due to plane rotation/ arrival of aircraft Delay > Due to riot, disordered situation of country Delay > Due to security check Delay > Due to technical problem Delay > Due to weather ; fog, rain, depression/ typhoon, flood , etc. Delay > Due to unknown reasons and others On-time flight Others
Type	Punctuality of Departure Flight
Item	Delay > Due to VIP, politician, etc. Delay > Due to air traffic/ traffic on runway, apron Delay > Due to cleaning Delay > Due to discrepancy in the number of passengers Delay > Due to plane rotation/ arrival of aircraft



## Customer Relations Handling Guideline

Delay > Due to riot, disordered situation of country  
Delay > Due to security check  
Delay > Due to technical problem  
Delay > Due to weather ; fog, rain, depression/ typhoon, flood , etc.  
Delay > Due to unknown reasons and others  
On time flight  
Others

Type Rerouting of Flight  
Item Combined flight  
Routing change

Type Reschedule of Flight  
Item Rescheduled flight

Type Others > Schedule Deviation  
Item Others

### **Category 15 Handling of Flight Irregularities**

Type Alternative Flight Arrangement  
Item Good, excellent, appropriated alternative flight arrangement  
Inconvenience connecting flight  
Not provided the same class of service, Waiting time for the first available flight  
Poor alternative flight arrangement  
Others

Type Announcement / Information  
Item No announcement, no information, not up to date  
Good, excellent, efficiency, clear, up to date  
Others

Type Arrangement during irregularities  
Item Good, excellent, professional  
Inadequate assistance  
Keeping pax on the plane, No air-condition, etc  
Poor arrangement  
Waiting time at immigration  
Others

Type Hotel / Accommodation during irregularities  
Item Class of hotel  
Facilities in hotel ; telephone, mini bar, etc.  
Provided  
Not provided  
Service in hotel; wake up time, information by hotel staff, etc.  
Others

Type Messages to Relative  
Item Failure to pass on the message  
Provided  
Not provided  
Others

Type Telephone Expenses / Allowance  
Item Complicated procedure  
Not offered  
Provided, excellent service  
Time too short  
Others



## Customer Relations Handling Guideline

Type	Transportation during irregularities
Item	Condition of transportation Good timing procedure of transportation to hotel vv. Poor timing procedure of transportation to hotel vv. Others
Type	Refreshment / Meal provided during irregularities
Item	Not provided Quality > Good, excellent, tasteful Quality > Not up to standard, distasteful Quantity > Enough Quantity > Not enough Service at restaurant Others
Type	Performance and Efficiency of Staff Concern
Item	Basic service delivery > Error made during working process Basic service delivery > Greeting / welcome Basic service delivery > Present of TG staff during delay / on arrival Basic service delivery > Professional, efficient, excellent service Basic service delivery > Unprofessional, inefficient Inappropriate behavior during working > Chatting, reading, smoking, eating, etc Knowledge and Information > Excellent in general knowledge of company / TG products Knowledge and Information > Poor in general knowledge about company / TG products Knowledge and Information > Provide lack or wrong information Knowledge and Information > Provide useful information Language Skills > Excellent language skills Language Skills > Poor language skills Personality / Appearance > Grooming / Uniform, etc. Personality / Appearance > Not happy, tired Personality / Appearance > Others Trouble-shooting abilities Others
Type	Attitude and Care of Staff Concern
Item	Courteous / polite > Polite words/ manners, apology to customer Courteous / polite > Impolite words/ manners, not apology Courteous / polite > Others Discriminate service No discriminate service Friendliness / hospitality > Friendly staff, smiling faces Friendliness / hospitality > Unfriendly staff, stern faces Friendliness / hospitality > Others Service mind / Care > Helpful, kind Service mind / Care > Unhelpful, unkind Service mind / Care > Service mind staff, attentive, patient Service mind / Care > No service mind staff, inattentive, impatient Service mind / Care > Others Others
Type	Others > Handling of Flight Irregularities
Item	Others

### **Category 16 Authorities and Airport Facilities**

Type	Airport Facilities > Air-conditioning
Item	Availability / Adequacy Condition of Air-conditioner



## Customer Relations Handling Guideline

	Defect / Malfunctions of Air-conditioner Temperature / Ventilation Others
Type Item	Airport Facilities > Authority's Announcement Accent Clearness Information Language skills ; local language Speed Others
Type Item	Airport Facilities > Baggage Trolley Availability / Adequacy Condition Defect / Malfunctions Quality Others
Type Item	Airport Facilities > Car Parking Availability / Adequacy Location Others
Type Item	Airport Facilities > Hotel Accommodation Appearance/ Decoration/ Ambience Availability / Adequacy Location Service Hours Others
Type Item	Airport Facilities > Lift / Elevator Availability / Adequacy Cleanliness Condition Defect / Malfunctions Others
Type Item	Airport Facilities > Lighting Availability / Adequacy Defect / Malfunctions Others
Type Item	Airport Facilities > Monitor Screen/ Arrival and Departure Monitor Availability / Adequacy Clearness Condition Defect / Malfunctions Position Others
Type Item	Airport Facilities > Praying Room Availability / Adequacy Cleanliness / Odor Condition / Size Items using religious concerned Location Others



## Customer Relations Handling Guideline

Type	Airport Facilities > Seat
Item	Availability / Adequacy Condition Cleanliness Defect / Malfunctions Others
Type	Airport Facilities > Sign Indicator
Item	Availability / Adequacy Condition Clearness Position Others
Type	Airport Facilities > Smoking / Non-Smoking Zone
Item	Availability / Adequacy Condition / Size Cleanliness / Odor Location Others
Type	Airport Facilities > Taxi / Car Rental / Limousine Service
Item	Availability / Adequacy Cleanliness / Odor Condition Service Quality of Driver Others
Type	Airport Facilities > Telephone/ Fax/ Internet Service
Item	Availability / Adequacy Condition Defect / Malfunctions Others
Type	Airport Facilities > Toilet/ Shower Room
Item	Amenities Availability / Adequacy Cleanliness / Odor Condition / Size Defect / Malfunctions Location Others
Type	Airport Facilities > Others
Item	Others
Type	Airport Personnel
Item	Efficiency of Airport Personnel Attitude of Airport Personnel Others
Type	Airport Environment / Condition
Item	Appearance / Decoration / Ambience Cleanliness / Odor Dimension Location Others
Type	Customs Service
Item	Availability / Adequacy of Service Counter Efficiency of Customs Personnel



## Customer Relations Handling Guideline

	Attitude of Customs Personnel
	Location
	Overall Service
	Waiting Time / Queuing Time / Service Hours
	Others
Type	General Comments on Airport/ Service
Item	Good / Excellent / Satisfactory
	Poor / Dissatisfactory
	Others
Type	Immigration Service
Item	Location
	Availability / Adequacy of Service Counter
	Waiting Time / Queuing Time / Service Hours
	Overall Service
	Efficiency of Immigration Personnel
	Attitude of Immigration Personnel
	Visa on Arrival
	Others
Type	Restaurant Service at Airport
Item	Availability / Adequacy
	Chinaware / Cutlery / Glass / Napkin / Toothpick
	Efficiency of Staff
	Attitude of Staff
	Environment / Condition of Restaurants
	Hygiene of Meal / Beverage
	Meal / Beverage
	Price
	Service Hours
	Others
Type	Security Procedure/ Measurement
Item	Liquid, Aerosols and Gas (LAGs)
	Others
Type	Shops at Airport
Item	Availability / Adequacy
	Efficiency of Staff
	Attitude of Staff
	Environment / Condition of Shop
	Price
	Product
	Service Hours
	Others
Type	Others > Authorities and Airport Facilities
Item	Information Service at Airport
	Others

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