



Delivering top-flight service through the channel

Quality and service count for everything in the airline industry. When this South African in-flight catering company needed to upgrade delivery standards, the goal was nothing short of excellence. A Channel Excellence Program provided the solution.

The challenge

The client's ultimate goal was to deliver consistently excellent service through the channel, with zero delays and zero complaints. Against these ambitious targets, the solution needed to produce a defined return on investment.

Our involvement

Achievement Awards Group developed a customised Channel Excellence Program to define brand standards, motivate staff performance and create a blueprint for ongoing improvement. Participants included all staff below general management level.

- Program development began with a detailed needs assessment. We worked closely with the client to identify critical improvement areas and establish realistic performance benchmarks.
- Then, we defined key measures for both individual and departmental performance:
 - Delivery
 - Customer service
 - Staffing levels
 - Financial performance
- Participants were assessed monthly against weighted measures established by salary bands.
- Program launches, held on two days, met with hugely enthusiastic response. Presentations outlined program objectives, mechanics and rewards. The message was reinforced with take-away launch kits and a full colour printed Catalogue of Awards, branded and customised for the program.

Continued ...

Results

- The program comfortably exceeded initial targets.
- A notable improvement in staff morale and motivation lifted performance across the organisation.
- The client achieved an initial return on investment that grew as the program progressed.

Vital statistics

Product category:
Channel Excellence
Program



Number of participants:
100 - 1 000

The Science and Art of Business and People Performance

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 Sales & Channel Incentive Programs



- The participant group was largely multi-lingual, production-level staff, so the communications strategy was developed for maximum impact across varying literacy levels and functional roles:
 - Paper based communications with larger visuals and less text included newsletters and personalised AwardPoints™ (program rewards currency) statements
 - Centralised notice-board and query box used as key communication mediums
 - Local program champions provided encouragement and support
- Dedicated 'Winners Helpline' contact centre agents were available for telephonic ordering, and assistance with any program questions.

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