



# Crews Best

Everyone wins





Crews Best, designed for airlines in an intensified competitive context, has been very enthusiastically received.

The context, issues and environment of cruise lines being very close to that of airlines, we are currently developing a version for shipowners keen to deliver a high-quality passenger experience.

Crews Best meets both expectations :

- passengers to experience excellence
- new generations of more volatile employees
- HR services to refine talent recruitment
- marketing departments to quickly measure the efficiency of new services



### **Cruise lines face several issues :**

- Significant staff turnover ( 6 to 8 months fixed-term contract)
- Employees who do not speak the language of the manager or the client (Indonesia, Philippines, etc.)
- A concern for preserving the quality of service
- A direction geographically distant from life on board
- Managers with leadership contested by the new generations Y and Z
- A vision biased by hierarchical levels
- An objective measurement of actions undertaken over time



## The usual end-of-cruise satisfaction questionnaire :

- has a response rate between 6 and 15%
- is insufficient to evaluate customer feedback on
  - pre and post cruises
  - the quality of activities, conferences and excursions
  - the adequacy of the programs proposed/imposed
  - the quality felt by the restaurant and service
- does not allow real-time correction during cruising
- does not make it possible to identify the levels of compliance of practices by employee
- can lead management to apply delayed corrective measures with KPIs at 3-6 months



**Crews'Best** is a skills management support for instructors who remotely supervise commercial cabin crew.

With the arrival of the new Z generations and the erosion of values at work, Crews'Best responds to new expectations :

- help everyone establish their skill level
- clarify the rules of the game and conditions of development
- access the knowledge necessary to achieve own's ambitions

Developed taking into account the needs expressed by the CCPs, the HR department, the cabin crew and the unions, the software solution is a powerful communication tool which promotes :

- objective achievement of individual and collective performance
- personalized support for staff
- autonomy and commitment of cabin crew

This solution allows each stakeholder to

1. Continuously audit developments and difficulties encountered
2. Maintain a permanent link with the crews
3. Implement appropriate responses



on every cruise



I learn points



I train myself  
and progress



## A virtuous system

- ✓ Coach the + skills
- ✓ Evaluate continuously
- ✓ Strengthen commitment
- ✓ Facilitate access to knowledge
- ✓ Promote on merit





How does  
it work ?



1. Manager assigns positions,  
& quotes crew performance



2. Self evaluation from the  
employee

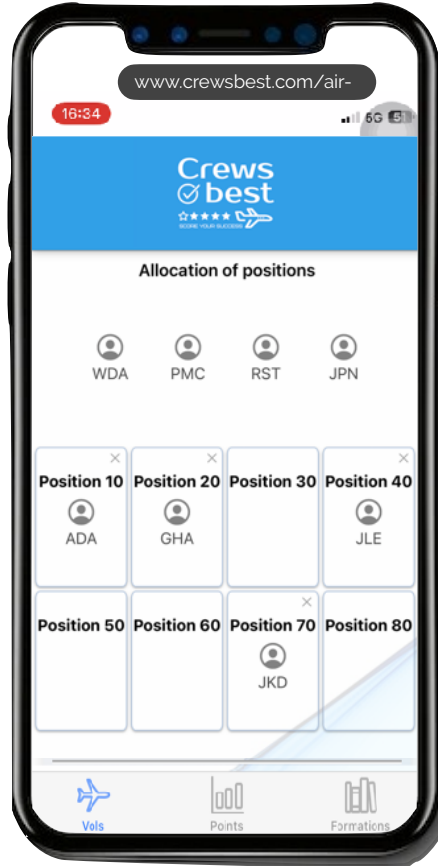


3. Passenger feedbacks on  
board quality of service

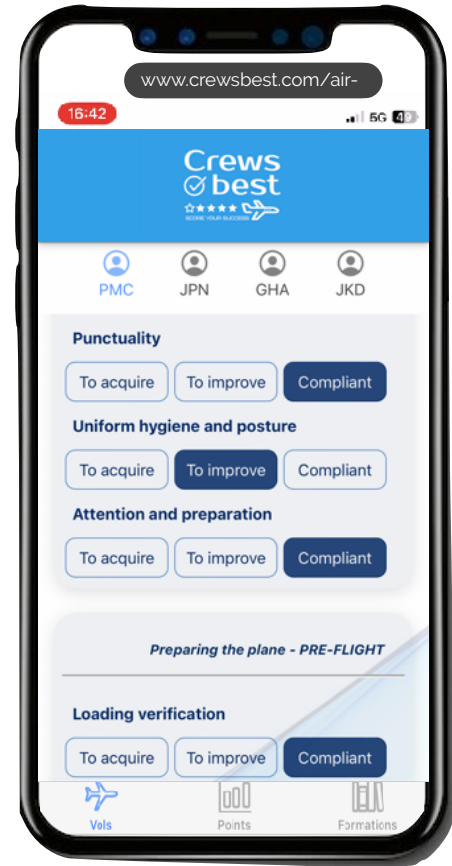


Crews Best  
Everyone wins  
☆☆☆☆☆

## Affectation des postes



## Evaluation de prestation

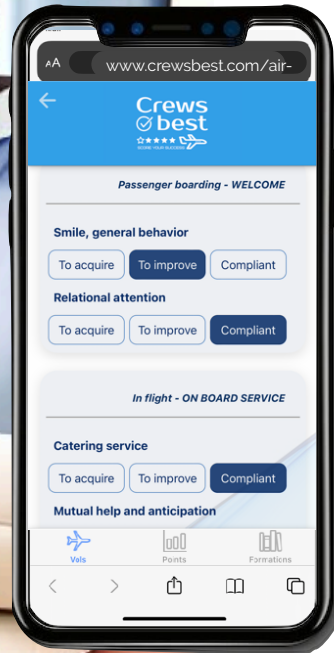


1. The CM assigns positions & evaluates crew performance





On every cruise



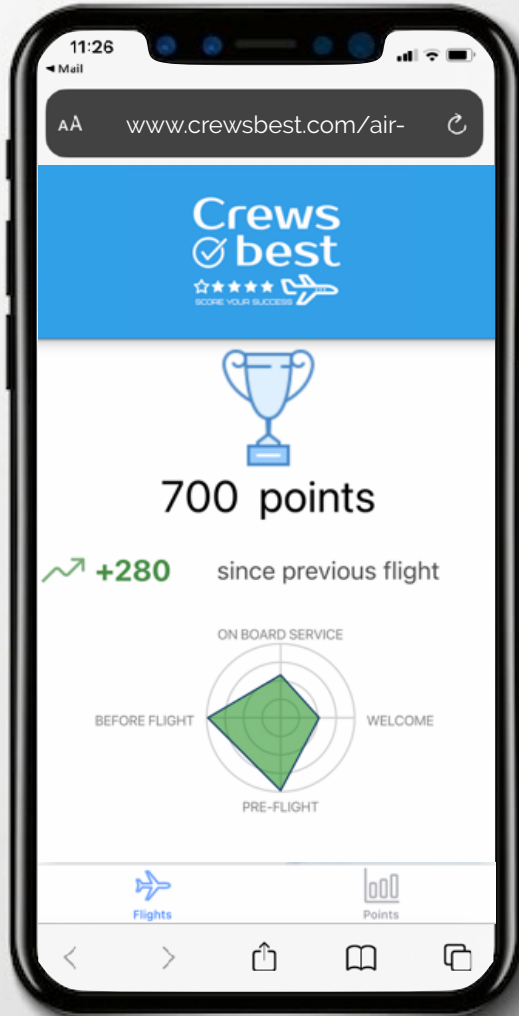
## Survey concerns the flight carried out

- ◆ includes 20 questions defined by the company
- ◆ is processed in 30 seconds

Cabin crew is evaluated after flight upon receipt of an URL link

Cabin Crew Manager evaluates each cabin crew member at the end of the flight

2. Cabin crew member evaluates own performance



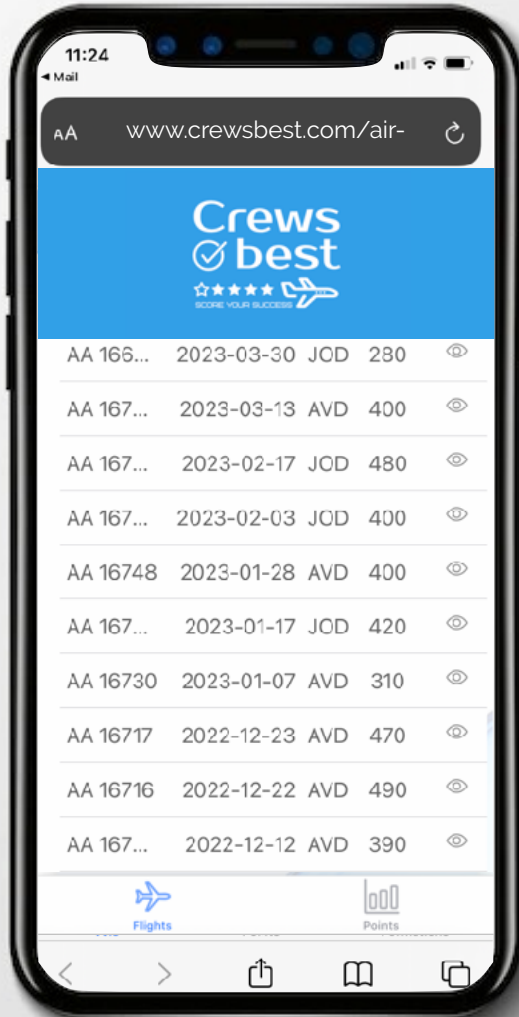
## Points

**As soon as questionnaires are validated, cabin crew**

- ◆ receives his points
- ◆ sees its evolution compared to the previous flight
- ◆ identifies strengths/weaknesses according to the different stages
  - ◆ Before flight
  - ◆ Pre-flight
  - ◆ Welcome
  - ◆ On board service
  - ◆ Taking leave

hierarchical relationship etc..

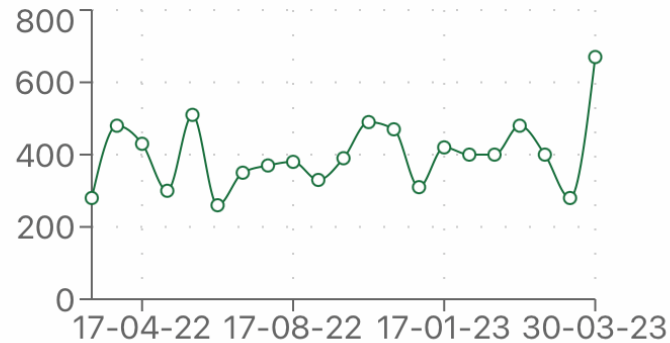




### In his profile cabin crew member,

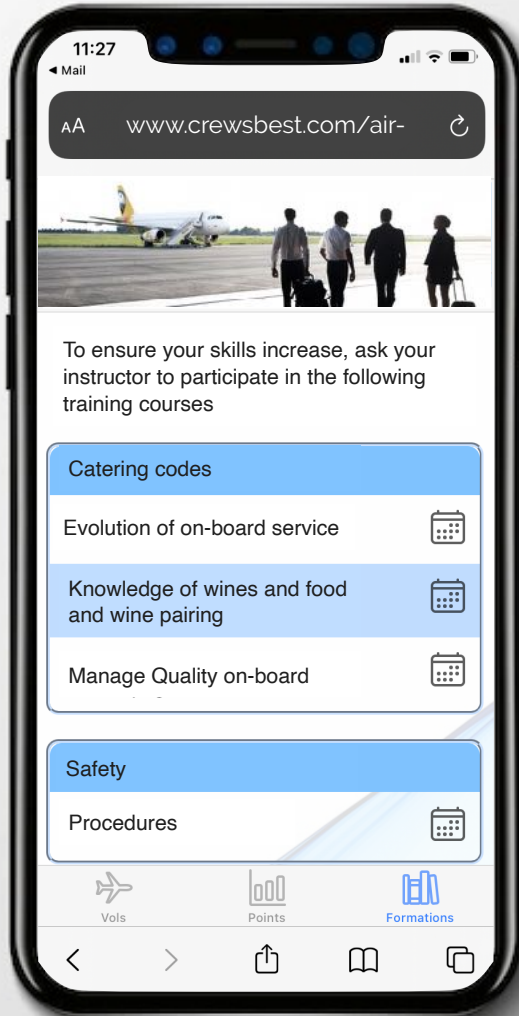
- ◆ Finds flights' recap
- ◆ Views scores flight after flight
- ◆ Consult training courses to improve his scores

7730 points





# Formations



## In the training tab, cabin crew member,

- ◆ Finds the whole training catalog
- ◆ e-learning as well as face-to-face sessions
- ◆ can express wishes for participation
- ◆ follow trainings and validate knowledge acquisitions enable him to
  - Earn catch-up points immediately
  - Better his practice over time



3. Passenger feedbacks on board  
quality of service



+



RESERVATION	★★★★★	(+)
PRE-CRUISE	★★★★☆	(+)
ITINERARY	★★★★☆	(+)
EXCURSIONS	★★★★☆	(+)
LIFE ON BOARD	☆☆☆☆☆	(+)

Welcome and crew presentation	☆☆☆☆☆
Front Office availability	☆☆☆☆☆
Entertainment Feedback	☆☆☆☆☆
Quality of conferences	☆☆☆☆☆





### 3. Le passager commente la qualité du service à bord

#### Each cabin has a personalized QR code

- cabin number, customer name (customer doesn't have to identify himself)
- access from smartphone to the online questionnaire

#### 1. Pro-active questionnaires (automatic mailer)



The Customer evaluates the on-board service 3 days after installation through checkboxes (automatic mailer).

The score automatically appears on the dashboard in real time.

In the event of identified dissatisfaction (alert), management can intervene during the stay.

#### 2. Analysis questionnaire (qr code)



An end-of-stay questionnaire is also offered

The customer chooses to rate each service overall or to respond in detail (+ button, given the dissuasive number of questions)

Customer satisfaction is directly linked to efficiency collaborators. You can designate the best teammates.





### 3. Passenger feedbacks on board quality of service

#### At different accesses and seats

- Restaurants and bars
- Conference rooms
- Hair salons, massage
- Sports facilities and entertainment
- Shops

#### The Customer

evaluates the experience after each visit (the brigade in place has been designated by the manager from the interface)

from a screen

or interacting with your smartphone with a Qrcode on the table

& find the program of future events



## CONTINUOUS SKILLS INCREASING

Develop skills and autonomy



### Self-evaluation

After cruise cabin crew member evaluates his performance according to 20 criterias in 30"



### CM Evaluation

CM evaluates each crew member performance  
+ **passenger rating**  
Passenger is invited twice to rate experience



### Earned Points

Employees accumulate points and with X,000 points may apply for the next superior positions



### Trainings

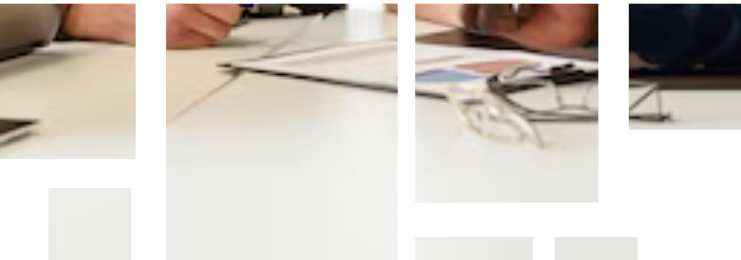
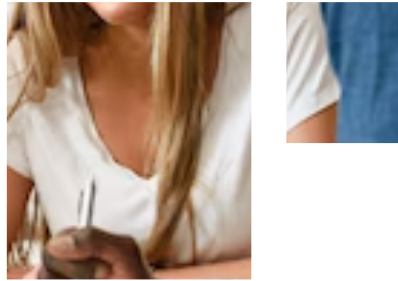
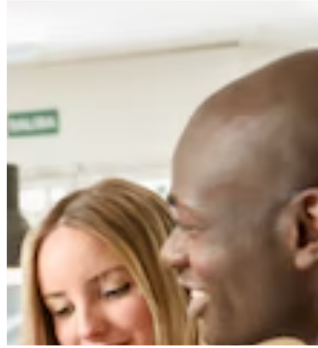
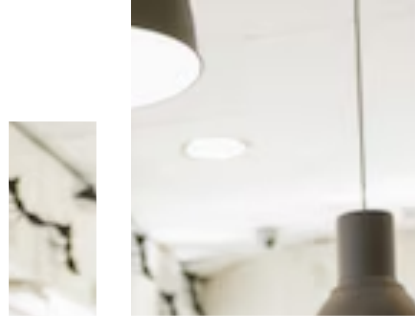
Employee optimizes their skills development, betters knowledge, know-how and soft skills



### Career development

Employee having constant scores on know-how-being is identified and selected for future promotions





Seen by the

- Cabin Crew Managers
- Cabin Crew members
- Instructors
- HR Management
- Headquarters



## Seen by Cruise managers

« *The right person for the right place* »

Crews'Best was presented to several CM from different European carrier, it emerged that the solution meets their needs for :

1. Organizing the positions assignment according to cabin crew skills ensures a high level of satisfaction
2. Evaluate each employee in 30 seconds  
(rather than 12 minutes to write a feedback on 2 cabin crews)
3. Award 1/3 points  
(self-evaluation + passenger points + CM)
4. Support employee in acquiring good practices  
(change in posture for the CM)
5. Reduce paper reporting, points awarded are instantly reported to the referents



## Seen by employees

« *Realize personal ambitions* »

Crews'Best solution also meets employee needs

1. Understand how to qualify for internal promotions  
(no longer by favoritism but according to acquired points)
2. Self-manage own skills development
3. Have access to training sessions according to interests
4. Have passengers & CM positive feedbacks on their practices level
5. Be more autonomous



## Seen by instructors

Crews Best solution allows instructors to :

1. evaluate employee throughout the year  
(Compared to 2 evaluations per year)
2. Adapt support according to coachee real needs
3. Have Cruise Managers feedbacks on all their team
4. Measure the impact of training on technical and behavioral changes in flight
5. Develop new training programs and contents from year to year according to KPI's



## Seen by HR

Human resources departments appreciate the solution for its time savings and objectivity :

1. Access unbiased workforce performance
2. Clarify the rules, objectives and promotions
3. As part of
  - workforce reductions, it can keep the best elements
  - promotions CM,
  - CM promotions, points system restricts number of interviews and erases the feeling of injustice and social discontent
  - transition to permanent contract, the level of practice becomes the reference
4. Have an objective measurement tool





# Dashboard Crews Best

Everyone wins  
☆☆☆☆☆



Plecto Overview

Quarterly win  
Top performers

Crew Member	Performance Value
14,212 kr	13,876 kr
9,876 kr	4,316 kr
3,876 kr	3,532 kr
Zachary Patel	3,176 kr
Kathleen F	

Sum of

23
22
19
19
18
18
18
16

# DASHBOARD

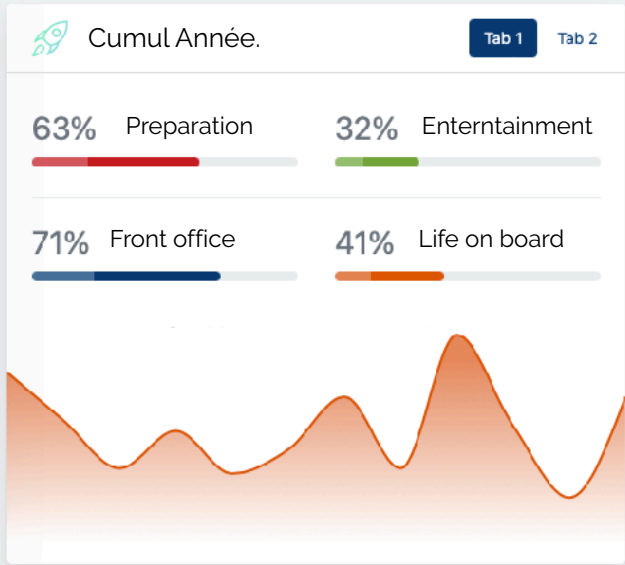


Managers Access  
- Synthesis

KPI/Ship  
- Customer  
- /pole  
- / crew  
- / period

Manager1  
- All  
- /employee

Manager 2  
Manager 3  
Manager 4  
Manager 5



Total Points

**72 900**

Monthly Pts

**3 800**

Number cruises

**71**

Collection

**7**

**5**

(Notes)

**Meetings**

- TCA
- Quarterly review 03
- RTC le 24/05

**e-Training**

- ✓ RTC
- ✓ On-board Service
- ✓ Hospitality

**Radar**

- ✓ RTC
- ✓ Service
- ✓ Hospitality
- Excellence

**Employees**

TRI	Nam	Ranking	Status	Action
PHA	HOARAU	15/350		

## Seen by General Management

### General Management

1. Optimizes workforce commitment to continuous quality
2. Has an objective analysis of practices
3. Promotes mutual aid, the social climate and the desire to succeed
4. Reduces costs inherent to audits, recruitment and training efforts with no follow-up
5. Reduces errors and bad behavior, preserving property and equipment
6. Establishes a chain of values and responsibilities
7. Increases productivity and output





## Seen by DSI

In return for interviews with IT departments, the fact that the evaluation program does not require any development from the information systems department is a decisive advantage :

1. API plug-in for flight scheduling service
2. Automatic sending to the CCManagers of the cabin crew assigned to the flight
3. information provided is automatically sent to the HR and DPNC services in the form of a dashboard
4. Easy, intuitive, robust and compartmentalized



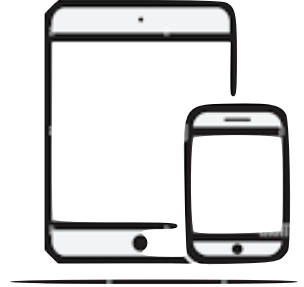




Programming  
Cruises  
Service



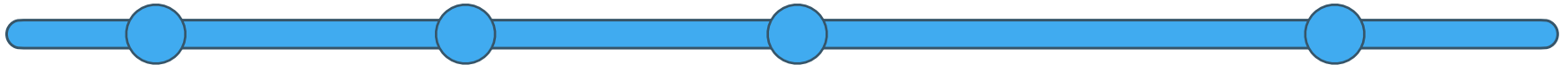
API collects data  
Dedicated server  
Load balancing



Ship details  
Personal  
CCM assigns positions  
and evaluates  
performance



Informations appear  
on dashboard  
• Instructors  
• HR  
• Management



Meeting  
NDA  
Contract  
J-Day

Protocol  
management  
Flow  
management  
**J+60 days**

Web app  
personalization  
Validation  
**J+75 days**

Set Up  
KPI's  
**J+90**



## Dedicated Servers

Server	Task
VPN Server	Installation & Configuration OS Installation & Configuration applications
Serveur Redis - RabbitMQ instance-01	Installation & Configuration OS Installation & Configuration applications
Server Redis - RabbitMQ instance-02	Installation & Configuration OS Installation & Configuration applications
Database principal Server	Installation & Configuration OS Installation & Configuration applications
Server BDD RO	Installation & Configuration OS Installation & Configuration applications
Application Server instance-01	Installation & Configuration OS Installation & Configuration applications
Application Server instance-02	Installation & Configuration OS Installation & Configuration applications
Jira Server (ticketing)	Installation & Configuration OS Installation & Configuration applications
Reverse Proxy	Installation & Configuration OS Installation & Configuration applications

## Maintainance & backup



1. Develop excellence in the **customer journey** and experience
2. Increase internal customer **engagement**
3. **Reduce costs**

SAAS Solution

