

Service Strategic Planning



Garuda Vision & Mission

Vision :

A strong distinguished airline through providing quality services to serve people around the world with Indonesian hospitality.

Mission :

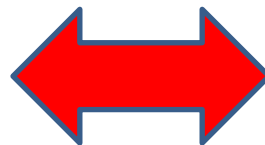
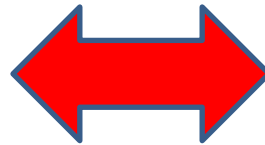
The flag carrier of Indonesia that promotes Indonesia to the world, to support national economic development by delivering professional air travel services.

Common Values drives Fast Execution

Power 8

-  Debt Restructuring Completion
-  Balance Sheet Restructuring
-  Organization & Behavior Restructuring
-  Aircraft Reliability & Safety
-  Aircraft Comfort ability
-  Service Quality Improvement
-  New Concept and Enhanced Capability of Marketing
-  Image Recovery

Garuda Indonesia











- E**FFICIENT & **E**FFECTIVE
- L**OYALTY
- C**USTOMER **C**ENTRICITY
- H**ONESTY & **O**PENNESS
- I**NTEGRITY

Service Strategy

1. Service Quality Improvement
2. Outside -in Paradigm to Achieve Customer Satisfaction
3. Unique Service through Garuda Indonesia Experience
4. Consistency of Service Delivery
5. Skytrax Audit

Quantum Leap by 2014

	2008	2014	Growth	
Number of Aircraft	52	116	223%	
Pax Carried	10,3 mio.	27,6mio.	268%	
Production – ASK m	20.228	64.638	320%	
Employee Productivity – ASK / staff	3,65 mio	6,48 mio.	178%	
Skytrax Rating	3 Star	5 Star		
Operating Revenue	Rp. 18,1 T	Rp. 57.9 T	320%	
Net Profit	Rp. 669 B	Rp. 3,757 B	562%	

Service Quantum Leap 2010 - 2014



GA Experiences: 24 Customer Touch Points

Customer Touch Points

- ▶ Customer touch points across customer journey
 - ▶ Pre-journey
 - ▶ Pre-flight
 - ▶ In-flight
 - ▶ Post-flight
 - ▶ Post-journey

Pre-journey

- ▶ Website
- ▶ Call Center
- ▶ Sales Office
- ▶ GFF Center
- ▶ Service Center

Pre-flight

- ▶ Ticket Sales (Airport)
- ▶ Customer Service Desk
- ▶ GFF Membership Service
- ▶ Check-in Service
- ▶ Transfer Desk
- ▶ Executive Lounge
- ▶ Boarding Gate

In-flight

- ▶ Cabin Service
- ▶ Cabin Comfort
- ▶ Lavatory
- ▶ Onboard Catering
- ▶ In-flight Entertainment
- ▶ Amenity Kit
- ▶ Sales on Board

Post-flight

- ▶ Arrival Assistance
- ▶ Baggage Delivery
- ▶ Lost and Found

Post-journey

- ▶ Customer Affairs
- ▶ Loyalty Program

Specific Focus

- ▶ Delay Management
- ▶ Complaint Handling

Sight

Sound

Scent

Taste

Touch

SIGHT

Indonesia has many things to offer the visitors, including a great variety of Indonesian traditional textiles that presents a rich tapestry of vivid colours, beautiful patterns and unique textures. These are sights that delight our eyes, warm our hearts, and inspire our soul.

Reproduksi gambar yang diperbolehkan
dari semua yang sudah Indonesia memiliki
negara ini yang yang sudah dimiliki.
Dan bisa membuat kita lebih dari itu
dari Indonesia.



Garuda's newly-designed cabin interior combine the natural colours and traditional motifs of Indonesia reflecting the visual beauty of the country, with the convenience of modern in-flight entertainment and seating comfort. All designed to provide passengers with a new way of living life to its fullest.

Desain interior Garuda yang baru menggabungkan warna natural Indonesia dan motif tradisional yang mewakili benda-benda nasional Indonesia. Indah dipandang mata dan nyaman di huni. Itulah artinya.

SOUND

Indonesian traditional music and musical instruments are a reflection of the many diverse ethnic groups and cultures peacefully co-existing in the vast archipelago. Enjoying the unique sounds of Indonesian traditional music can be both an entertainment of easy listening as well as a new way to really experience Indonesia.

Sangatlah sulit untuk menangkap dengan sempurna keindahan yang dipaparkan oleh budaya Indonesia yang berlimpah dan beragam. Musik tradisional Indonesia ini akan sangat menyenangkan dan berbeda bagi setiap orang yang mendengarkannya.



A state-of-the-art inflight entertainment system is available for the enjoyment of passengers in Garuda Executive-class as well as Economy-class flights. The advanced Audio & Video on Demand (AOD) system offers choices of feature movies, TV programs, video games, and a rich variety of music, including Indonesian modern as well as traditional music.

Wibawa kecanggihan sistem i-flight Garuda yang tersedia di seluruh kelas, dengan pilihan film, program TV, Video game dan musik. Penumpang juga dapat menikmati musik tradisional dan modern Indonesia, sebuah pengalaman tentang Indonesia melalui Indra pendengaran.

TASTE

For centuries, Indonesia has been known as the land of spices and a veritable garden of tropical fruits. Lying at the crossroad of trading routes since ancient times, Indonesia's cuisine has also been influenced by a variety of foreign culinary arts, resulting in the exotic and appetizing Indonesian traditional food.

Adalah rempah-rempah yang membuat dunia tak dapat melepaskan Indonesia. Seperti halnya rempah-rempah yang membuat dunia tak dapat melepaskan Indonesia. Seperti halnya rempah-rempah yang membuat dunia tak dapat melepaskan Indonesia.



The unique taste and sensation of Indonesia comes to life onboard through our in-flight meals and refreshments served by smiling flight attendants. Garuda is proud of its signature food and beverage, the Nasi Tumpang Nusantara, a corn-cha ped rice dish surrounded by assorted side dishes, and the Martaba Juice, made from yellow-flesh papaya fruit and Dutch eggplant.

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SCENT

Aromatic flowers and herbs have been used in Indonesia since ancient times, and continue today in modern aromatherapy and spa treatments. A whiff of the unique fragrance of jasmine flowers with the gentle flow of cool air can work wonders to soothe the mind, relax the body, and reinvigorate our whole being.

Wang-wang yang manis dapat
membuat suasana yang menyenangkan
bagi para penumpang. Rasa
lembut, sejuk, dan tenang yang
dibawa oleh angin malam akan
membuat penumpang merasa
lebih nyaman dan rileks.



Indonesian aromatherapy is being introduced in all Garuda office and airport lounges, while intensive research is currently on-going to find and develop the right scents to be used in the passenger cabin onboard. This should give passengers a fresh Indonesian experience in the air.

Aroma terapi Indonesia akan di perkenalkan di seluruh kantor dan lounge Garuda, dan penelitian yang intensif dilakukan untuk menemukan aroma yang tepat di kabin penumpang. Ini akan menjadi pengalaman Indonesia yang unik di udara.

TOUCH

Indonesia is also known for its hospitality that has captured the heart of the world, making the country one of world's most favourite destination. Many of its traditional dances of greetings are a reflection of a warm gesture of welcome and a touch of the famous Indonesian hospitality.

Indonesia dikenal sebagai salah satu destinasi wisata terbaik di dunia, yang telah menarik perhatian wisatawan dari seluruh dunia. Banyak dari tarian tradisional Indonesia yang merupakan simbol dari sambutan hangat yang merupakan ciri khas Indonesia.



Garuda Indonesia Experience is a new concept of service designed to allow passengers to experience Indonesia at its best. From preflight to arrival at destination airport, Garuda passengers are pampered with a caring and friendly service typical of Indonesian hospitality, as symbolized in our new standard greeting, Salam Garuda Indonesia.

Garuda Indonesia Experience adalah konsep baru layanan yang mengombinasikan keramahan dan ketuhanan Indonesia. Dari preflight hingga kedatangan di bandara tujuan, penumpang Garuda akan dilayani dengan keramahan yang menjadi ciri khas Indonesia, sebagai mana di simbolkan dengan salam baru yang baru, Salam Garuda Indonesia.

Key Success Factor

1. Top Management Commitment → Corporate Objective
2. Top down Approach → Bapak Angkat
3. Monitoring & Measurement → KPI
4. Contribution of all people → One Team, One Spirit, One Goal



Thank you