



SINGAPORE AIRLINES

“Service Other Airlines Talk About”

When Singapore Airlines began operations in 1972, it didn't have the capital necessary to obtain a large fleet, an expansive route structure, and international pilots. Undeterred, the company adopted service as their core differentiating strategy with the tagline, “Service Even Other Airlines Talk About.”

While the airline has been recognized for its impeccable service ever since, it continuously faces the more challenging task of staying on top. Sim Kay Wee, former Senior V.P. of Cabin Crew, explains saying, “If you are in the lead and want to stay there, 100 percent is not enough. You need every member of the team to keep stepping up even higher.”

ACCOLADES & AWARDS

“**Best Foreign Airline**” – Conde Nast Traveller – winner, 24 out of 25 years
“**Best International Airline**” – Travel & Leisure – winner, 17 consecutive years
“**Best Airline**” – Business Traveller (Asia Pacific) – winner, 21 consecutive years

“Singapore Airlines trains for service at an unbelievable level. The quality required of the flight attendants is simply unmatched - but if you fly with them, you know this already.”

CUSTOMER REVIEW
travelandleisure.com

TAKING SERVICE TO NEW HEIGHTS

Since his arrival in the country in 1990, Singapore Airlines has repeatedly invited service expert Ron Kaufman to help keep the company at the top of its game. Ron has created, conducted, and contributed to over 40 different workshops for the airline's cabin crew, commercial training center, pilots, overseas offices, and management. Today, even through economic downturns, the airline soars above its competitors thanks to its unrelenting emphasis on continuous service education and an Uplifting Service culture.



**SINGAPORE
AIRLINES**

CLIENT

Singapore Airlines (SIA)

AIR CRAFTS

One of the youngest fleets of any major airline, SIA's Airbus and Boeing jets have an average age of just over 6 years

FLIGHTS

SIA offers flights to 62 scheduled destinations in 35 countries around the world

PASSENGERS PER YEAR

More than 18 million

TEAM MEMBERS

More than 14 thousand

BRANDING

Singapore Airlines is best known for its 'Singapore Girls' (and guys), an incredibly well trained in-flight crew that serve as representatives for the nation's culture of hospitality and grace