THE happy CONSULTANCY GROUP

Heathrow

CASE STUDY

Be the Difference
SERVICE SIGNATURES EXPERIENCE

Learning Excellence Awards Merit 2022

OUTSTANDING COURSE OR INITIATIVE

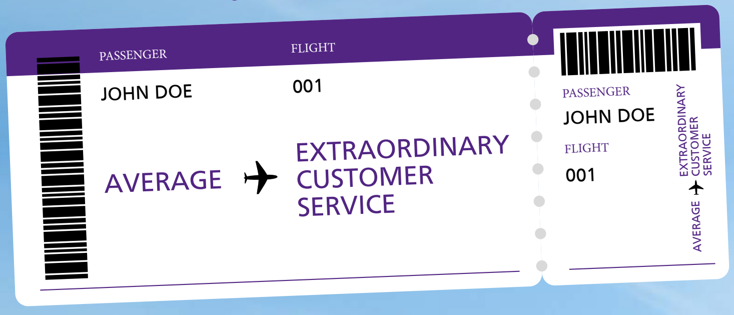
THE CHALLENGE

A boarding call…

"This is an urgent call for flight 001 to extraordinary customer service. VIP Services from Team Happy, please report to our service desk immediately. We need your help to inspire our 76,000 'Team Heathrow' colleagues to give the best airport service in the world. Thank you."
- Heathrow

THE JOURNEY

Get ready for take-off


PASSENGER
JOHN DOE
FLIGHT
001
AVERAGE ✈ EXTRAORDINARY CUSTOMER SERVICE
PASSENGER
JOHN DOE
FLIGHT
001
AVERAGE ✈ EXTRAORDINARY CUSTOMER SERVICE

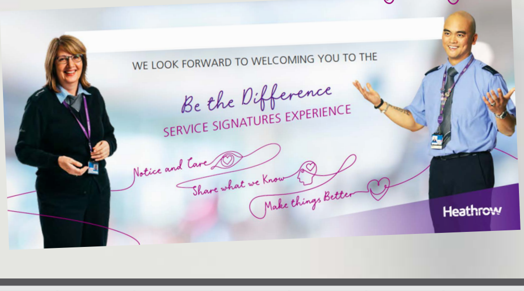
We set off and created a learning experience designed to emotionally connect colleagues with the needs and experiences of passengers. Its aim was to inspire colleagues to play their part by consistently delivering unique 'Service Signatures'.

KEY SERVICE BEHAVIOURS AND FOUNDATION FOR THE PROGRAMME

The experience…

Pre-arrival, personalised invite

1



WE LOOK FORWARD TO WELCOMING YOU TO THE

Be the Difference

SERVICE SIGNATURES EXPERIENCE

Notice and Care

Share what we Know

Make things Better

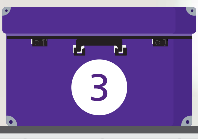
Heathrow

You are the Difference

Connecting people to the service vision, the realities of working and travelling in an airport and introducing the service signatures

Exploring what it means and feels like to truly notice and care

Notice and Care



Share what we Know

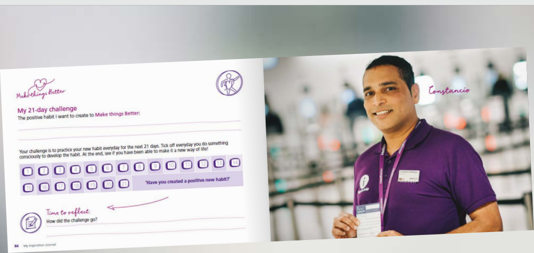
Exploring the power of sharing what you know, to help manage uncertainty, confusion and anxiety to enhance someone's experience

Discovering the simple but magical things that you can do to make someone's day better

Make things Better

We are the Difference

Learning how to manage your energy, so that you can be at your best and build service habits that create the feel-good factor of service



Make things Better

My 21-day challenge

The positive habit I want to create to **Make things Better:**

Your challenge is to practice your new habit everyday for the next 21 days. Tick off everyday you do something consciously to develop the habit. At the end, see if you have been able to make it a new way of life!

1 2 3 4 5 6 7 8 9 10 11 12 13 14

15 16 17 18 19 20 21 'Have you created a positive new habit?'

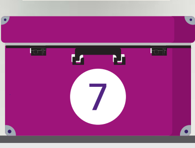
Time to reflect:

How did the challenge go?

84 My Inspiration Journal

Constancio

Back to work habit-forming challenge



Supported by a complementary leadership programme

Leading the Difference

SERVICE SIGNATURES EXPERIENCE

Inspiring Positive Action

My Inspiration

JOURNAL SUPPLEMENT

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Leading the Difference

SERVICE SIGNATURES EXPERIENCE

LEADER'S INSPIRATION STATION

Inspiring Positive Action

Inspiring ways to lead the difference

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Including a leader's journal and a digital tool of activities

FIRST CLASS RESULTS

Reaching new heights...

In the first year of the programme, the results were supersonic:

ARRIVALS

Number	Destination	Status	Belt
001	EXPERIENCE RATING	4.7 OUT OF 5	A
002	RECOMMEND PROGRAMME	96%	A
003	PROGRAMME VALUE	94%	B
004	COLLEAGUES ATTENDED	8,006	C
005	PASSENGER EXPERIENCE SCORE	+18%	D
006	SERVICE SATISFACTION IN SECURITY	+28%	D
007	BE THE DIFFERENCE & LEAD THE DIFFERENCE	NOW PART OF ON-BOARDING PROGRAMME	A

"I've learned so much about how customers feel when travelling."
- Participant

"Initially I thought 'here we go again'... but it was brilliant!"
- Participant

"Well done, that was a wicked course!"
- Participant

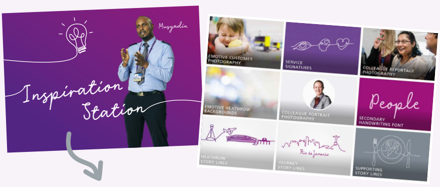
Notice and Care
Service
natures

FIRST CLASS FEATURES

Going above & beyond...

So what made this programme so special?

☑ A bold creative theme and identity


Musyadin
Inspiration Station
EMOTIVE CUSTOMER PHOTOGRAPHY
SERVICE SIGNATURES
COLLEAGUE REPORTAGE PHOTOGRAPHY
EMOTIVE HEATHROW BACKGROUNDS
COLLEAGUE PORTRAIT PHOTOGRAPHY
People
SECONDARY HANDWRITING FONT
HEATHROW STORY LINES
Rio de Janeiro
JOURNEY STORY LINES
SUPPORTING STORY LINES

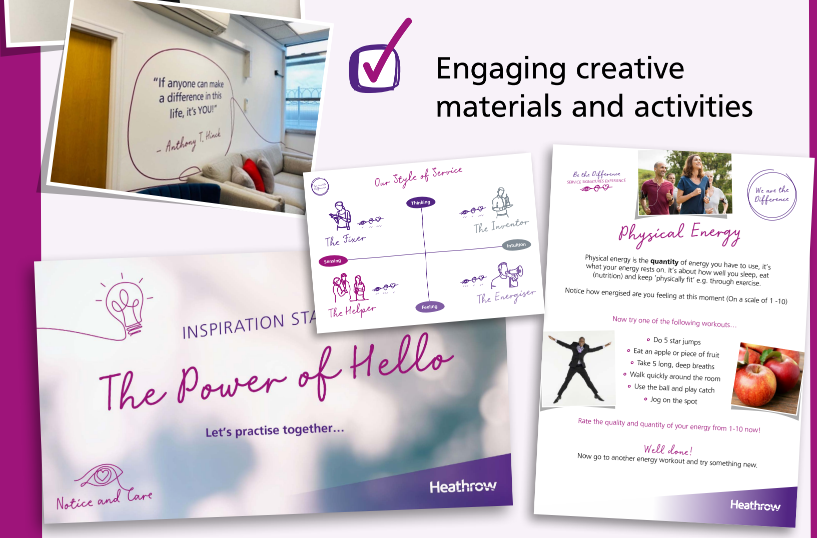
Putting people at the heart of the programme

I am the Difference
Be the Difference Service Signature Experience

☑ An inspiring learning environment

☑ Gamification

☑ Engaging creative materials and activities



Physical Energy

Physical energy is the **quantity** of energy you have to use, it's what your energy rests on. It's about how well you sleep, eat (nutrition) and keep 'physically fit' e.g. through exercise.

Notice how energised are you feeling at this moment (On a scale of 1 -10)

Now try one of the following workouts...

- Do 5 star jumps
- Eat an apple or piece of fruit
- Take 5 long, deep breaths
- Walk quickly around the room
- Use the ball and play catch
- Jog on the spot

Rate the quality and quantity of your energy from 1-10 now!

Well done!
Now go to another energy workout and try something new.

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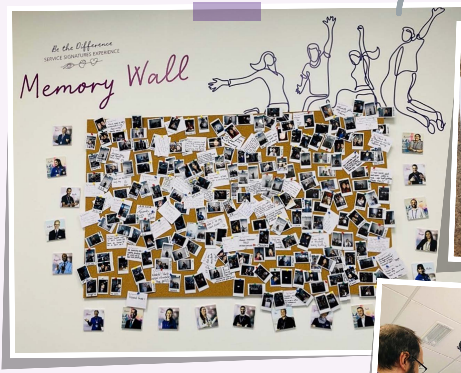
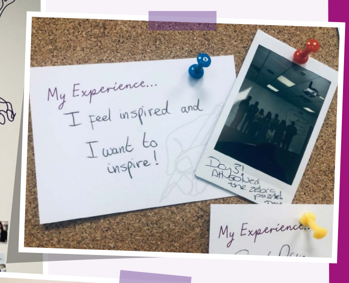
☑ Memory walls

Spaces for colleagues to capture their experience




My Experience...
I feel inspired and I want to inspire!
Day 3! Solved the zebra puzzle!
My Experience...

☑ The power of film

Be the Difference
SERVICE SIGNATURES EXPERIENCE

My Inspiration Journal

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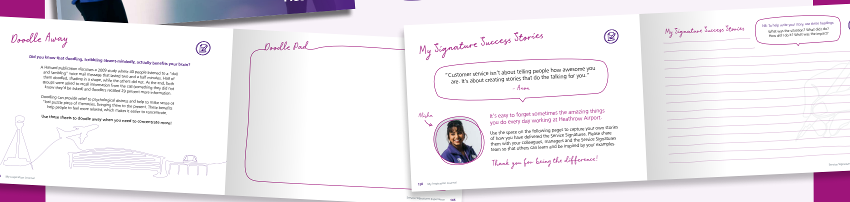
☑ Personal journals



Doodle Away

Did you know that doodling, scribbling absent-mindedly, actually benefits your brain?

A Harvard publication discusses a 2009 study where 40 people listened to a "dull and rambling" voice mail message that lasted two and a half minutes. Half of them doodled, shading in a shape, while the others did not. At the end, both groups were asked to recall information from the call (something they did not know they'd be asked) and doodlers recalled 29 percent more information.

Doodling can provide relief to psychological distress and help to make sense of "lost puzzle piece of memories, bringing them to the present. These benefits help people to feel more relaxed, which makes it easier to concentrate.

Use these sheets to doodle away when you need to concentrate more!

My Inspiration Journal

Doodle Pad

Service Signatures Experience 145

My Signature Success Stories

"Customer service isn't about telling people how awesome you are. It's about creating stories that do the talking for you."
- Anon

Alisha

It's easy to forget sometimes the amazing things you do every day working at Heathrow Airport.

Use the space on the following pages to capture your own stories of how you have delivered the Service Signatures. Please share them with your colleagues, managers and the Service Signatures team so that others can learn and be inspired by your examples.

Thank you for being the difference!

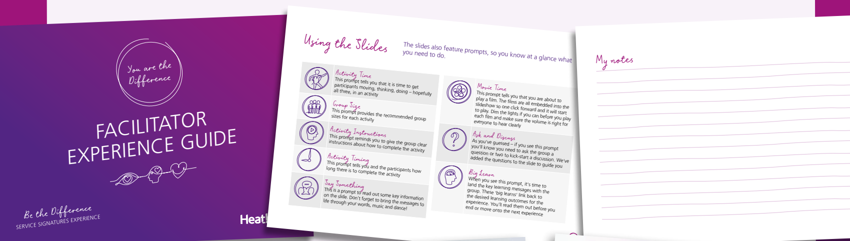
150 My Inspiration Journal

My Signature Success Stories

NB: To help write your story, use these headings:
What was the situation? What did I do?
How did I do it? What was the impact?

☑ Upskilling in-house facilitators to be F.I.T. to facilitate

☑ Facilitator guides for each session



You are the Difference

FACILITATOR EXPERIENCE GUIDE

Be the Difference
SERVICE SIGNATURES EXPERIENCE

Using the Slides

The slides also feature prompts, so you know at a glance what you need to do.

Activity Time
This prompt tells you that it is time to get participants moving, thinking, doing – hopefully all three, in an activity

Group Size
This prompt provides the recommended group sizes for each activity

Activity Instructions
This prompt reminds you to give the group clear instructions about how to complete the activity

Activity Timing
This prompt tells you and the participants how long there is to complete the activity

Say Something
This is a prompt to read out some key information on the slide. Don't forget to bring the messages to life through your words, music and dance!

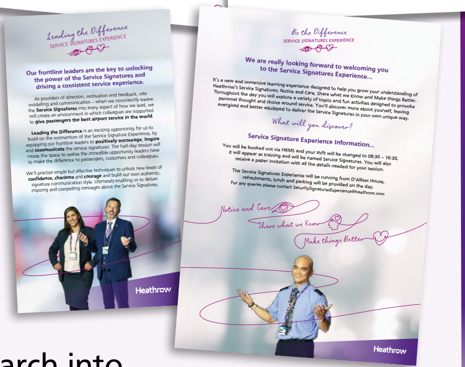
Movie Time
This prompt tells you that you are about to play a film. The films are all embedded into the slideshow so one click forward and it will start to play. Dim the lights if you can before you play each film and make sure the volume is right for everyone to hear clearly

Ask and Discuss
As you've guessed – if you see this prompt you'll know you need to ask the group a question or two to kick-start a discussion. We've added the questions to the slide to guide you

Big Learn
When you see this prompt, it's time to land the key learning messages with the group. These 'big learns' link back to the desired learning outcomes for the experience. You'll read them out before you end or move onto the next experience

My notes

☑ Internal comms campaigns



Leading the Difference
SERVICE SIGNATURES EXPERIENCE

Our frontline leaders are the key to unlocking the power of the Service Signatures and driving a consistent service experience.

As providers of direction, motivation and feedback, role modelling and communication – when we consistently weave the **Service Signatures** into every aspect of how we lead, we will create an environment in which colleagues are supported to **give passengers the best airport service in the world**.

Leading the Difference is an exciting opportunity for us to build on the momentum of the Service Signature Experience, by equipping our frontline leaders to **positively encourage**, **inspire** and **communicate** the service signatures. The half-day session will create the space to realise the incredible opportunity leaders have to make the difference to passengers, customers and colleagues.

We'll practise simple but effective techniques to unlock new levels of **confidence**, **charisma** and **courage** and build our own authentic, signature communication style. Ultimately enabling us to deliver inspiring and compelling messages about the Service Signatures.

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Be the Difference
SERVICE SIGNATURES EXPERIENCE

We are really looking forward to welcoming you to the Service Signatures Experience...

It's a new and immersive learning experience designed to help you grow your understanding of Heathrow's Service Signatures; Notice and Care, Share what we Know and Make things Better. Throughout the day you will explore a variety of topics and fun activities designed to provoke personal thought and choice around service. You'll discover more about yourself, leaving energised and better equipped to deliver the Service Signatures in your own unique way.

What will you discover?

Service Signature Experience Information...

You will be booked out via HRMS and your shift will be changed to 08:30 – 16:30, it will appear as training and will be named Service Signatures. You will also receive a paper invitation with all the details needed for your session.

The Service Signatures Experience will be running from D'Albiac House, refreshments, lunch and parking will be provided on the day.
For any queries please contact SecuritySignaturesExperience@heathrow.com

Notice and Care
Share what we Know
Make things Better

Heathrow

☑ In-depth research into the realities of working and travelling in an airport environment

THE happy LEARNING Co

Heathrow
be the difference
EXPLORATION SUMMARY PART 1 - THE BIG LEARNS
28th January 2019

making journeys better...
Future Realities
why?
Our Service Signatures
Notice & care
Share what we know
Make things better
4 Business Priorities
Our Colleague Realities
MAKE A PLEDGE!

Heathrow
'Be the Difference'

Give passengers the best airport service in the world by making every journey better

"To stay successful we need passengers and airlines to keep choosing Heathrow. This means persuading them that our airport is the best place to get them where they want to go. We are already rated the best hub airport in Europe and our vision is to give passengers the best airport service in the world, because a journey through Heathrow is better than a journey through any other airport."

"The creation of an impactful learning experience that will inspire colleagues to deliver great service by bringing their best authentic self to work. It needs to be different, experiential and be able to work across a range of colleague groups (at all levels and for all different departments)."

HOW CAN WE BE THE DIFFERENCE AND MAKE EVERY PASSENGERS JOURNEY BETTER?

> "The team really understood our challenge. They put themselves in colleagues' shoes whilst carefully dissecting our brief. They focused on giving us a solution that really would work. They brought us innovative thinking, material that is stretching and provocative – yet easy to facilitate. They are a focused team, not afraid to challenge us and give us alternative perspectives. We've worked at pace and they've coped brilliantly.
>
> The Happy Learning Company brought a great deal of value to our transformation programme and as a result, we're definitely one step closer to 'giving passengers the best airport service in the world' at Heathrow."
>
> Sue Hudson - Head of Service Proposition

thank you

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