

Case Study: Customer Service, Corporate, Airline, International

Emirates Airline

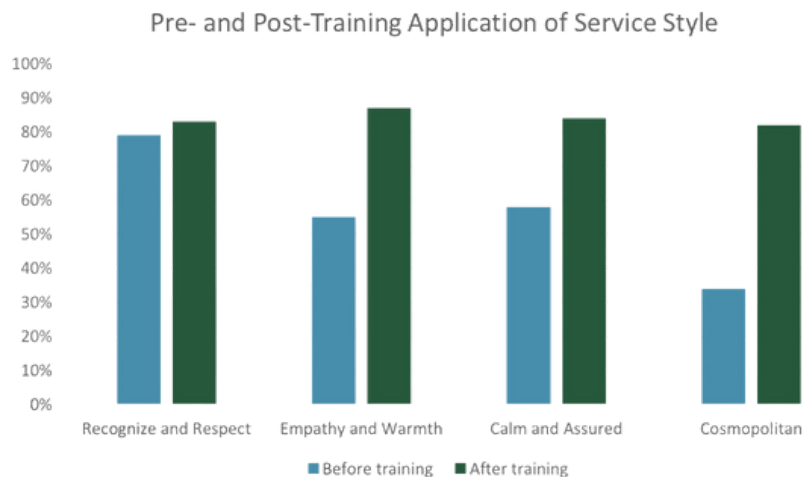


Service Over and Above the Rest (SOAR) Program

Emirates Airline, with over 50,000 employees, ranks in the top 10 airlines worldwide in revenue and passenger miles. They set and achieved an aggressive goal to increase the customer service experience and enhance relationship selling on four dimensions.

Key global learning and development team members earned Kirkpatrick bronze, strategic evaluation planning, and silver level certification. They became Kirkpatrick In-House Facilitators and taught the programs to their entire teams. They created a Kirkpatrick Four Levels® Blended Evaluation Plan® and implemented a comprehensive training and performance support plan.

Here are the results they achieved:



In addition to positive movement of key customer service measures, they also achieved a double digit decrease in customer complaints.

The global learning and development team successfully forged effective, lasting relationships with their key business partners and together they created sustainable customer service excellence.



Create Your Own Story of Impact

Read the complete case example in the book, [Kirkpatrick's Four Levels of Training Evaluation](#).

If you want to create your own customer service success story, [get Kirkpatrick Certified](#).

Looking for more case examples?
See where to find them in the [Kirkpatrick Case Studies Guide](#).

