

## Crucible Performance Management

### Overview

The Crucible Group has created a state-of the art, automated performance management system for the Airline Industry, based on the system used by Cathay Pacific Airways.

We tailor the functionality and implementation of this system for use in different markets, languages and cultures to help developed and growing airlines to achieve the step change needed to match the reputation and performance of the world's best airlines

This tailor-made programme provides a customer-focused cabin crew reward and recognition structure, resulting in improved customer service across the whole airline and thereby building a consistent reputation for quality.

- Improves passenger service and satisfaction, thereby leading to increased revenue.
- Builds employee brand loyalty through reinforcement of brand values.
- Provides an easy, automated way to consistently monitor service levels against simple criteria, every day on every flight.
- Allows managers to fairly manage the crew, encouraging underperformers to improve and correcting problems through targeted training initiatives.
- Reduces the cost of recruitment and retention in a limited market place, by providing a clear, merit-based, career development programme which highlights the value of continuing to work for the airline.

All airlines need to recruit talented individuals and train them in their roles and responsibilities. These skills have to be augmented with excellence training to provide an international standard of customer service. Individuals need to feel valued and their careers managed through constant and unbiased performance measurement. It is only through retaining trained cabin crew that the airline will be able to achieve excellence and create an experienced management structure required for successful growth.