



Service Learning Enhancements

September 2019

New Service Behavior Learning Options



NEW: Digital First Service Behavior Video Series

Three series of short videos & learning activities:

1. Responding to non-verbal cues
2. Guest Interactions
3. Explaining the Brand

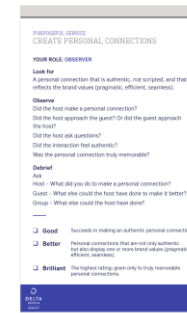
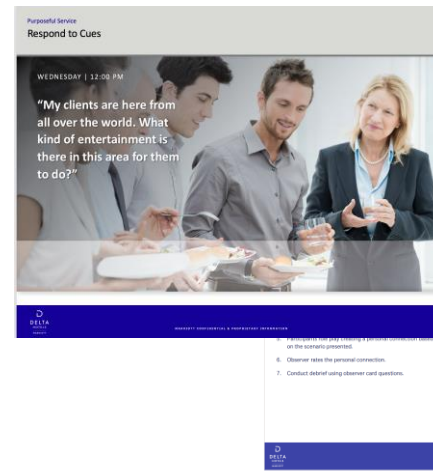
Adapted for Delta: Role Play Activities

- Respond to Cues
- Create Personal Connections



Goals

- Reinforce fundamentals of delivering great service to the “Streamliner” target guest
- Contribute to ITR and Elite Appreciation score improvements
- Enable associates to confidently describe the Delta brand



Deployment & Adoption

- Deployment Q1 2020
- Activities will be **Recommended**
- May be delivered in short segments or in extended sessions
- Flexibility allows for use in daily meetings, all hands or other team gatherings