Service Strategic Planning
Garuda Vision & Mission

Vision :

A strong distinguished airline through providing quality services to serve people around the world with Indonesian hospitality.

Mission :

The flag carrier of Indonesia that promotes Indonesia to the world, to support national economic development by delivering professional air travel services.
Common Values drives Fast Execution

Power 8

- Debt Restructuring Completion
- Balance Sheet Restructuring
- Organization & Behavior Restructuring
- Aircraft Reliability & Safety
- Aircraft Comfort ability
- Service Quality Improvement
- New Concept and Enhanced Capability of Marketing
- Image Recovery
Service Strategy

1. Service Quality Improvement
2. Outside-in Paradigm to Achieve Customer Satisfaction
3. Unique Service through Garuda Indonesia Experience
4. Consistency of Service Delivery
5. Skytrax Audit
## Quantum Leap by 2014

<table>
<thead>
<tr>
<th>Metric</th>
<th>2008</th>
<th>2014</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Aircraft</td>
<td>52</td>
<td>116</td>
<td>223%</td>
</tr>
<tr>
<td>Pax Carried</td>
<td>10,3 mio.</td>
<td>27,6 mio.</td>
<td>268%</td>
</tr>
<tr>
<td>Production – ASK m</td>
<td>20,228</td>
<td>64,638</td>
<td>320%</td>
</tr>
<tr>
<td>Employee Productivity – ASK/staff</td>
<td>3,65 mio</td>
<td>6,48 mio.</td>
<td>178%</td>
</tr>
<tr>
<td>Skytrax Rating</td>
<td>3 Star</td>
<td>5 Star</td>
<td></td>
</tr>
<tr>
<td>Operating Revenue</td>
<td>Rp. 18,1 T</td>
<td>Rp. 57,9 T</td>
<td>320%</td>
</tr>
<tr>
<td>Net Profit</td>
<td>Rp. 669 B</td>
<td>Rp. 3,757 B</td>
<td>562%</td>
</tr>
</tbody>
</table>
Service Quantum Leap 2010 - 2014

2010
• 4 star Skytrax
• Best 20 Airline Rank

2011
• 4 star Skytrax
• Best 16 Airline Rank

2012
• 4 star Skytrax
• Best 12 Airline Rank

2013
• 4 star Skytrax
• Best 10 Airline Rank

2014
• 5 star Skytrax
GA Experiences: 24 Customer Touch Points

- Customer touch points across customer journey
  - Pre-journey
  - Pre-flight
  - In-flight
  - Post-flight
  - Post-journey

- Specific Focus
  - Post-flight

- Pre-flight
  - Website
  - Call Center
  - Sales Office
  - GFF Center
  - Service Center

- In-flight
  - Ticket Sales (Airport)
  - Customer Service Desk
  - GFF Membership Service
  - Check-in Service
  - Transfer Desk
  - Executive Lounge
  - Boarding Gate

- Post-flight
  - Cabin Service
  - Cabin Comfort
  - Lavatory
  - Onboard Catering
  - In-flight Entertainment
  - Amenity Kit
  - Sales on Board
  - Arrival Assistance
  - Baggage Delivery
  - Lost and Found
  - Customer Affairs
  - Loyalty Program
  - Delay Management
  - Complaint Handling

- Touch
- Sound
- Scent
- Taste
SIGHT

Indonesia has many things to offer the visitors, including a great variety of Indonesian traditional textiles that presents a rich tapestry of vivid colours, beautiful patterns and unique textures. These are sights that delight our eyes, warm our hearts, and inspire our soul.

Garuda’s newly-designed cabin interior combines the natural colours and traditional motifs of Indonesia, reflecting the visual beauty of the country, with the convenience of modern inflight entertainment and seating comfort. All designed to provide passengers with a new way of living life to its fullest.

Desain interior Garuda yang baru memegang bagian warma alam Indonesia dengan motif tradisional yang menawan. Bagian dalam kabin Garuda ini dirancang untuk memberikan penumpang dengan kenyamanan dan keamanan yang lebih baik, serta pengalaman berlanda yang lebih menyenangkan.
Sound

Indonesian traditional music and musical instruments are a reflection of the many diverse ethnic groups and cultures peacefully co-existing in the vast archipelago. Enjoying the unique sounds of Indonesian traditional music can be both an entertainment of easy listening as well as a new way to really experience Indonesia.
TASTE

For centuries, Indonesia has been known as the land of spices and a veritable garden of tropical fruits. Lying at the crossroad of trading routes since ancient times, Indonesia's cuisine has also been influenced by a variety of foreign culinary arts, resulting in the exotic and appetizing Indonesian traditional food.

The unique taste and sensation of Indonesian cuisine come to life on board through our In-Flight meals and refreshments served by smiling flight attendants. Garuda is proud of its signature food and beverage, the Nasi Tumpeng Nusantara, a cone-shaped rice dish surrounded by assorted side dishes, and the Martabak Juice, made from yellow-flesh passion fruit and Duttch eggplant.

Ada dih rangkap enak yang membuat dunia dunia ke Indonesia. Seperti Gepuk nasi yang menjadi makanan kekinian, martabak, nasi liwet dengan banyak sayuran yang dimakan dengan nasi liwet sebagian besar. Nasi tumpeng nusantara dan Air Ambon, menjadi menu istimewa dari Garuda Indonesia, disajikan untuk melengkapi dinar dan menu saran menu Indonesia khas di internasional.
Scent

Aromatic flowers and herbs have been used in Indonesia since ancient times, and continue today in modern aromatherapy and spa treatments. A whiff of the unique fragrance of jasmine flowers with the gentle flow of cool air can work wonders to soothe the mind, relax the body, and reinvigorate our whole being.

Aroma terapi Indonesia alami dengan bunga dan daun daun yang segar. Penciptaan dan pengembangan teknologi ini semakin menjadi trend di dunia. Dengan aroma yang segar, dapat membantu meningkatkan kesejahteraan mental dan fisik.
**Touch**

Indonesia is also known for its hospitality that has captured the heart of the world, making the country one of world's most favourite destination. Many of its traditional dances of greetings are a reflection of a warm gesture of welcome and a touch of the famous Indonesian hospitality.

Garuda Indonesia Experience is a new concept of service designed to allow passengers to experience Indonesia at its best. From preflight and on board at destinations airport, Garuda passengers are pampered with a caring and friendly service typical of Indonesia's hospitality, as symbolized in our new standard greetings, Selamat Garuda Indonesia.

Key Success Factor

1. Top Management Commitment ➔ Corporate Objective
2. Top down Approach ➔ Bapak Angkat
3. Monitoring & Measurement ➔ KPI
4. Contribution of all people ➔ One Team, One Spirit, One Goal
Thank you