

Factual Report – Attachment 22
NYON Customer Service Pilot Training

OPERATIONAL FACTORS

ERA18MA099

Close your eyes for a moment, think back to the flight that mattered; the flight where after you landed your knees were weak and something changed inside of you.

Now open your eyes and see the five strangers walking toward you who are ignorant to the fact that they are about to have a life changing experience. For many of our passengers this day will be their first time off the ground, for others their first time in a helicopter, but for all, this day will show them their world in a way they have never seen it before. You are about to be responsible for this experience.

Our passengers come to us for a variety of reasons: an adventure, a birthday, an anniversary, an engagement, a check on their bucket list or even to overcome a fear. It's our job to ensure that the memory and experience this person is trying to create is that much more incredible than they could have imagined. We have the honor of playing a very key role in what passengers have described as, the greatest thing they've ever done.

These are not our passengers at downtown tours, not a Jetsmarter airport transfer and it certainly is not a Blade run to the Hamptons, where our helicopter is treated like a city taxi. These are guests at the Chefs Table, they are excited to be here, excited to meet you and we need to ensure that we match that enthusiasm. Here are couple of things that should be done on each flight in order to ensure that your passengers are getting the best experience imaginable:

1. Own the experience; at the end of the day you are the show. The customer experience, up until the flight, could have been terrible and you have the ability to change it. On the other hand, the customer experience up until they meet the pilot, could have been fantastic and you have the ability to ruin that. It is a NYON experience up until the passengers walk over to you, after that it becomes a Scott Fabia product and I put my name on that experience. Hold yourself accountable for the way your passengers leave you, do not settle for mediocrity; take pride in knowing that when passengers fly with you, you exceeded their expectations.

2. Learn your passengers names. NYON is in the business of repeat customers, treat your customers as though you will see them again because there is a strong possibility that you will. Learning your passengers names makes the flight a more welcoming and personalized experience. They are no longer the 1700, 0LH flight, they are now Debby and Mark from Long Island and Nick and Samantha from the UK, and "I'm Scott, I'll be your pilot, it's great to meet you everyone!" From the moment you get the flight sheet till the moment they hug you goodbye you should be using your passengers names. During the flight call out to Nick and Samantha, point out an area of interest, tell them now is a good time to hang their

feet out for a great shoe selfie or let them know that when you turn the helicopter there is going to be a great sunset shot for them. Make them feel as though the stars have aligned, and that sunset was put there just for them. Internalize that you are showing them things that they have never seen before and may never see again. Understand the significance of the pilot preparing that view for them. Learning your passengers names also helps to ensure a safe flight, that you are now able to address an individual rather than the group if an issue arises.

3. Learn why they are here and what they want to see. Do not fly the flight slip, it states they would like to see the statue, it's too vague. Give your passengers some options, ask them if they would like a shot of the face of the statue, one from above, maybe one from the south so the city is in the background, or perhaps you would like to make a video while I fly around it for you? Repeat these same questions with any point of interest on the flight slip. Make your passengers feel as though you tailored the flight just for them. It is our job to help ordinary people get extraordinary pictures. Next, notice the type of equipment your passengers are carrying. It is a safe bet that a helicopter full of iPhones are not terribly concerned with lighting, angles or distances, give them the option of seeing more of the city in lieu of more focused pictures; most are just excited to see the sights. Offer up a city focus flight where they are able to see more of midtown. If your passengers have more advanced equipment discuss possible angles and distances to help them get a unique and memorable photograph. When in doubt keep the sun at their back to prevent glare unless it is a sunset picture. Again it all comes down to making what could be five strangers feel as though that flight was tailored to each of them.

4. Possibly the most important thing of all is the need to be genuine with your passengers. When they arrive at the aircraft, be excited that they are there. Feel honored that you get to be a part of something that many people will never get to experience and these people will never forget. What is another day at work for us is a big day for our guests. Try to internalize what this event means for them and match their enthusiasm. During the flight make sure everyone is okay and enjoying themselves, and mean it when you ask. If you notice that someone is not enjoying themselves, find out why and make it right. If the wind is beating them up too badly, slow down and run the flight late. If they missed the shot they were hoping to get, go back and run the flight late. Care about the experience and show them the effort was made to make things better for them. A repeat customer or referral is worth more to the company than a .1 on the hobbs. After you land, discuss the flight with the passengers, ask them what they thought, how they felt and care about how they respond, remember that this experience has your name on it. Ask them if they were able to get all the shots they were looking for, whether they were able to stay warm enough, etc. If they seem

unsatisfied ask what you can do to make things right and if it appears to be out of your hands contact someone in Ops so that issue can be addressed ASAP. The importance behind all of this is to show these customers that we care about the experience they have with us and we are not just here to collect their money and push them out the door.