B2 Business Partner

UNIT 8: LCCI English for Business

Name:_____

LCCI Writing

Situation
You work as PR Manager for Europe Airways, a medium-sized airline company. Despite having affordable prices, it has suffered bad publicity and a decline in sales over the past few years due to overbooking, chaos during boarding, and poor customer service from in-flight staff and airport support staff. Common complaints include passengers being denied boarding the plane, a lack of information and assistance from staff, and poor catering services on board. Last year, the company appointed a new CEO, Jack Saunders, and he has been working hard to prove that Europe Airways can become a reliable airline again. After identifying the key issues and retraining staff, the airline will re-launch with new branding.

With the launch of the new-look airline only a week away, you are preparing a press release.
You asked the CEO what he would like you to say in the press release and he made the following comments:

'I'm very proud to be leader of this amazing company. It's got a rich history and was the consumers' favourite airline thirty or forty years ago. The past decade has been unfortunate, but this is a new period for the company. We've put new IT and bookings systems in place, re-trained staff and improved in-flight services. I'm proud to say that we are re-launching a first-class, customer-focused business. My vision of a friendly and reliable airline that cares for its customers will become a reality when we re-launch this week. Travel should be a comfortable, enjoyable and exciting experience, and we want to make people's high expectations of an airline become reality. After all, it's not the destination that's important on our flights but the journey to get there.'

The HR Director has also sent you the following memo about staff and recruitment for the press release:

Staff training completed

All the cabin staff and airport support staff have been retrained over the past six months, with the focus on caring for the customer. The cabin staff are now some of the best-trained in the world. New staff have also been recruited: cabin and support staff must now have excellent interpersonal skills and speak English in addition to a minimum of two other languages.
Online booking and IT systems have been restructured and all support staff have been trained in using them.
Please make sure that everyone is made aware of these changes.

Re-branding of image and in-flight services

- new purple and white colour scheme; white planes with purple logos, and purple and white designer uniforms for staff
- partnership with upmarket European supermarket chain Cuisine U to provide in-flight meals, drinks and duty-free items

Task
Write the press release. Write 250–300 words.

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