

THAI Smile Introduces Service of Excellence by Providing “Braille” and “Sign Language” for The Visually Impaired and Hearing Disabled



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THAI Smile offers the higher level of happiness and smiles for all passengers beyond their expectations by introducing the most exclusive service for passengers with disabilities and special needs with the installation of Wheelchairs in Cabins on 20 airliners. Moreover, it makes a difference more than any other airline by explaining Safety Instruction in Braille in order to facilitate the visually impaired and arranges the crew to introduce the airplane safety regulations to the hearing impaired. Yet, it is also committed to caring for every touch point that customer will experience at THAI Smile at no additional cost. All of the services mentioned above reflect the concept of value for money that all airlines have continued placing the importance on. Besides, it has also announced the projects intended to do to give a return to society by cooperating with Thai farmers to develop their products to serve on board according to the concept of “Be the Reason Someone Smiles” or “Your Smile Is Our Pride” that reflects the heart of THAI Smile services.

Mrs Nednapang Teeravas, Chief Customer Service Officer, revealed that THAI Smile is committed to launching services in the form of Smile Service Links in every Touch Point. It begins with creating a smile when purchasing tickets at the Smile Service Center and making impression at the check-in counter, luggage handling, and smile lounge open at Ubon Ratchathani airport, Chiang Rai airport and Khon Kaen airport. Inflight service including customer satisfaction survey and problem solving and complaint handling in every point of services, security and comfort are critical. So services are equally offered without discrimination for all nationalities and physical appearances.

“That is the ground that THAI Smile sees and values the passengers with disabilities including those who need a special care. It’s not just a passenger who cannot travel alone or children traveling alone under the age of 12 as we are opted to serve. Besides, there is an increasing number of the elderly or a person who cannot get on board easily. So we have sparked the concept of equality in service a part from providing full services for regular passengers.

Mrs Nednapang explained a form of comprehensive coverage services for the disabled who cannot walk that THAI Smile is pleased to provide a wheelchair within the airport until boarding and High Lift service to take a passenger with a wheelchair, and most recently Wheelchair in the cabin to facilitate the movement of passengers within all aircrafts. A manual on air safety regulations is also provided in both Thai and English versions for the visually impaired. In addition, it also offers sign language through a service-minded crew to convey the safety regulations for the hearing impaired. This is to allow both groups to understand and learn self-safety practices. It also creates a feeling of care for the passengers who needs special treatment of THAI Smile society and brings about the participation of all staff as well.

Ms Patcharaporn Chantakard, Senior Cabin Crew, said “THAI Smile always puts the emphasis on the safety of passengers. We are constantly striving to develop a way to provide passengers with equal access to information to ensure maximum safety in using the service. Above all we wish all passengers could take care of themselves. It is better than waiting for help from the crew alone since there may be an unforeseen delay. The improvements to this service give us the opportunity to learn the sign language. It takes 2 weeks to practice. We repeat through watching video clips to convey the safety story about 1-2 minutes to the hearing impaired on the plane with the hope to serve them better. In addition, this language training also draws more attention to myself and other flight attendants to improve their sign language to communicate for other purposes as well.”

All of the special services provided for passengers including ordering a special food to be served on board such as vegetarian food, food for children and so on, require a minimum of 48-hour notification prior to taking off. We also plan to give more returns to the society through the cooperation with the Institute for Food Research and Product Development (IFRPD), Kasetsart University as to help farmers under the project “Make Smiles to Thai Farmers” by bringing the surplus of agricultural products to be processed and developed into beverages and snacks to serve passengers in midyear.

“Because THAI Smile aims to provide full range services from the departure till arrival. We want to create an impression on every moment that will arise and reflect the equality we are trying to offer. We intend to offer these worthwhile services without pushing any burden to the passengers. All the aforementioned services carry no surcharges. This is distinctive from other airlines. What we are trying to offer to a special group of passengers is the complementary service to provide convenience and create an impressive smile. We want to be one part that makes every passenger smile and happy to travel with us more than expecting the growing number of special groups or disabled passengers to use the service. Under the rules of aviation, the number of disabled people already limited for the sake of securities.