

# DELTA SHUTTLE



- The presentation includes information on:
  - The Product
  - The Customer
  - The Service
  - Why Compass?



## What is the Shuttle?



- The Delta Shuttle on the West Coast is the frequent service between Los Angeles and San Francisco



- The shuttle is designed specifically for business travelers who need convenient, flexible, no-hassle flights
- Delta offers hourly flights between these airports, with a reduced flight schedule on Saturdays

- Customers are offered streamlined boarding procedures, with check-in available until 30 minutes before departure
- Once on board, complimentary snacks and beverages are offered, including wine and beer in Economy Comfort and Economy seats

- The Shuttle frequency is the reason for its success
  - Sunday-Friday hourly service
    - With 14+ departures per day
    - Top of the hour departures beginning at 6AM
  - Saturday reduced schedule
    - With 5+ departures
    - Beginning at 9AM

## ■ Shuttle Importance

- Delta profits because the Shuttle serves high-revenue customers who are most inclined to purchase other Delta products
- The Shuttle continues to encourage brand loyalty with important business customers
- The experience YOU provide can strongly influence a Shuttle customer to choose other Delta flights, products, and services

- In LAX and SFO, the Shuttle service operates from a dedicated area of the Delta terminal
  - LAX: Gate 51A
  - SFO: Gate 44
- The Shuttle gate area/jetway have amenities that are unique to the Shuttle service:
  - Fresh Coffee
  - Newspapers





## ■ On-Board Amenities

- Complimentary snack boxes by LYFE Kitchen are provided in both cabins
- Complimentary beverages inflight including Wente wine, Sierra Nevada beer, and Starbucks coffee
- 500 SkyMiles for every Shuttle flight
- Friendly, helpful, professional Inflight service




Delta Shuttle Training Presentation



Inflight Training Department



## ■ Why LYFE Kitchen?



You've probably noticed there aren't a lot of restaurant choices at this altitude. Even so, you still deserve something good to eat. So we teamed up with Delta Air Lines to offer you great-tasting, good-for-you snacks. Each item is made from fresh, quality ingredients to make your journey just a bit more enjoyable.

Happy travels!  
—LYFE Kitchen


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LYFE Kitchen was founded on a simple idea: We should love our food. Love how it tastes, love what it does for our health, and love how it supports a more sustainable planet.

Available online and at grocery stores nationwide. Visit [lyfekitchen.com](http://lyfekitchen.com) to find a location near you.


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**EAT GOOD. FEEL GOOD. DO GOOD.**



Delta chose LYFE Kitchen, which stands for Love Your Food Everyday, because it is a California based natural food brand that provides these snacks; all of which are free of artificial ingredients and trans fats!

(Visit [www.lyfekitchen.com](http://www.lyfekitchen.com) for more information)



..... IN THE A.M. ....

LYFE Kitchen's Multigrain Mini-Muffin made with whole grain rolled oats and a combination of flax, chia, and sunflower seeds, sweetened with a touch of honey.

Comes with one of the following, depending on your route:

*Sunflower seed butter and seasonal fruit*

..... or .....

*Ricotta sweetened with pomegranate juice and chia seeds, seasonal fruit, and rosemary salted almonds*

..... IN THE P.M. ....


Depending on your route, we'll have one of the following snacks available:

*LYFE Kitchen's signature Edamame Hummus with fresh cut veggies, crisp flax seed crackers and salt-roasted pepita and sunflower seeds*

..... or .....

*LYFE Kitchen's Herb Aioli (made with yogurt instead of mayo, for a lighter version of the classic recipe), fresh cut veggies, and crisp flax seed crackers*

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## Who flies the Shuttle?



- **Who is the Shuttle customer?**
  - A business traveler looking for frequent and flexible flights between LAX and SFO
- **Priorities for the Shuttle Customer**
  - On-time performance
  - Timely information upon delays
    - Honest updates given every 15 minutes, even if there is no new information

## How do I work the Shuttle?



## ■ Shuttle Service Flow

- First Class service is offered by hand delivering drinks and snacks simultaneously
- Economy Class service is offered front to back, delivered from a full size beverage cart and half size snack cart—utilizing both FAs

## ■ Shuttle Service Standards

- Service should begin within 10 minutes after takeoff; flight conditions permitting
- Beverages are poured; a full can may be provided upon request
- Provide the customer with the open bottle of Sierra Nevada beer with a glass or plastic cup (bottle openers provided)
- Deliver LYFE menu with complimentary snack box to each customer



## ■ FA-A Duties

### ➤ Prior to Departure

- Initiate the Huddle: coordinate on time boarding/departure with the Gate Agent
- Brief with the flight deck
- Verify catering and cabin services supplies
- Place a pillow and blanket on each First Class seat
- Place small bottles of water on the seat consoles



## ■ FA-A Duties

### ➤ Prior to Departure (continued)

- Ensure customers are greeted at the boarding door
- Assist in stowage of carry-on luggage
- Offer pre-departure beverages
- Make “5 Minutes Prior to Departure” announcement upon passenger cut off

## ■ FA-A Duties

### ➤ Inflight

- Make the “About Your Flight” announcement above 10,000 feet
- Assist FA-B with positioning of full size beverage cart after “Service” announcement
- Offer service to First Class Cabin
  - Offer and deliver complimentary snack boxes and beverages simultaneously to customers
  - Use glassware and Starbucks napkins

## ■ FA-A Duties

### ➤ Inflight (continued)

- Transition to Economy Cabin and assist FA-B with beverage service delivery from the full size cart, until service is completed
- Check on First Class customers and replenish beverages—time permitting
- Pick up all glassware and waste/recyclables in First Class cabin
- Tidy and secure galley and cabin

## ■ FA-A Duties

### ➤ Arrival

- Make “Arrival” announcement; encouraging comments and feedback at [Delta.com](https://www.delta.com)
- Upon deplaning, thank customers for their business 😊

## ■ FA-B Duties

### ➤ Prior to Departure

- Verify catering and cabin service supplies and report any discrepancies to FA-A
- Transmit M2 Device
- Assist with stowage of carry on luggage
- Make “15-20 Minutes Prior to Departure” announcement
- Upon hearing “5 Minutes Prior to Departure” announcement, complete Passenger Counting Form

## ■ FA-B Duties

### ➤ Inflight

- Set up service carts



Full Size Beverage Cart:  
beverages & overflow snack boxes



Half Size Snack Cart:  
snack boxes

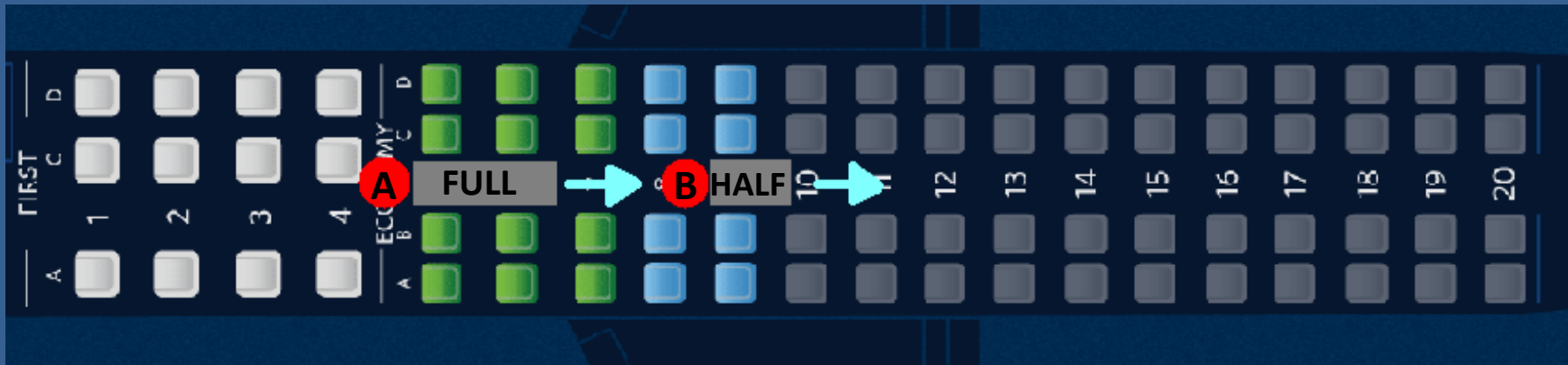
## ■ FA-B Duties

### ➤ Inflight (continued)

- Make “Service Announcement- Shuttle Flights Only”
- Push full size beverage cart to first row of Economy Cabin with assistance from FA-A
- Begin service; offering drinks and delivering complimentary snack boxes
- When FA-A returns to help in the Economy cabin , FA-B retrieves half size snack cart and completes snack service in Economy cabin

## ■ Service Flow

- Economy Cabin Service





## ■ FA-B Duties

### ➤ Inflight (continued)

- Upon completion of snack service
  - Return half size cart to galley and properly stow
  - Return to assist FA-A on full size beverage cart with Economy beverage service
- At completion of beverage service
  - Replenish trays in full size beverage cart with downline snack boxes from half size snack cart positioned in 4-12B, and restock beverage drawers
  - Collect waste and recyclables
  - Tidy and secure galley and cabin
  - Close out M2 Device and transmit after landing

- **Delta chose Compass Airlines to operate this West Coast Shuttle for a number of reasons**
  - The caliber of service demonstrated by Compass Flight Attendants has been #1 overall 18 out of the last 20 months!
  - Our fleet of aircraft among the regional carriers are some of the best in the industry

- **Most importantly, Delta chose Compass because of...**

# YOU!

# Why Compass?

Operational Excellence

Customer First

Genuine

Enthusiastic

Integrity

Innovation

**The Delta West Coast Shuttle affords Compass the opportunity to fully deliver our Core Values to a high value Delta customer which will continue to exceed their expectations.**

The safe and consistent delivery of airline services that exceed our customers' expectations, at a cost that will bring them back!