



DEPARTURES

**We believe** that only together we can create a WOW! experience for each customer.



**We believe** that your smile makes customers feel at home and that your help and care make them feel relaxed.



**We believe** that you are key in each delightful and carefree travel experience.



**We believe** that the most important WOW! factor at Brussels Airport, is you!



**And we absolutely believe** that **YOU** are the hero that moves their heart and eases their mind. That is why we want to encourage all our partners to embrace the three pillars of the Brussels Airport **WOW! experience**



# WOW!

**W**arm in every customer interaction

**O**wn & act with responsibility and pride

**W**elcoming all cultures and diversities



**Our unique hospitality and helpfulness are the heart and soul of Brussels Airport.**

## Our **W**arm spirit

**Our kind, positive and sincere attitude makes our customers feel welcome at our airport**

- Make eye contact - show them that they've got your attention
- Smile - your smile is the easiest way to charm
- Hello' - 'Thank you', 'Goodbye' - a friendly word costs nothing but leaves a priceless impression
- Be attentive - your attention lets them know that you care
- Be accessible - your open body language and positive attitude invite to interact

## Our **O**wnership

**We take pride in creating an exceptional airport experience for every customer**

- Stay active, be reactive, become proactive - your drive is contagious
- Be mindful of your appearance - wear your uniform with pride and pay attention to how you look
- Assist when and where you can - helping is your second nature (and if you don't know, guide them to the right person)
- Report defects, dirt and any other quality issues - your action truly makes a difference

## Our **W**elcome to all cultures and diversities

**We cordially welcome the richness of a diverse world**

- There's a whole world out there, filled with exciting cultures. You welcome their differences and diversity with open arms and an open mind
- Your inclusive view is an inspiration for others
- You show respect to both customers and colleagues

**WOW!**

**THAT'S HOW YOUR  
WOW! FACTOR GIVES WINGS  
TO BRUSSELS AIRPORT  
BE PROUD OF YOUR WORK  
WE'RE ALREADY PROUD OF YOU!**

