



UTM
UNIVERSITI TEKNOLOGI MALAYSIA



FLYING HIGH FROM UTM AIRASIA



mohd faizal abd jalal

13 aug. - 19 oct. 2018 (attachment period)

#flyinghighfromutmtoairasia

Introduction



Staff Name : Mohd Faizal Bin HJ Abd Jalal
Current Office: Office of Corporate Affairs, UTM Johor Bahru.

Length of Service : 9 years

Program Name : Industrial Attachment Program at
RedQ, AirAsia Berhad.

Attachment Duration : 13 Aug. 2018 - 19 Oct. 2018
[10 weeks]

Location : RedQ, AirAsia Headquarters, KLIA2
Sepang, Selangor.
[Communication Dept., AirAsia Malaysia]

Area to Observe : Branding, Customer Service,
Corporate Event.

Introduction



RedQ

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Introduction



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The Atrium, RedQ

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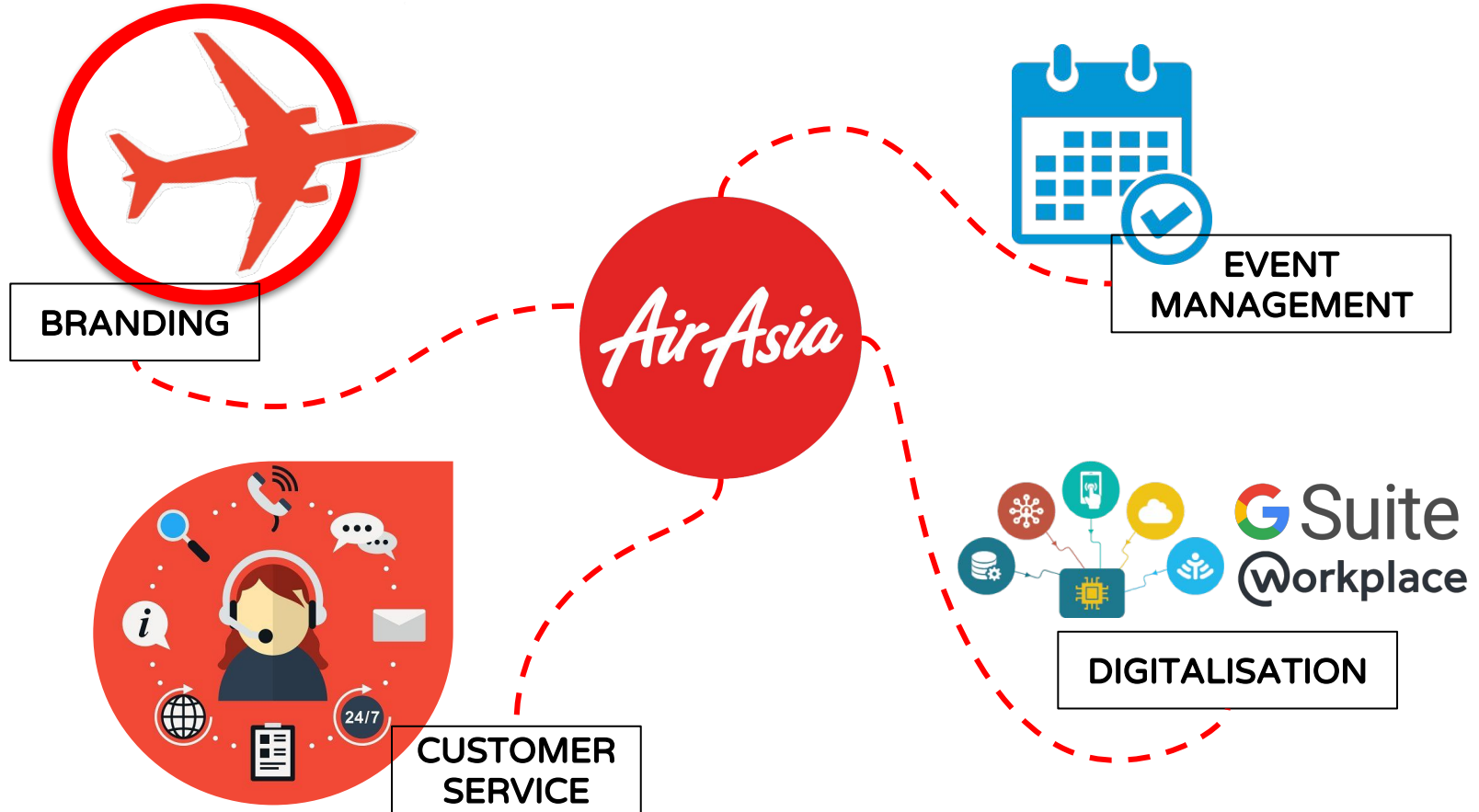
Introduction



With the team

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Focus Area



WHY ?



Why?

AirAsia



RedQ : AirAsia Redquarters





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Activities Involved

**i. FACES received
certificate from
MBOR.**

**ii. Minister visit to
RedQ - YB Syed
Saddiq**



Activities Involved



Launch of Child Care
Centre @ RedQ by
Deputy Prime Minister

Activities Involved

travel360.com
partners with
Yellow House &
DBKL



Activities Involved



**Inaugural Flight
JHB - IPH**

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Activities Involved - Water salute

video



**Inaugural Flight
JHB - IPH**

Activities Involved



**Allstars Do Good:
Jakarta**



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Activities Involved



M'sia Healthcare Travel Council x Airasia Indonesia Signing Ceremony

Date: 3rd Sept. 2018, Mon.
Venue: Aloft, KL Sentral
Organiser : MHTC
VIP : DM of Health & DM of Finance

Site Recce & Meeting with MAHB

Date: 13th Sept. 2018, Thu.
Venue: Ipoh Airport

i. FACES received certificate from MBOR. ii. Minister visit to RedQ - YB Syed Saddiq

Date: 6 Sept. 2018, Thu.
Venue: Atrium, AirAsia RedQ

Launch of Child Care Centre @ RedQ by Deputy Prime Minister

Date: 18 Sept. 2018, Tue.
Venue: Taska Krista & Atrium, RedQ
VIP : Deputy Prime Minister

#Anak-anakMalaysiaWalk

Date: 2 Sept. 2018, Sun.
Venue: Eco Ardence Sales Gallery, Setia Alam
Organiser: The Star

Activities Involved



Inaugural Flight JHB - IPH

Date: 1st Oct. 2018, Mon.
Venue: Sultan Azlan Shah
Airport, Ipoh
VIP : Perak Menteri
Besar

travel360.com partners with Yellow House & DBKL

Date: 11th Oct. 2018, Thursday
Venue: Cafe etc, KL
VIP: KL Mayor

Free Tree Society visit & cheque presentation

Date: 21st Sept. 2018, Fri.
Venue: Free Tree Society, Bangsar
Organiser: Free Tree Society

Mars Wrigley Confectionery Visit to AirAsia REDQ

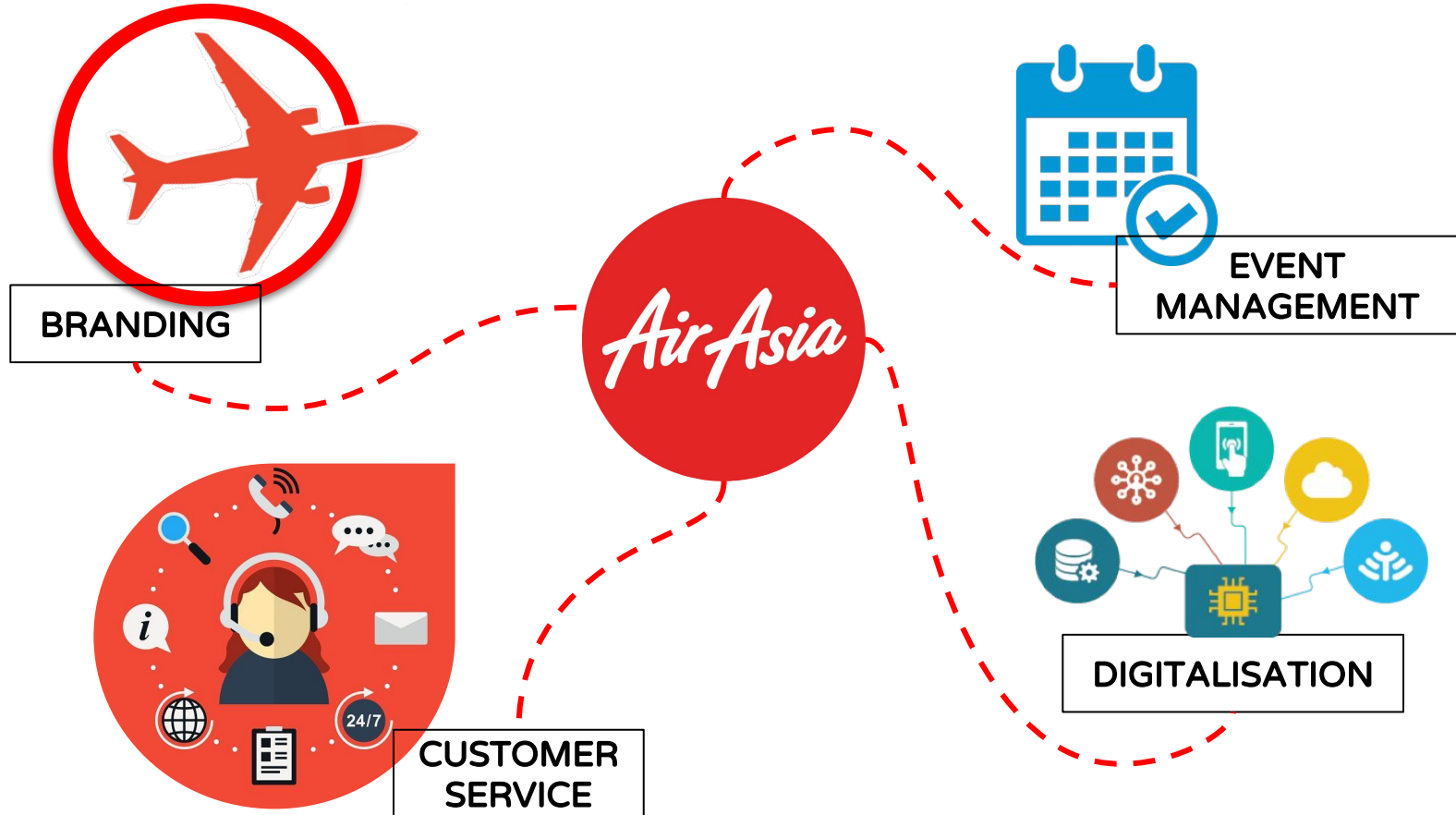
Date: 5th Oct. 2018, Fri.
Venue: Millennium Falcon,
AirAsia RedQ

Allstars Do Good: Indonesia

Date: 12th Oct. 2018, Tue.
Venue: Ragunan Zoo, Jakarta

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Focus Area



BRANDING

Branding



Branding, by definition, is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. ...

Your *brand* is built to be a true representation of who you are as a business, and how you wish to be perceived.

Branding



NOW EVERYONE CAN FLY



NOW EVERYONE CAN FLY
XTRA LONG

Verses



Branding



International platform

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Branding



Fun working environment

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Branding - UTM LOGO



<http://brand.utm.my>

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CUSTOMER HAPPINESS

Customer Happiness



Customer Happiness



New Chatbot

**Hi! My name
AVA**

Customer Happiness

Learn from Zappos



10 Things To Know About Zappos' Customer Service

1. Easy-to-find contact info
2. Unlimited call times
3. Friendly, solution-oriented representatives
4. No phone tree
5. No scripts
6. 24/7 Customer Service
7. Empowered to help
8. 365-day return policy
9. Free shipping and returns
10. No up-selling

Result: long term relationship, trust

CORPORATE EVENT

Corporate Event



- Do things differently.
- Less protocol.
- Make it simple but impactful.
- Media ambassador.
- No handphone during event (team organiser).

Corporate Event



Corporate souvenir



Group photo

Corporate Event



DPM visit to RedQ



DPM visit to RedQ

DIGITALISATION

ID Card



Used as access card and daily allowance (to buy F&B)

Workplace / WorkChat



@workplace
by **facebook**.

Internal communication platform

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Chromebook



Reduce IT expenses

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G-Suite



TAKE AWAY MESSAGE

Take Away Messages [1-6]



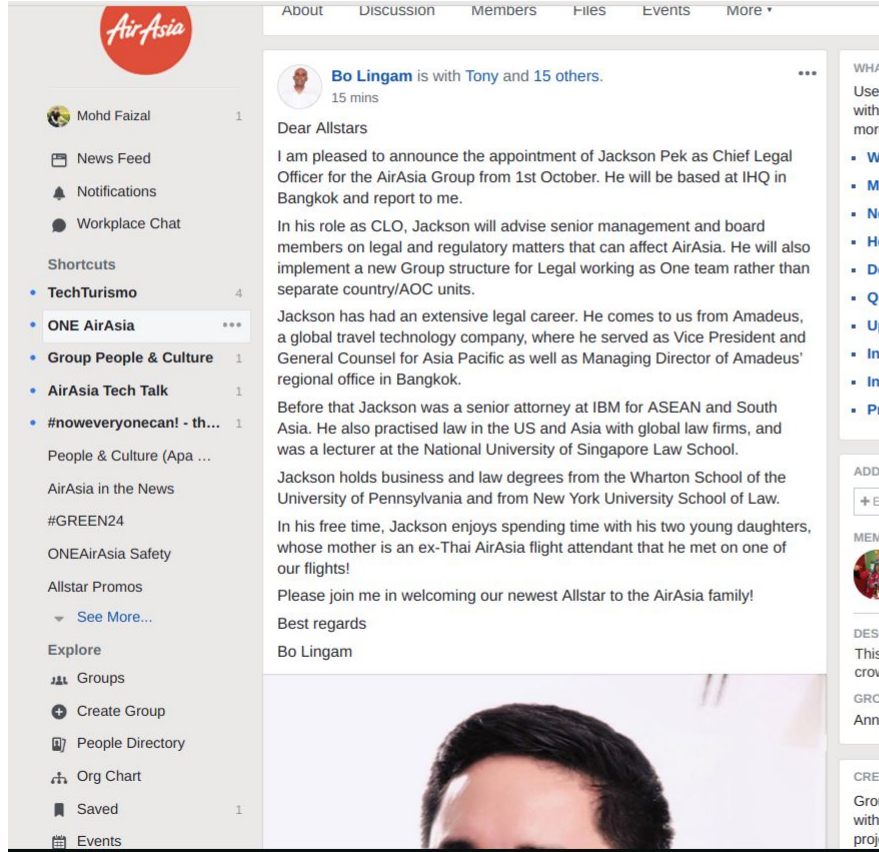
- Get experience inter-department / on-the-job training (related job)
- Respect others and support each other. (speak English)
- Do things differently.
- Everyone is unique and we have our own ability.
- The challenge things in life is to DO things that you have planned.
- Dare to dream and take a steps on what you have dream of.

Take Away Messages [7-12]



- There no other enemy in life but you, yourself.
- Instead doing team building / family day, do community service.
- If you are the boss, listen to your subordinate.
- If you are given opportunity, explore more.
- If you had a chance, grab it.
- Whatever you do, keep up-to-date (eg. Nokia & Kodak)

Greet New Member



The screenshot shows a group chat interface for AirAsia. At the top, there is a navigation bar with 'About', 'Discussion', 'Members', 'Files', 'Events', and 'More'. The left sidebar contains a menu with 'AirAsia' at the top, followed by 'Mohd Faizal', 'News Feed', 'Notifications', and 'Workplace Chat'. Under 'Shortcuts', there are links for 'TechTurismo', 'ONE AirAsia', 'Group People & Culture', 'AirAsia Tech Talk', and '#noweveryonecan!'. Below these are 'People & Culture (Apa ...)', 'AirAsia in the News', '#GREEN24', 'ONEAirAsia Safety', 'Allstar Promos', and 'Explore' with sub-links for 'Groups', 'Create Group', 'People Directory', 'Org Chart', 'Saved', and 'Events'. The main chat area shows a post from 'Bo Lingam' (15 mins) with a profile picture and a blue header. The post text reads: 'Dear Allstars I am pleased to announce the appointment of Jackson Pek as Chief Legal Officer for the AirAsia Group from 1st October. He will be based at IHQ in Bangkok and report to me. In his role as CLO, Jackson will advise senior management and board members on legal and regulatory matters that can affect AirAsia. He will also implement a new Group structure for Legal working as One team rather than separate country/AOC units. Jackson has had an extensive legal career. He comes to us from Amadeus, a global travel technology company, where he served as Vice President and General Counsel for Asia Pacific as well as Managing Director of Amadeus' regional office in Bangkok. Before that Jackson was a senior attorney at IBM for ASEAN and South Asia. He also practised law in the US and Asia with global law firms, and was a lecturer at the National University of Singapore Law School. Jackson holds business and law degrees from the Wharton School of the University of Pennsylvania and from New York University School of Law. In his free time, Jackson enjoys spending time with his two young daughters, whose mother is an ex-Thai AirAsia flight attendant that he met on one of our flights! Please join me in welcoming our newest Allstar to the AirAsia family! Best regards Bo Lingam'. Below the text is a partial view of a video or image showing a person's head. On the right side, there is a 'WHAT' section with a 'Use' button, a list of social media links (We, Me, Ne, He, Do, Qu, Up, Inc, Ins, Pr), an 'ADD I' section with a '+ Er' button, a 'MEMI' section with a profile picture, a 'DESC' section with 'This crow', 'GROL', and 'AnnC', and a 'CREA' section with 'Grou' and 'with i proje'.

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GALLERY



Weekly meeting/update
with the team



Lunch with the Allstars



Mini community service at Free Tree Society, Bangsar



Tony's workplace

Gallery



Dining area



One of the pantry



Presentation of the lunch set



Variety of stalls and menu



Decorate & named the meeting room
base on AirAsia destination



Sustainable Project



Visitors from UTM



Recreational area (Roof top)