 Yara Wehbe

# EMPLOYMENT

2018 – Present CUSTOMER EXPERIENCE INSPECTOR– Emirates Airline

* On unplanned basis, carry out SD audits starting from Briefing to ensure crew are well prepared, thoroughly briefed and ready to perform to their best ability. To ensure that we have the operational environment necessary to support and provide what crew need for effective briefing process
* Observe all aspects of pre-departure preparations and readiness of cabin environment, cabin condition and Products for that particular flight and report any shortfall and feedback that will impact the level of service to our customers. Liaise with PUR as required for any observations that require intervention on board
* Observe crew readiness for best first impression with our customers and that they are correctly positioned to receive and welcome customers and provide a warm welcome
* During the flight, monitor all processes and performance of crew and record any deviation from the standard. This should extend to crew attitude, willingness to help, interaction with customers and pro-activeness in helping those customers in need of assistance
* Interact with the pursers and any other members of the crew for their observation and feedback on any aspects of the product on the particular flight or any other flight
* Collate all observations, categorise and summarise to be circulated to Service Delivery management
* Observe and comment on crew knowledge of products and service routines, latest updates, and recommend if individuals or groups of specific grades require further training or coaching.
* Assess the entire cabin crew interaction with each other, quality of leadership on board, performance of supervisors, and overall flight assessment. Providing overall measures of success in creating seamless, memorable customer experience.
* Where the assessments of leadership is found unsatisfactory for a specific PUR or CSV, this should be specifically communicated to Service Delivery management
* Conduct monthly analysis of on board trends and share with relevant stakeholders

2011 – Present Onboard product Specialist– Emirates Airline

Working with the Onboard Product Development team as an Onboard Product Purser my duties comprise of the following:

* Accountable for working and liaising with Catering, Cabin Crew Management, Cabin Crew Training, Engineering, Corporate Communications, Procurement and other relevant stakeholders to ensure the completion of project and operational objectives
* Analyse and provide advice on the managerial methods and organization
* Champion the Emirates onboard product and services by keeping self fully appraised and current with all service standards and procedures and strive to promote the Service Delivery Mission, Vision and Goals along with the Service Personality
* Conduct quality audits and develop quality management and quality assurance standards for ISO (International Organization for Standardization) registration
* Conduct research to determine efficiency and effectiveness of managerial policies and programs
* Coordinate with the Standards & Procedures manager so that process changes are captured in the relevant manuals promptly and concisely
* Plan, develop and create user friendly tools for cabin crew reference and ensures such documents are up to date with any product and service changes
* Drive service and product trials with the Onboard Product team and cabin crew by creating and completing Product Change Reports in coordination with all stakeholders
* Keep abreast of the latest product and service developments in the Commercial Aviation field by evaluating competitor onboard products and service delivery methods in order to recommend improved onboard processes and procedures
* Overall supervision of the Purser team rosters and activities
* Provide guidance and support to business on regulatory policies and procedures; ensure internal compliance with regulatory requirements; prepare submissions and filings with regulatory bodies
* Put forward recommendations, in order that decisions can be taken at a management level, as to the suitability of implementing any process changes
* Act as an SME (Subject Matter Expert) in assigned cabin and support OnBoard Product Manager in the completion of specialised projects related to onboard product development
* Plan and deliver the Purser and Cabin Supervisors promotional training. Ensure all latest product trends and service changes are covered
* Facilitate trainee queries to promote full understanding of the leadership role in relation to onboard products and services
* Represent the onboard product team in monthly meetings with cabin crew training to ensure changes and modifications to services and products are fully discussed and understood
* Plan, coordinate and attend product and service photo shoots/static tours in conjunction with corporate communications for internal and external facing communication. Ensure photos are taken accurately and represent the product and service, existing or intended. Ensure that Sharepoint information and images are kept up to date for use by cabin crew training and product development
* Seek ongoing feedback from cabin crew ensuring thorough analysis and findings are presented to the Onboard Product Manager
* Review, follow up and troubleshoot on KIS reports and Inter-departmental queries on a day to day basis in liaison with partner departments and assist Service Delivery quality assurance and control with a prompt and full response to initiators
* Provide a monthly report to the Onboard Product Manager on trends that may indicate shortfalls in products and services (from customers and crew) and recommendations for change
* Support the activities associated with Emirates Executive, charters and adhoc events. This includes but not limited to, static tours, air shows, inaugural flights and filming events

2003 - 2011 Purser– Emirates Airline

Working as a Purser my duties comprised of the following:

* Ensure the compliance of respective legislations and company policies
* Maintenance of aircraft safety and security regulations
* Motivating and leading staff to deliver an “award winning” service
* Meeting and exceeding customer expectations, comfort and satisfaction as a team

1. – 2003 english language TEACHEr – Lycee National

2000– 2002 english language TEACHEr – Lycee De La Finesse

Working as a teacher my responsibilities comprised of the following:

The use of systematic plans for lectures and demonstrations

Being involved in developing curriculum and preparing teaching materials and outlining for courses

Responsible for preparing, administering and evaluating activities to monitor the progress in addition to providing training approaches and remedial instructions

Facilitating the use of ICT in the implementation and enrichment of school curricula

Supporting inclusive programs for students who need it

Regularly communicating with teachers, students, and parents through meetings

Communicating regularly with the administration and the school community to update them on student progress and performance

Developing strategies for effective internal and external communications to shape outcomes and achieve results

Building consensus and managing conflict within the student community

Acknowledging and celebrating the contribution of students, staff, community, towards realisation of school vision

Developing good networks and maintaining links with the wider education community

# EDUCATION

2011 mba –Aviation management – Coventry University, U.K.

2004 ba –english Literature – Lebanese University, Lebanon

# certifications

April, 2015 certified black belt six sigma- Firebrands, U.K.

April, 2015 PMP (project management professional) certification –

Firebrands, U.K.

September, 2015 train the trainer certification- Emirates Aviation College, U.A.E

# courses

2012 creative problem solving and decision making- Meirc, U.A.E.

2002 how to tame the time stealers in the classroom- A.U.B., Lebanon

2002 improving reading skills- American University of Beirut, Lebanon

**LANGUAGES**  ARABIC, ENGLISH and French

**NATIONALITY**  DOMINICAN

**DATE OF BIRTH** 15TH AUG.1977

**COMPUTER SKILLS** WINDOWS, MS WORD, POWERPOINT

**interests & activities** painting and reading

Email ADDRESS [yara\_wehbe@hotmail.com](mailto:yara_wehbe@hotmail.com)

MOBILE TEL +971553661100