

Lagardère Travel Retail Singapore zooms in on customer service

This video features the best-practice insight sharing program undertaken by Lagardère Travel Retail Singapore in collaboration with Changi Airport Group

Lagardère Travel Retail Singapore has collaborated with Changi Airport Group in sharing insights on recovery strategies in a bid to “reshape a stronger future through effective partnership”.

Following an unprecedented crisis, Lagardère Travel Retail’s global transformation program LEaP (Lagardère Travel Retail Efficiency and Performance) seeks to serve as an example of how to leverage an international group’s strength to accelerate best-practice sharing between countries and regions.

The program also aims to empower local teams to seize new challenges with business partners, redefine customer experience and further improve operational excellence in all aspects, as they navigate the new normal.

Recognizing the importance of customer-centricity, Lagardère Travel Retail Singapore “strives to cultivate strategic alliances with business partners to effectively steer business transformation and change management”.

The partnership with Changi Airport Group has enabled the team to implement several initiatives to support sustainable growth.

“Omnichannel retailing is one of the efforts rolled out to pivot from traditional airport shopping experience and stay relevant in meeting customer demand,” the operator said, adding: “Collaboration remains as the key in sharing value and passion. This will continue to bring the community together to amalgamate knowledge and exchange learning experiences to deliver synergy and to provide best-in-class customer service.”