



## Care for Customers with Special Needs

A fast-growing international airline with one of the youngest fleets in the sky and more than 300 awards for excellence worldwide, Emirates is one of two key corporations in the Emirates Group. The other, Dnata, is one of the largest travel organizations in the Middle East with over 8,000 employees handling passenger, cargo, ramp, and technical services for numerous airlines at Dubai International Airport.

### The challenge

Emirates wanted its staff to be particularly aware of and be supportive towards customers with restricted mobility or visual and hearing disabilities. They wished to extend the same level of professional services to all customers and reduce complaints concerning passengers with special needs.

### The solution

Tata Interactive Systems proposed to create Story-based Learning Objects (StoBLs™) to address the sensitive topic. After initial debates and discussions on the appropriate design and structure, it was decided that the StoBL would adopt a detailed illustrative approach that authentically represented the environment that the learners work in. Detailed and complex 2D illustrations and animations were incorporated; keeping in mind the staff's working environment and strict grooming standards at Emirates.

### The result

The StoBL helped Emirates reinforce their high standards and improve customer service.