

## Serco Middle East wins major new contract to supply Frontline Hospitality services to Dubai Airports

- *International public services company appointed to deliver hospitality and passenger services across key passenger touchpoints at Dubai International (DXB) and Dubai World Central (DWC)*
- *Company set to leverage insights and research conducted by its in-house customer experience and service design agency, ExperienceLab to implement cutting-edge technologies across Dubai Airports' frontline services*
- *Over 1,000 employees set to be on the ground to deliver the contract over the next five years*

**3 February 2020, Dubai, United Arab Emirates:** International public services company, [Serco Middle East](#) has announced the award of a major new contract to deliver essential Frontline Hospitality Services at both Dubai International (DXB) and Dubai World Central (DWC) . The contract builds on the company's long term-partnership with Dubai Airports and will see Serco deliver the services over a five-year period, operating until 31st December 2024.

Harnessing the unique insights and research conducted by the company's in-house customer experience and service design agency, ExperienceLab, the contract will see over 1,000 employees deliver hospitality and passenger processing services across key passenger touchpoints within Dubai Airports' facilities. As part of the contract, Serco will leverage cutting-edge technologies to ensure the dynamic deployment of staff, providing optimised rosters across the airports' terminals and the provision of a continually trained and knowledgeable workforce.

Serco has been providing world-class services to the aviation sector in the Middle East for over 70 years. It has also been supporting Dubai Airports with the maintenance of its large buildings and infrastructure portfolio, as well as providing a full range of Engineering and Estates Services for Terminal 1 and 2 and to other cargo and ancillary buildings at DXB.

**Commenting on Serco's success, CEO of Serco Middle East, Phil Malem said,** *"We are honoured to have been awarded this contract with one of our key clients in the region. We recognise that Dubai Airports plans to take service levels to even greater heights, and throughout the next five years we aim to jointly revolutionise the standards of customer service and hospitality in the region.*

*“Our team has developed a solution that will enhance the standards of customer service through the deployment of an expertly trained workforce, with staff set to be supported by some exciting and effective technology.*

*“Our recommendations are based on the unique insights and research conducted by our in-house customer experience and service design agency, ExperienceLab. From day one, we will ensure that our customer service team has the mindset, training and support needed to create great experiences for all who visit Dubai Airports”.*

*“Our ultimate objective is to be recognised as the operator of the world’s best airports for customer service. This contract is part of a series of moves we have taken in recent years to enhance airport experience at DXB and DWC and wow our customers by delivering an amazing airport experience”*  
said Paul Griffiths, CEO of Dubai Airports.

**ENDS**

**About Serco**

Serco is a leading provider of public services. Our customers are governments or others operating in the public sector. We gain scale, expertise and diversification by operating internationally across five sectors and four geographies: Defence, Justice and Immigration, Transport, Health and Citizen Services, delivered in UK & Europe, North America, Asia Pacific and the Middle East.

More information can be found at [www.serco.com](http://www.serco.com)

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