

# The Front Line

*Celebrating Excellence in Customer Service*



Welcome to The Front Line, a regular feature championing the best in industry customer service, sponsored by Copper Dog. Copper Dog is delighted to recognise the exceptional employees who are ultimately responsible for bringing all facets of the airport retail experience to life.

Each issue The Moodie Davitt e-Zine scours the world to introduce the real heroes of our industry – those who go the extra mile every day when serving the travelling public.

This week we are pleased to present Anthon Berg's Brand Ambassador Zahid Masood Dar, who is described as dedicated, outgoing and family oriented.

in association with



**Name:** Zahid Masood Dar

**Role:** Brand Ambassador

**Employer:** Anthon Berg,  
Dubai International Airport

**Time in job:** Almost six years

**Employer's comments:** Zahid has from the start given clear feedback to his 'mission' of being a Brand Ambassador vs a generic staff member. The opportunity to dive deep into a single brand and get to know the universe around it builds a certainty of belief, plus dedication to sell and maintain/grow the business and the brand.

Getting to know this outgoing, family-oriented man who looks after all terminals at Dubai International Airport has shown a person who lives the title 'dedicated staff'. His huge insight into the daily business in the airport – based upon departures and arrivals,

the passenger mix, and what needs to be displayed and targeted towards travellers in the various terminals – is pretty remarkable.

Zahid has helped us evolve from a newcomer to being a confectionery brand that is not only a leader in the liqueur chocolate segment but also a brand that gains market share again and again. It is no secret that Zahid has a great deal to do with our present success with Dubai Duty Free.

He is also dedicated when on leave and makes sure that his work will be covered by a suitable replacement. He always makes sure they have the basic knowledge to talk to people and sell the chocolates. Dealing with both liquor-filled and non- liquor-filled chocolates can sometimes be challenging.

Zahid originates from Pakistan but speaks a little of several languages



– Russian, Danish, German etc. – he constantly amazes us. Here at Anthon Berg we salute him for his personality and for his dedication.

**Zahid's comment:** Always Anthon Berg – even if tested in my sleep! I live the brand! 🐶



**To nominate an employee e-mail  
Martin@MoodieDavittReport.com  
with the following:**

- The employee's job title and length of service with your company

- A short description of what makes the person exceptional
- A quote or comment from them (optional) on their approach to customer service
- A picture of the employee (preferably in a work environment) as a separate file