

MyClearMask debuts on the Heathrow Express



The concept of MyClearMask is to improve communication and customer experience among customer-facing workforces and organizations

MyClearMask has made its debut in the rail industry launching with UK Superbrand Heathrow Express. These ground-breaking transparent face coverings have been provided to all frontline customer service staff on-board Heathrow Express trains at London Paddington and Heathrow Airport Stations.

“We are delighted to be working with Heathrow Express to launch MyClearMask to its fabulous HEx Service Ambassadors. The concept of MyClearMask is to improve customer and employee experiences during these challenging mask-wearing times and as the UK begins to re-open its economy, our vision is to help organizations with customer-facing workforces to smile again, whilst supporting the nearly 1

11 million people in the UK who have a hearing impairment.”

On transport services such as air-rail and in transportation hubs such as stations and airports, customer service hosts will always encounter international customers and our masks make communication with everyone so much clearer,” says Sally Alington, CEO, MyClearMask.

“[At Heathrow Express customer experience is at the top of our agenda. It’s so important that customers can enjoy every part of their end-to-end journey – at our stations, on-board our trains and inside Heathrow’s terminals.

To be able to smile and communicate with our facial expressions is a key part of the warm customer service that is associated with Hex. Furthermore, our business is incredibly focused on accessibility and inclusion, which these masks promote for our hearing-impaired customers and those who don’t have English as a first language,” adds Mike Morgan-Batney, Head of Customer Experience, Heathrow Express.

There are additional benefits to MyClearMask, particularly on the sustainability agenda. These masks are re-usable for up to 12 months and are 100% recyclable.

MyClearMask is available to purchase at www.myclearmask.co.uk or contact sales@myclearmask.co.uk for B2B discussions.