



Airline Customer Service Fundamentals

e-learning course (2 hours of study)

This e-learning course is designed to upskill and introduce new skills for existing frontline airline staff and benefit new entrants to deliver on business objectives to meet the increased expectations of airline customers. As the airline industry is changing so are the needs of its customers. This course will prepare you to address customer service needs and expectations post-COVID-19.

The diverse customer base and the increased personalization through automation as a result of the COVID-19 pandemic pose challenges to the airline's frontline employees. Airline customer service is about interacting with customers at any point in their journey and improving their overall in-airport and in-flight experience.

Objectives

Upon completion of this course you will be able to:

Describe the impact of current challenges on customer service

Explain the importance of delivering personalized customer service

Explain the benefits of self-awareness in a customer service role

Describe the cultural differences that the staff should be aware of

Use communication skills to resolve customer complaints and conflicts

Describe strategies for resolving customer complaints quickly and effectively

Target audience

- Aviation professionals
- General public

Key topics

- Introduction to airline customer service
- Communication skills
- Emotional intelligence vs. emotional competence
- Cross-cultural awareness
- Customer contact techniques
- Dealing with complaints and conflict

Recommended level

- Entry-level

Course format

This course requires approximately 2 hours of study, including 1 hour of on-demand video, to be completed in 6 months from the purchase date (enrollment validity). After the enrollment validity expires, the users will not have access to the course content and will not be able to take the exam.

Student performance will be based on an examination.

Exam information

- Non-supervised online-based exam. Exam can be taken any time at your convenience.
- You will be given 1.5 hour to complete 30 multiple choice questions.
- Passing grade is 70% correct answers.
- You will be given 2 attempts to successfully complete the final exam.

Table of Contents

Introduction to airline customer service

- Purpose of customer service in airlines
- The airline product as a service
- The future customers
- The COVID-19 effect
- The high cost of losing a customer

Communication skills

- Communication model/process
- Communication barriers
- The new normal

Emotional intelligence

- What is emotional intelligence?
- Emotional intelligence vs. emotional competence

Cross-cultural awareness

- Cultural awareness and diversity terms
- Emerging markets
- Six dimensions of national culture
- Emotional intelligence vs. emotional competence
- Country comparison based on six dimensions

Certificate Awarded

Upon successful completion of the exam, you will be awarded a Certificate to print for your records.

Customer contact techniques

- "The Golden Rule" in customer contact
- Influence of frontline staff
- Preparing to receive the customer
- The norm of reciprocity and overcoming it for customer service

Dealing with complaints and conflict

- Tips for effective handling of customer complaints
- Sources of conflict and trigger points
- Effective interpersonal communication
- Conflict resolution models and strategies

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