



# IAC2301 Introduction to Airline Customer Service

## Unit 4 Customer Perception

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*Date*

# Objectives

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- ❖ Explain how the communication process works
- ❖ Describe and apply effective communication skills
- ❖ Explain the importance of attentive listening when communicating with customer
- ❖ Explain the importance of non-verbal communication when communicating with customers

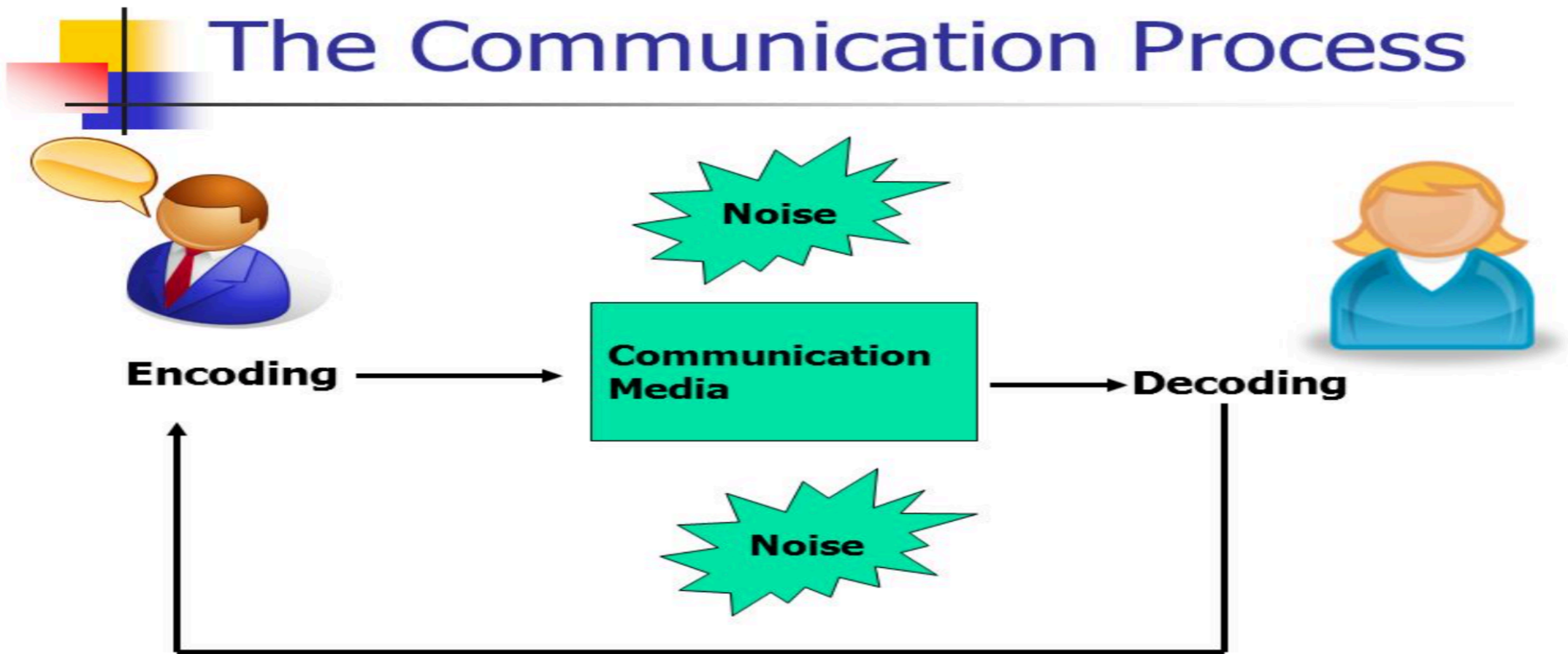
# Communication And Its Meaning

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Communication is an essential tool you need to use to build relationships with both customer and colleagues.

- ❖ The process of transferring a selected of information from a source to a destination.
- ❖ The transmission of ideas and sentiments between two or more people, which contribute to goals.
- ❖ Who says what, in which channel, to whom, what effect.(  
channel: the means or method used to send the message;  
face-to-face, telephone, email)
- ❖ Ensuring understanding.

# The Communication Process



- ❖ **Sender/Encoder** is the person sending the message
- ❖ **Receiver/Decoder**

Decoding is interpreting and assigning meaning to the words or symbols in the message.

# Communication Barriers

The factors which hinder the communication process are barriers. Can divided into

## 1. Physical Barriers or mechanical barriers

A noisy or distracting environment can effect the communication.

## 2. Psychological Barriers

Attitude, beliefs and value. The dissimilarities in different cultural backgrounds and experience can make the interpretation of the message differ.

### 3. Semantic Barriers

Semantic is meaning of words. If words are not used properly in the correct context, they may be misunderstood. Barrier can result when speaking with the customer who not using English as their first language. **Choose simple short and sincere tone of voice**

#### Words

##### Avoid

##### Use

Beneficial

Good

Demonstrate

Show

Termination

End

Cheap

Less expensive

## Expressions

### Avoid

In the very near future

In many instances

In the event that

### Use

Soon

Often

If

## 4. Cultural Barriers

The behavior and language that are acceptable in one culture may be thought unsuitable in another culture.





Airline staff has to prepare to deal with customers from all over the world. For example

- ❖ Middle east countries, woman is prohibited from showing her face to male stranger, problems may arise if she is asked to show her face to prove for identity.
- ❖ When speaking with Chinese passenger, you should avoid touching or waiting for them to extend hand first for handshakes.
- ❖ Indian culture, you should not touch, hug or kiss in greeting between opposite sex.
- ❖ Japanese will greet with handshake or bow. You have to bow them the same depth as you have been bowed.

# Removing Barriers to Communication

An effective way for communication skills are following these

- ❖ **Defense Mechanisms** : If message unpleasant or uncomfortable a defense include avoidance and denial. You should **ask a question to get feedback** to ensure that you understand and will do the job properly.
- ❖ **Integrity**: when you think that customer may be mistaken, ask he/she to write or you **write down what he/she said**. This can be a confirmation of what he ask you to do to clarify the meaning.

## ❖ Sender Withholds Information

**Questioning** to ensure you have understood all the necessary details example; “Does your son need special meal , Mr.John ?

## ❖ Size of Organization

Within a large org. information will be altered or lost, you should **write the message down and circulate** it as a memorandum to all staffs.

## ❖ Semantics

Abbreviation initials and jargon that are standard within org. must be clearly explain. **Use simple word** that customer can easily understand to explain the specific term in airline industry.

## ❖ Jumping to conclusion

Wait until customers have completed their question. Then you will have a full message and can answer correctly.

## ❖ Making assumption

Check correct information before telling passenger.

Use "I" message instead of "YOU" message.

You message blame the other person whether or not he is responsible for the situation, self-defense will be his reaction. Use "I" message to focus on what you can do to the customer.

Example;

- ❖ You should have checked in an hour ago. You will have to sit in the aisle seat. (You)
- ❖ I can understand how you feel that way (I)



# Hearing and Listening

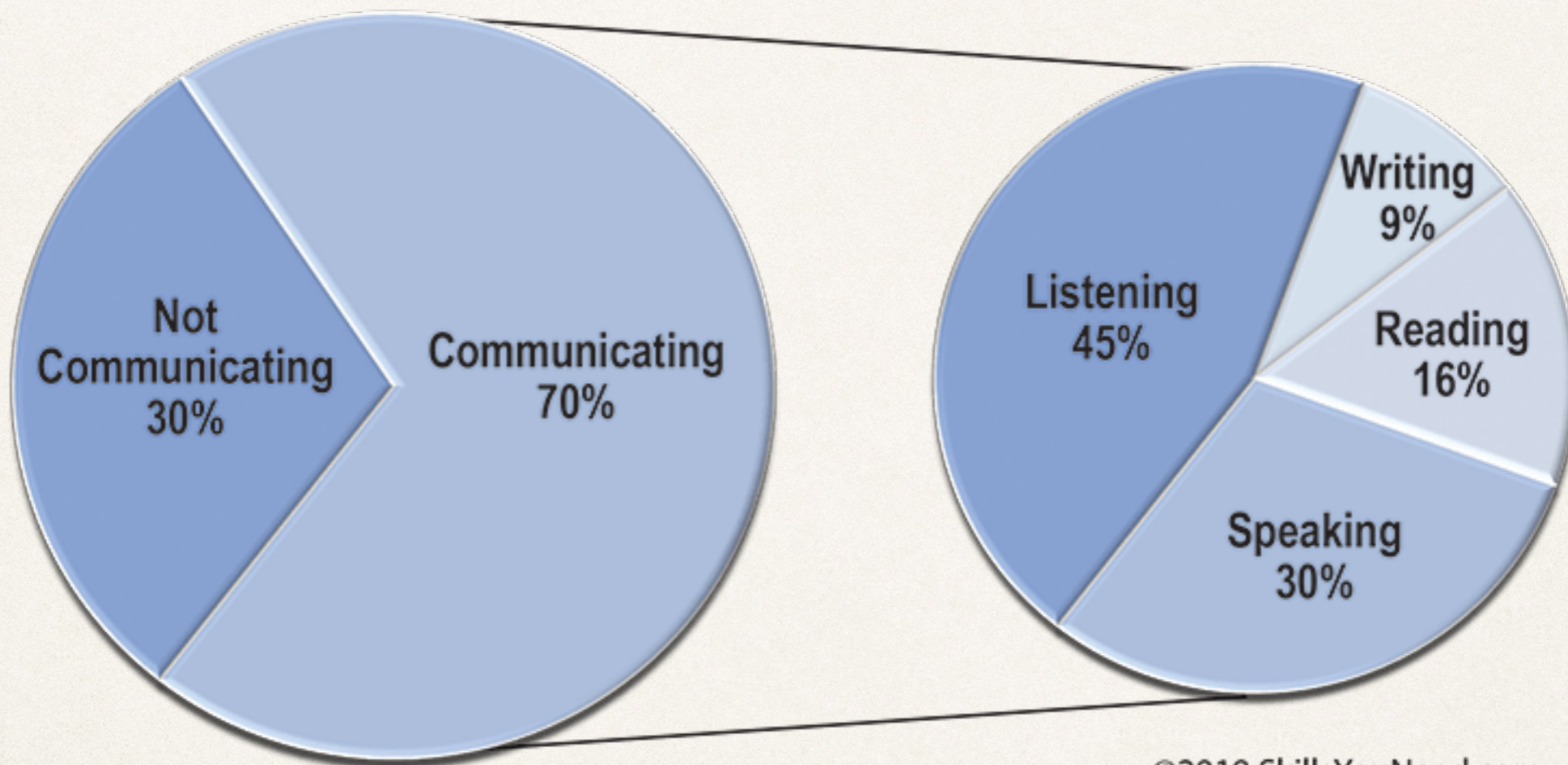
Listening is involves attending to, interpreting and understanding

## ❖ Benefits of listening

Listening to customers is essential in order to build organization's reputation.

Ohio State University found that communicate time has writing 9% reading 16% talking 30% listening 45%

## Time Spent Communicating



## **Barriers to Effective Listening**

- ❖ Failure to Remember that communication is two – way process**

The message is sent but it may not be received . The receiver may not hear or understand it by inattention or attention, there is no feedback so, two way communication can not occur.

If the messages received, but the receiver may ignore or misinterpret the feedback, so, two way communication can not take place.



## ❖ **Low rating of the Other Person**

If you have a low opinion of another person. It may affect how you perceive what he says or does. It will tend that you disregard and will fail to act on a message.

## ❖ **The temptation to Evade What is Difficult or Unwelcome**

When we are confronted with something that we do not wish to hear, what will make you unfavorable, fear many people will stop listening.

## ❖ **Emotion State**

Emotion influence both the sender and receiver. Emotions must be under control to make effective listening. It is advisable not to give instructions or ask for decision until emotional stability. Give time to customer to calm down before negotiate a problem.

## ❖ **Impatience by the receiver**

When dealing with impatient customers, aim to lessen the impatient mood do not matching the customer's emotion and impatience.

## ❖ **Inattention**

When you listen and think what you are going to say next, you will miss out what the speaker is saying and you may assume you already know what the speaker is going to say .

## **Excessive Talking**

Be conscious of time you spend talking and be alert for signs your listener has something to say.

## ❖ **Lack of Empathy**

Good listeners have to see the speaker's perspective. The speaker's point of view is an important part of the message. If we listen only from our own perspective we may miss out what is being said from others.

# Listening Skills

Listening can be practiced and improved. There are 3 types of listening

## ❖ **Active Listening**

Usually happens naturally when we are interested in what someone is saying. **It includes Verbal and Non-verbal elements.**

Verbal; response “I see”, “Please continue”, “Really?”,

“And?”, “Uh,huh”, to encourage the customer to continue.

Non-verbal; Smile, eye contact, nodding and note taking.

## ❖ **Selective Listening**

Concentrates on selected facts or elements that are the focus of the message.

“Your major concern is...”

“The point you wish to highlight is.....”



## ❖ Responsive Listening

Empathy, care and interest in the words.

Paraphrasing and summarizing are responsive listening.

**Paraphrasing** involves restating what someone has just said in your own words without changing the meaning to ensure your understanding of the situation. Ex; what I hear you say is..

**Summarizing** involves briefly restating the speaker's main point ( what you think is something important the speaker has said)and to ensure that there is no misunderstanding.

# Question

