

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

# IAC2301 INTRODUCTION TO AIRLINE CUSTOMER SERVICE

## UNIT 2 NATURE OF AIRLINE CUSTOMER

# ***LEARNING OUTCOMES***

- 1. UNDERSTAND THE IMPORTANCE OF DELIVERING EFFECTIVE CUSTOMER SERVICE IN THE AVIATION INDUSTRY.
- 2. UNDERSTAND DIFFERENT CUSTOMER SERVICE MODELS AND STRATEGIES IN THE AVIATION INDUSTRY.
- 3. UNDERSTAND HOW TO MEASURE AND IMPROVE CUSTOMER SERVICE IN THE AVIATION INDUSTRY.
- 4. BE ABLE TO PROVIDE EFFECTIVE CUSTOMER SERVICE WITHIN THE AVIATION INDUSTRY.

## ***WHAT IS AIRLINE CUSTOMER SERVICE?***

- AIRLINE CUSTOMER SERVICE IS PROVIDING CUSTOMER SUPPORT TO CUSTOMERS BEFORE, DURING, AND AFTER A FLIGHT.
- THE DIFFICULTIES AND COMPLEXITIES OF AIR TRAVEL CAN MAKE SUPPORT A MAJOR CHALLENGE, BUT IMPROVING IT CAN LEAD TO HAPPIER CUSTOMERS, BETTER TRAVEL EXPERIENCES, AND IMPROVED SERVICE RATINGS.

<https://youtu.be/VrDWHY6C1178>



## AIRLINE CUSTOMERS

- **LOYAL TRAVELERS** - THEY TRAVEL FREQUENTLY AND AS THEY TRAVEL FREQUENTLY WITH THE SAME AIRLINE, THE AIRLINE OFFERS SOME BENEFITS TO THEM AND ALSO THE MILES.
- **URGENT TRAVELERS** - THEY SHARE A SMALL MARKET SEGMENT AND DO NOT FLY FREQUENTLY. THEY FLY ONLY FOR UNEXPECTED CAUSES.



# AVIATION ORGANIZATIONS:

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- AIRPORTS
- AIRLINES, E.G. FULL SERVICE SCHEDULED, LOW COST, CHARTER
- WITHIN AIRPORTS, E.G. GROUND HANDLERS, RETAIL ORGANIZATIONS, SECURITY

## CUSTOMER TYPES:

- PASSENGERS (BUSINESS AND LEISURE)
- NON-PASSENGERS, E.G. FRIENDS/FAMILY OF PASSENGERS, SUPPLIERS
- INTERNAL CUSTOMERS, E.G. EMPLOYEES, COLLEAGUES, INTERNAL SUPPLIERS



## **IMPORTANCE OF MEETING CUSTOMER NEEDS:**

- **TO THE ORGANIZATION**, E.G. CUSTOMER LOYALTY, PROMOTES POSITIVE IMAGE, ATTRACTS NEW CUSTOMERS, GAINS COMPETITIVE ADVANTAGE, IMPROVES STAFF MORALE, ATTRACTS NEW CUSTOMERS
- **TO THE CUSTOMER**, E.G. SATISFACTION, LOYALTY, INFORMS OTHERS



# **CUSTOMER SERVICE MODELS AND STRATEGIES IN THE AVIATION INDUSTRY**

- **CUSTOMER SERVICE METHODS**, FOR EXAMPLE:

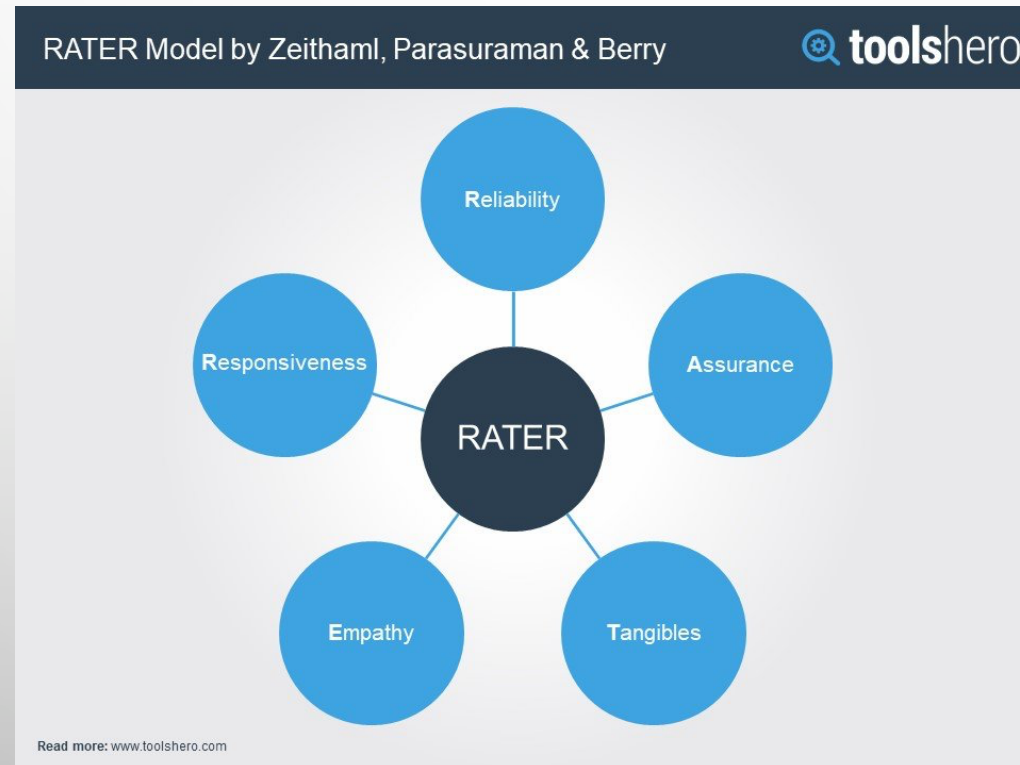
- FACE TO FACE
- WRITTEN, E.G. LETTER, EMAIL
- TELEPHONE
- WEB BASED

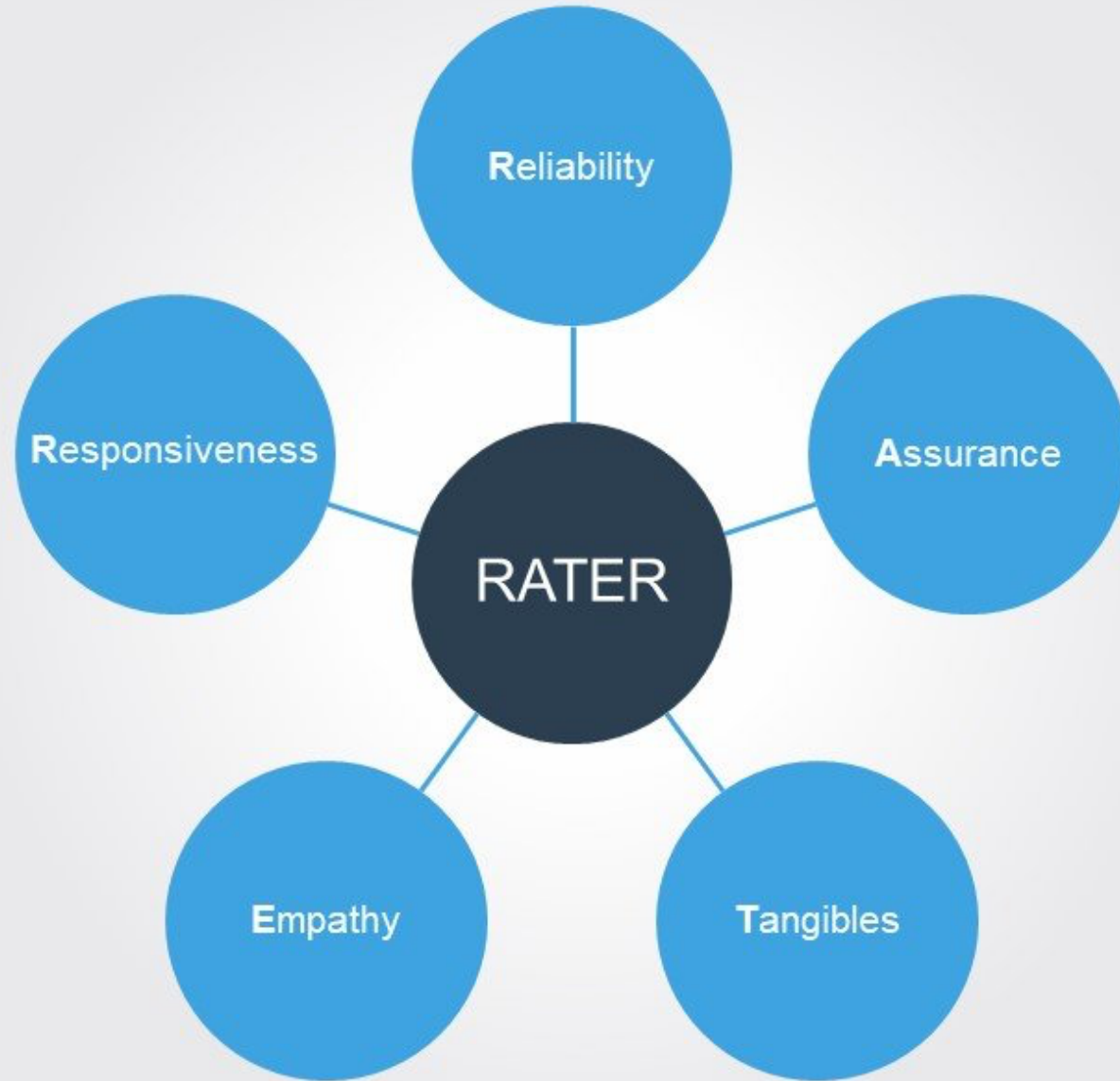
- **CUSTOMER SERVICE MODELS**, FOR EXAMPLE:

- CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
- RATER MODEL
- RESPECT MODEL



- THE RATER MODEL IS USED TO MEASURE CUSTOMER EXPECTATIONS AND IT HIGHLIGHTS 5 DIMENSIONS THAT CUSTOMERS CONSIDER WHEN USING A SERVICE.





- **RELIABILITY** REFERS TO THE DELIVERY OF AGREED SERVICE AS PROMISED BY YOUR COMPANY. EX; THE AIRCRAFT WILL TAKE OFF ON A SCHEDULED TIME.
- **ASSURANCE** IS THE DIMENSION THAT DEALS WITH TRUST AND CREDIBILITY. THIS INCLUDES ANSWERING CUSTOMER QUERIES AND CONCERNS EFFECTIVELY AND PROFESSIONALLY.



- **TANGIBLE** REFERS TO THE PHYSICAL ASPECT OF YOUR SERVICE SUCH AS WEBSITE, OFFICE, STAFF, EQUIPMENT,
- THE BASIC RULE OF **EMPHASIZING** IS LISTENING TO THE PROBLEM, APOLOGIZING, OFFERING ASSISTANCE, AND LETTING THE CUSTOMER KNOW THAT YOU ARE WORKING ON THE SOLUTION.
- **RESPONSIVENESS** REFERS TO YOUR COMPANY'S ABILITY AND WILLINGNESS TO OFFER QUICK AND QUALITY SERVICES TO THE CUSTOMERS.

# **METHODS OF MEASURING CUSTOMER SERVICE**

- **CUSTOMER FEEDBACK AND CONTACT PROGRAMS**, E.G. QUESTIONNAIRES, LOYALTY PROGRAMS
- **KEY PERFORMANCE INDICATORS**, E.G. ON-TIME DEPARTURES AND ARRIVAL, FACILITIES AT THE AIRPORT, IN-FLIGHT SERVICE,
- **CUSTOMER EXPERIENCE**, E.G. THE ORGANIZATION'S OWN CUSTOMER SERVICE QUESTIONNAIRES, REVIEWS ON SOCIAL MEDIA WEBSITES SUCH AS TRIP ADVISOR
- **MONITOR COMPETITOR ACTIVITY**, E.G. TRACK PROGRESS, KNOW THEIR PRODUCTS AND SERVICES, IMAGE, COMPETITIVE ADVANTAGE

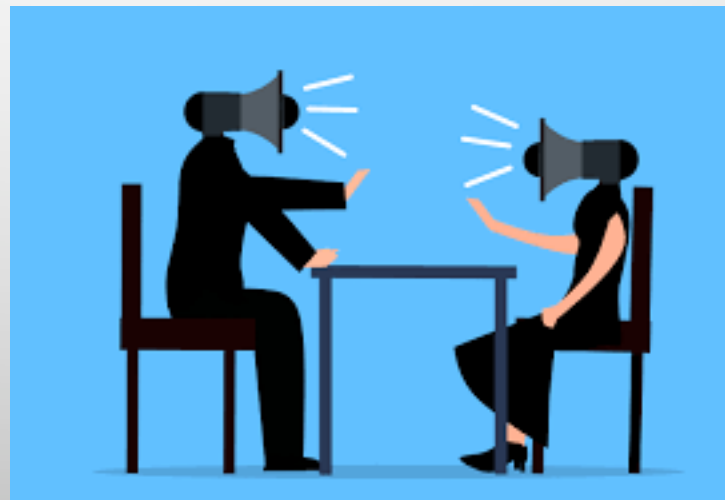
- **ANALYSING PUBLISHED SURVEY REPORTS**, E.G. DATA PUBLISHED BY THE CAA, IATA, SKYTRAX
- **IMPROVEMENTS TO CUSTOMER SERVICE** THROUGH:
  - STAFF TRAINING, E.G. PROVIDING CUSTOMER SERVICE, PRODUCT KNOWLEDGE, SELLING SKILLS
  - REVIEW OF EXISTING PRODUCTS, E.G. NETWORK OF ROUTES, STANDARD AND CLASS OF SERVICE, TARGETED MARKET SEGMENT, FACILITIES AVAILABLE, CUSTOMER SERVICE/BUSINESS MODEL
  - MONITORING AND ADAPTING TO CHANGES, E.G. IN ELECTRONIC CAPABILITIES FOR BOOKINGS AND PASSENGER PROCESSING, SECURITY, AIRCRAFT CAPABILITIES

# **HOW TO PROVIDE EFFECTIVE CUSTOMER SERVICE WITHIN THE AVIATION INDUSTRY**

- **CUSTOMER SERVICE ROUTINE SITUATIONS**, FOR EXAMPLE:
  - **GIVING ADVICE**, E.G. TRANSFER INFORMATION, ACCESS INFORMATION
  - **SELLING**, E.G. PRODUCT KNOWLEDGE FOR ON-BOARD SALES
  - **PROVIDING INFORMATION**, E.G. FLIGHT ARRIVAL AND DEPARTURE TIMES, ONWARD TRAVEL
  - **ADMINISTRATIVE TASKS**, E.G. AT THE GATE, AT THE SALES DESK

- **CUSTOMER SERVICE NON-ROUTINE SITUATIONS, FOR EXAMPLE:**

- **EMERGENCIES, E.G. ACCIDENT, SECURITY INCIDENT**
- **PROBLEM SOLVING, E.G. AIRPORT CONGESTION, OVERBOOKING, MISSED FLIGHTS, LOST LUGGAGE**
- **DEALING WITH CONFLICT, E.G. FLIGHT DELAYS, CANCELLED FLIGHTS**





# REFERENCE

- [HTTPS://QUALIFICATIONS.PEARSON.COM/CONTENT/DAM/PDF/BTEC-NATIONALS/AVIATION-OPERATIONS/2010/SPECIFICATION/U7-CSAINDUSTRY.PDF](https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Aviation-Operations/2010/Specification/U7-CSAIndustry.pdf)
- [HTTPS://WWW.EMOJICS.COM/BLOG/WHAT-IS-RATER-MODEL/](https://www.emojics.com/blog/what-is-rater-model/)