

CPD Course in Airline & Airport Customer Care

Open Learning Programme Information

Course Outline

The programme consists of seven compulsory units:

Unit 1

Travel & Tourism - the importance of the airline industry

The key parts of the Travel & Tourism Industry in relation to airlines

The importance of Travel & Tourism in the UK

Ways to help airline passengers and offer appropriate advice

Products and services used by passengers at airports and on aircraft

How to help passengers with their onward journey

Unit 2

Passenger needs - providing a customer service experience

Identifying Passenger needs

What GOOD & EXCELLENT Customer Service means to Passengers

Customer Service standards and how they apply to airlines

What good Customer Service is and its importance to airline passengers

Unit 3

Airline & Airport Customer care

The principles of effective customer service

The importance of effective communication for Passengers

The different skills and identify the signs needed to be a "GOOD LISTENER"

Unit 4

Creating a Positive Impression with passengers

Principles of FIRST IMPRESSIONS with airline passengers

Behaviour which creates GOOD and BAD 1st impressions with passengers

Recognising how important first impressions are in the airline industry
airlines

How to make GOOD verbal impressions to a larger audience of passengers
via a P.A.

Unit 5

Solving Passenger Problems and Creating a Lasting Impression

How airlines can gain loyal support with airline passengers

How to recognise the different types of airline complainer and deal with
them effectively

How to use the "GOOD LISTENER" techniques to handle passenger problems

The keys to "Lasting Impressions" for passengers

Unit 6

The Importance of product Knowledge in the Airline Industry

The principles of product knowledge for airlines

How airlines link their product knowledge to the whole passenger
experience

How passengers are part of the Airline Industry

Unit 7

The key Components of Airline Customer Service

The Key Components for effective Airline Customer Service

How the Travel and Tourism Industry works in the UK and with Airlines

Research GOOD Customer Service

Research POOR Customer Service

How to interpret Customer Feedback

Assessing your own level of Customer Service