



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/VrDWY6C1178>

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:

Aviation organizations:

- 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

LEVELS OF CUSTOMER SERVICE

For example:

On **full service** flights: inflight meals and entertainment, blankets, pillows, checked baggage etc.

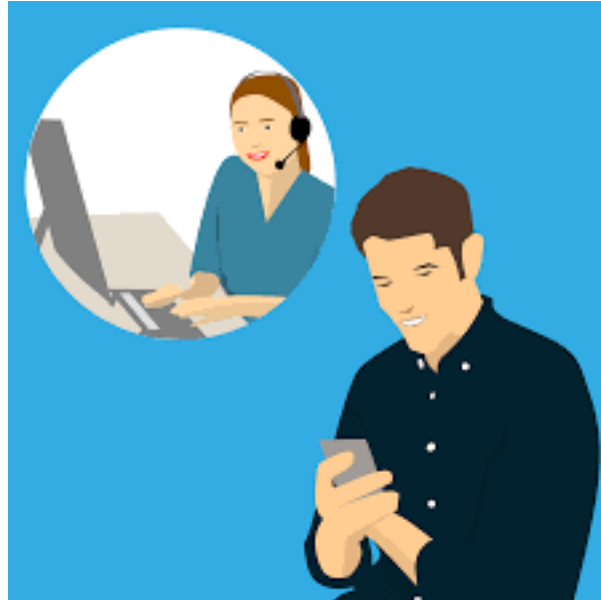
On **low-cost** flights

Within airports : Ground handling, Immigration, Security



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

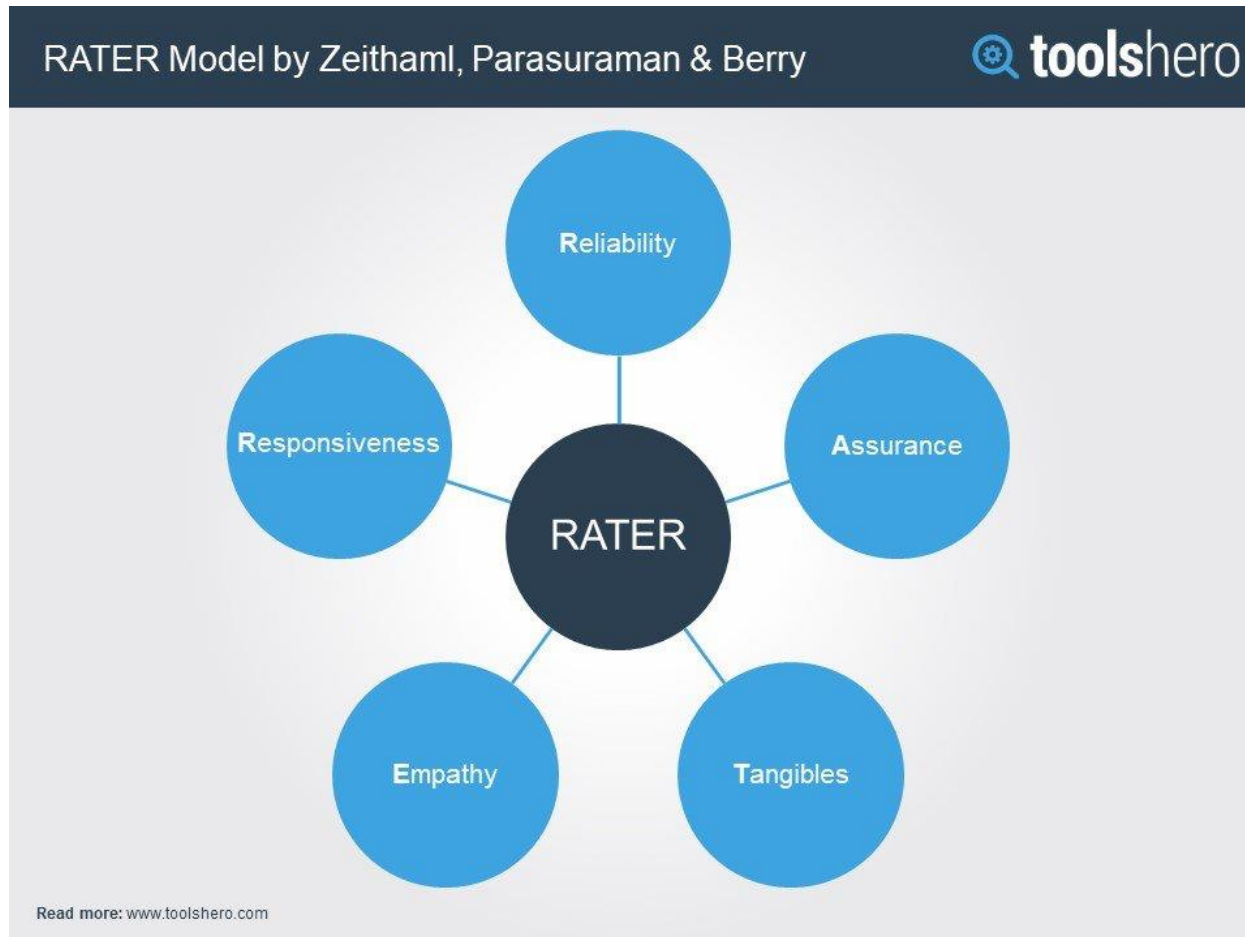
Customer service methods, for example:

- 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.

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. This works best.

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 programmes, e.g. questionnaires, loyalty programmes

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://www.emojics.com/blog/what-is-rater-model/>