


IAC2301 Introduction to Airline Customer Service



Unit 3 : Contributing to the Service Culture

Chapter outline

- Service Culture
 - Elements of a Service Culture
 - Establish a Service Strategy
 - Customer friendly system
 - What does a Customer want?
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Service Culture

What is a service culture in an organization?

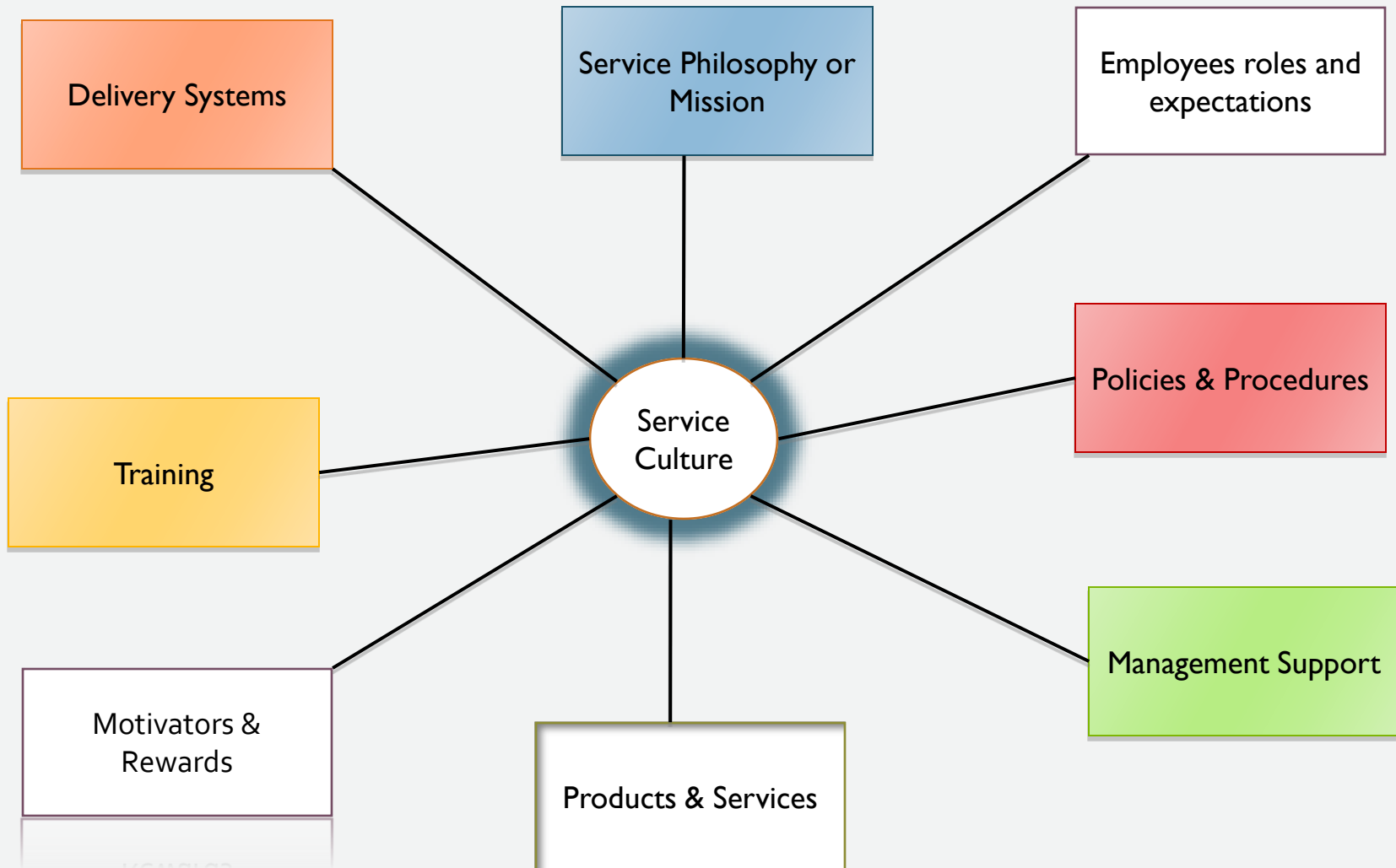
- Beliefs, norms, practices
- Any policy, procedure, action, or inaction on the part of organization contributes to the service
- Communicate through **appearance**, **interaction**, **knowledge**, **skill**, and **attitude**



Behavior & Personality factors

- Every Organization like every individual, has personality
 - Personality can communicate loud and clear receiver of the message determines what it means
 - Good attitudes come across to customers via visible behaviors
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Elements of Service Culture



Elements of Service Culture (Cont.)

- **Service philosophy or mission**

- The direction or vision of organization the supports day-to-day interactions with customer
- Driven from top management

- **Employee roles and expectations**

- Include in Job Descriptions (JD)
 - Measure performance → rewarded or not
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Elements of Service Culture (Cont.)

- **Delivery system**
 - The way organization delivers its product or service
 - Flawless delivery in time, professional manner



Elements of Service Culture

- **Policies and procedures**


- The guidelines that establish how various situations or transactions will be handled

- **Products and services**

- The materials, products, and services that are state of the art, competitive price, and meet the needs of customers
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Elements of Service Culture

- **Management support**

- The availability of management to answer the questions and assist frontline employees in customer interaction
 - Mentor/Mentee
 - What are the good characteristic of mentor and mentee?
 - Experienced in organization, good communicator, aware of org. culture, good coaching skills, good problem solver, willingness to learn, desire to improve, openness to feedback, enthusiasm,
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Elements of Service Culture (Cont.)

- **Motivators and rewards**

- Money, items, feedback for performance at high level

- **Training**

- Instruction or information provided through a variety of techniques that teach knowledge or skills, or attempt to influence employee attitude toward excellent service delivery
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Establish a Service Strategy

- Determine approaches for service success
- Inspect the system and practices
- Redefine its service environment
 - Who are my customers?
 - What can I do, to help achieve organization excellent?



Customer friendly system

Part of effectiveness in serving customer

Consisting of **advertising**, **complaint resolution**,
and delivery system

1. Advertising

- Send a message to customer that product and service are at competitive price, quantity and quality comparable with rivals
 - It can appear “**deceptive**” that effect to organization’s reputation
 - Ex. “free” stated in advertising but a small print somewhere in the ads.
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Customer friendly system (Cont.)

- Consisting of advertising, **complaint resolution**, and delivery system

2. Compliant resolution

- The manner in which complaints or problems are handle
 - It can signal to customer satisfaction
 - Ex. A complaint customer asked to wait for check \$10 approval from manager, once manager come in he/she does not look the check before sign and walk away
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Customer friendly system (Cont.)

3. Delivery system

- Determine the best way to deliver service/ product
 - Customer expect value for money, unique and personal preferences
 - The system include; initial contact, handling customer issue, sales techniques, order collection and processing, price quotation, invoices, and follow up
 - **Direct & Indirect, Third party (outsource)** delivery
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What does a Customer want?

7 common things that customers want and expect

– Personal recognition

- Thank you card, birth day card, returning call in timely fashion
- Acknowledge the person enter to your area

– Courtesy

- Basic courtesy involves pleasantries such as “Please” and “Thank you”

– Timely service

- Provide prompt and effective service
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What does a Customer want?

– Empathy

- Put yourself in customer's position
 - Calm or appease in nonthreatening, helpful manner and show understanding
 - **Feel, Felt, Found** technique
 - *"Mr. David, I know how you **feel**. I've **felt** the same way when I had my heart set on a specific item. I've actually **found** that the alternative product I described to you has the same features and performs several other functions as well."*
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What does a Customer want?

– Enthusiastic service

- Delivering service with a smile, offering additional services and information

– Patience

- Mask your feeling
- Remain in control

- Professional

- Serve customer professionally
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Customer service skill



Customer service skill assessment

1= rarely, 2= sometimes, 3= frequently, 4= usually, 5= always

- 1. I smile when interacting with others.
 - 2. I attempt to set up relationship situations from which I and the other party gain.
 - 3. I strive to meet the needs and expectations of others
 - 4. I provide prompt, specific feedback to inquiries I receive.
 - 5. I try to imagine how I would feel when dealing with irate people and the work effectively toward calming them.
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Customer service skill assessment

1= rarely, 2= sometimes, 3= frequently, 4= usually, 5= always

- 6. I actively solicit, listen to and follow up on questions, suggestions, and complaints.
 - 7. I offer alternatives when someone's original request of me cannot be fulfilled.
 - 8. I encourage continued association by demonstrating the benefits of future interactions.
 - 9. I answer the telephone promptly and in professional manner.
 - 10. I am proactive in finding ways to better deal with people.
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Evaluation



Scoring

- 45-50 = excellent people-oriented skills/attitude
 - 40-44 = good job; keep it up
 - 30-39 = fair effort, stay focused on improving relationships and work toward improvement
 - 20-29 = room for improvement; get some personal coaching from experts to help you improve
 - Below 20 = evaluate your approach to deal with people
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