



*IAC2301 INTRODUCTION TO  
AIRLINE CUSTOMER SERVICE*



**Unit 1 Customer Service**

# Chapter Outline

- What is customer service?
- Why customer service is important?
- Customer types
- KUSAB Model

# Objective

- To understand the meaning of customer service and importance of good customer service.

# What is customer service? **Game**

- Customer service means.....

- Are these definition is true?

- Which definition you like best?

- Why isn't there one common definition?

- Doing ordinary things extraordinarily well.
- Going beyond what's expected.
- Adding value and integrity to every interaction.
- Being at your best with every customer.
- Discovering new ways to delight those you serve.
- Surprising yourself with how much you can do.
- Taking care of the customer like you would take care of your grandmother.

# *Defining Customer Service*

Customer service is defined as the ability of knowledgeable, capable, and enthusiastic employees to deliver products and services to their internal and external customers in manner that satisfies identified and unidentified needs and ultimately results in positive word-of-mouth publicity and return to business.

- The goal of customer service is to foster better customer relationships
- The 3 elements of customer service are **speed**, **convenience**, and **friendliness**.
- This means delivering fast resolutions, on the channels of your customers' choice, and seeing things from the customer's perspective.

- The most important qualities of customer service are the **human** elements.
- Customers want speed and convenience, but they also look for **empathy** and **commitment** to the issues they care about.
- 61% of customers say they will spend more to buy from a company that is empathetic and understanding.

- Businesses with the highest customer satisfaction scores interact with customers over messaging channels (WhatsApp and Facebook Messenger) because customers expect convenience.
- 75% of customers are willing to spend more with companies that give them a good customer experience.





# Type of Customers

- 4 basic types
  - **External paying customers**
    - Ex. People who eat in restaurant
  - **External nonpaying**
    - Those who receive services, goods but don't directly pay for. Ex. Tourist get information, map
  - **Internal customers**
    - Same organization
  - **Regulated customers**
    - Government agent



- Customer's characters are vary



# Why Customer Services Is Important

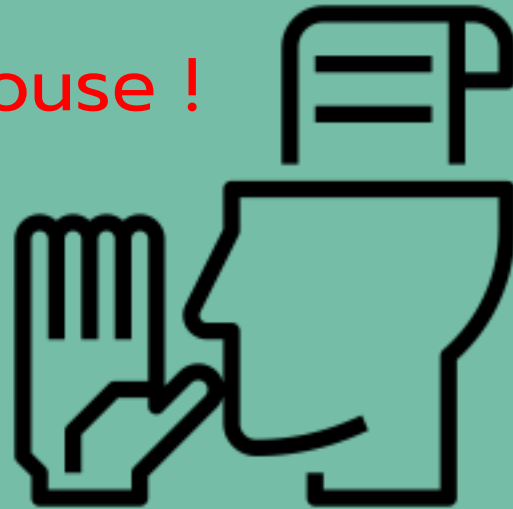


# WHY IS CUSTOMER SERVICE SO IMPORTANT?

- It is important to treat the customer well as it will have longer term benefits for the organization:
- Good customer relations mean that the
- organization's reputation is enhanced , customers see the way they were treated by an employee and the organization as the same thing.

- All organizations benefit from good publicity
- from happy customers.
- A person with a bad experience is five times more likely to pass on a story of a bad experience than a happy experience.

**Word of mouth or mouse !**



- Cost of lost customer
- Ripple effect



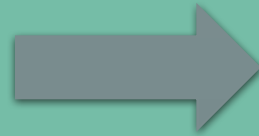
Retaining existing customers is less expensive than acquiring new ones. finding new customers can cost 6-7 times more than retaining your current customer.

- From the study 1 will tell 10-20 of unhappy experiences
- If one tells 11 person
- $1+11 = 12$
- $12 \text{ tell } 5 = 60$
- Total = 72 person
- If 72 person pay THB 50 a week how much does it cost?

# *Is customer always right?*

- Make unreasonable requests

- **However,**



- Deserves to be treated as he/she is important

- Unable expectations

- Deserves to receive maximum effort of serving even his/her expectation impractical

- Loose with the truth

- Don't understand company

# *Why service matter?*

- Professionalism in customer service requires



- Genuine sense of fairness and goodwill
- The same skills that bring success and satisfaction to all aspect of life

- Customer service skills



- You create customer loyalty; you feel better about your life & yourself

- Why



- More you commit to giving great service, the more you will get association with company

# How to Provide Excellent Customer Service

**1** *Be Friendly*

**2** *Say Thank You*

**3** *Listen*

**4** *Train Your Staff*

**5** *Ask for Feedback*

) the balance





# KUSAB MODEL

- **K knowledge** : I know
- **U understanding** : I see
- **S skills** : I can
  - **A attitude** : I believe
  - **B behavior** : I do

- **K**: Knowledge - Learning new information and converted into usable knowledge : Lecture, conference, game, role-play, case study - "I know"
- **U**: Understanding - Creating a new understanding "I see"
- **S**: Skills - Learning new skills and ways of solving problems or further developing existing skills of thinking : practice- "I can"
- **A**: Attitudes - Changing of attitudes, including beliefs and values - "I feel/I believe"
- **B**: Behavior - Participants applying their newly-learned material to what they do and how they live, changing ways of behaving - "I do"



## Buyers will pay you more for a better customer support

**68%**

of buyers will pay more  
for products and  
services from a  
company with a strong  
record of good  
customer service.

(HubSpot, 2019)



# Questions???

- What's your name?
- What's your telephone number?
- What's your name, please?
- Can I have your telephone number?
- May I have your name, please?
- Could I ask for your telephone number, please?
- Could you tell me your telephone number, please?

- The flight is totally booked on Friday.

- I'm sorry, the flight on Friday is completely booked

- There are no seats available on Friday flight. I can put you on the waiting list if you'd like.

- Would you like anything else?

- Will there be anything else for you today?

# Question



# Reference

- <https://www.zendesk.com/th/blog/customer-service-skills/>

<https://www.ada.cx/customer-service>