
Global Certificate in Airline and Airport Management

Airline Customer Service Management

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Airline customer service management plays a crucial role in the aviation industry by ensuring that passengers have a positive experience from booking their tickets to arriving at their final destination. This involves a range of tasks and responsibilities to meet the needs and expectations of passengers while maintaining operational efficiency and compliance with regulations.

Key Terms and Vocabulary:

1. **Passenger Experience:** The overall journey and interactions a passenger has with an airline from booking a ticket to arriving at their destination. It encompasses customer service, comfort, safety, and convenience.
2. **Customer Service:** The assistance and support provided to passengers before, during, and after their flight. It includes responding to inquiries, handling complaints, and ensuring a pleasant travel experience.
3. **Service Recovery:** The process of addressing and resolving customer complaints or issues to restore customer satisfaction. It involves acknowledging the problem, finding a solution, and compensating the passenger if necessary.
4. **Customer Relationship Management (CRM):** The approach taken by airlines to manage interactions with customers, analyze data, and improve customer satisfaction. CRM systems help airlines personalize their services and anticipate customer needs.
5. **Code of Conduct:** A set of rules and guidelines that airlines follow to ensure ethical behavior and fair treatment of passengers. It includes policies on overbooking, flight delays, compensation, and baggage handling.
6. **Quality of Service:** The level of service provided by an airline to meet or exceed customer expectations. It includes factors such as on-time performance, cleanliness, comfort, and the attitude of staff members.
7. **Service Level Agreement (SLA):** A contract between an airline and a service provider that defines the level of service to be provided. SLAs establish performance metrics, response times, and penalties for non-compliance.
8. **Customer Feedback:** Comments, reviews, and ratings provided by passengers about their experience with an airline. Feedback helps airlines identify areas for improvement and make changes to enhance customer satisfaction.

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9. **Conflict Resolution:** The process of addressing disputes or disagreements between passengers and airline staff. It involves listening to both parties, finding a compromise, and ensuring a fair resolution.
10. **Service Recovery Paradox:** The phenomenon where customers who experience a service failure that is resolved effectively by the airline may become more loyal than if no failure had occurred. Effective service recovery can turn a dissatisfied customer into a loyal advocate.
11. **Customer Loyalty:** The tendency of passengers to repeatedly choose a particular airline for their travel needs. Customer loyalty is influenced by factors such as price, service quality, convenience, and frequent flyer programs.
12. **Frequent Flyer Program:** A loyalty program offered by airlines to reward passengers for their continued business. Passengers earn points or miles for each flight they take, which can be redeemed for free flights, upgrades, or other benefits.
13. **Complaint Handling:** The process of receiving, investigating, and resolving complaints from passengers. Airlines must have effective procedures in place to address complaints promptly and prevent recurring issues.
14. **Emotional Intelligence:** The ability of airline staff to understand and manage their emotions and those of passengers. Emotional intelligence helps staff members communicate effectively, build rapport with passengers, and handle challenging situations.
15. **Cross-Cultural Communication:** The process of exchanging information between individuals from different cultural backgrounds. Airlines must train their staff to be sensitive to cultural differences and adapt their communication style accordingly.
16. **Service Recovery Strategies:** Techniques used by airlines to resolve customer complaints and retain customer loyalty. Strategies may include offering compensation, discounts, upgrades, or personalized apologies.
17. **Customer Service Training:** Programs designed to educate airline staff on how to provide excellent customer service. Training covers topics such as communication skills, conflict resolution, empathy, and problem-solving.
18. **Customer Satisfaction:** The extent to which passengers are happy with the service provided by an airline. Customer satisfaction surveys, feedback, and reviews help airlines measure and improve their performance.
19. **Passenger Rights:** The entitlements and protections afforded to passengers under airline regulations. Rights include compensation for flight delays, lost baggage, denied boarding, and other inconveniences.
20. **Service Recovery Cost:** The expenses incurred by airlines to resolve customer complaints and compensate passengers for service failures. Service recovery costs impact the profitability and reputation of
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airlines.

21. On-time Performance: The percentage of flights that depart and arrive on schedule. On-time performance is a key metric for measuring airline reliability and customer satisfaction.
22. Customer Retention: The ability of an airline to keep customers and prevent them from switching to competitors. Retaining customers is essential for long-term profitability and growth.
23. Personalization: The customization of services and offers to meet the individual preferences and needs of passengers. Personalization can enhance the passenger experience and increase customer loyalty.
24. Compliance: The adherence to laws, regulations, and industry standards by airlines. Compliance ensures the safety, security, and well-being of passengers and helps maintain the reputation of the airline.
25. Service Recovery Metrics: Key performance indicators used to measure the effectiveness of service recovery efforts. Metrics may include response time, resolution rate, customer satisfaction scores, and repeat business.
26. Customer Expectations: The standards and demands that passengers have for airline services. Meeting or exceeding customer expectations is essential for creating a positive customer experience and building loyalty.
27. Operational Efficiency: The ability of an airline to maximize resources, minimize costs, and deliver services in a timely manner. Operational efficiency is crucial for maintaining competitiveness and profitability.
28. Communication Skills: The ability of airline staff to convey information clearly, listen attentively, and empathize with passengers. Effective communication skills are essential for providing excellent customer service.
29. Service Recovery Process: The step-by-step approach taken by airlines to address customer complaints and resolve service failures. The process involves acknowledging the issue, investigating the cause, and implementing a solution.
30. Competition: The rivalry between airlines to attract and retain passengers. Airlines must differentiate themselves through pricing, service quality, route network, and loyalty programs to stay competitive.
31. Complaint Resolution Time: The time taken by airlines to resolve customer complaints and issues. Prompt resolution is crucial for maintaining customer satisfaction and preventing negative word-of-mouth.
32. Service Quality: The level of excellence or superiority of services provided by an airline. Service quality includes factors such as reliability, responsiveness, assurance, empathy, and tangibles.
33. Customer Care: The provision of assistance, support, and information to passengers before, during, and

after their flight. Customer care aims to address passenger needs and enhance the overall travel experience.

34. Service Recovery Plan: A structured approach developed by airlines to handle service failures and customer complaints. The plan outlines procedures, responsibilities, escalation paths, and communication strategies.

35. Customer Advocacy: The promotion and support of an airline by satisfied customers who recommend its services to others. Customer advocacy is a powerful marketing tool for attracting new passengers.

36. Service Excellence: The consistent delivery of superior service that exceeds customer expectations. Service excellence is a key differentiator for airlines in a competitive market.

37. Customer Engagement: The interaction and involvement of passengers with an airline before, during, and after their journey. Customer engagement builds loyalty, strengthens relationships, and enhances the customer experience.

38. Service Recovery Training: Programs designed to educate airline staff on how to handle service failures and customer complaints effectively. Training includes role-playing, case studies, and real-life scenarios.

39. Customer Preferences: The likes, dislikes, and choices of passengers regarding airline services. Understanding customer preferences helps airlines customize their offerings and enhance the passenger experience.

40. Service Innovation: The introduction of new ideas, technologies, or processes to improve airline services and meet evolving customer needs. Service innovation drives competitiveness and differentiation in the market.

41. Customer Service Culture: The values, beliefs, and practices within an airline that prioritize customer satisfaction and service excellence. A strong customer service culture empowers employees to deliver exceptional service.

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