

WORK-STUDY DIPLOMA IN CUSTOMER EXPERIENCE MANAGEMENT (AVIATION TRACK)

MODULE OBJECTIVES

Module 1: Customer Behaviour Analytics

On completion of this module, trainees should be able to perform customer behavioural analysis with customer relationship management (CRM) tools and techniques. Trainees should also be able to formulate and present action plans to close performance gaps and create better customer satisfaction.

Module 2: Passenger Service Management

On completion of this module, trainees should be able to manage ground-handling services including passenger and baggage check-in, arrival and departure duties, service disputes as well as handle lost and found baggage. Trainees should also be able to handle passengers with special needs.

Module 3: Airport Management & Operations

On completion of this module, trainees should be able to coordinate airline activities across different departments and/or stakeholders to meet the operational demands of the airport. Trainees should be able to manage ground service to airlines for pre-flight preparations, ground handling and operational controls. In the event of irregular operations such as aircraft delays and flight disruptions, trainees should also be able to examine the effects and implications on overall airport operations.

Module 4: Service Experience & User Design

On completion of this module, trainees should be able to develop, strategise and execute point-to-point customer service experience through service quality and user design (UX) tools. Trainees should be able to assess opportunity and cost in bridging service gaps to enhance customer experience and service delivery.

Module 5: Customer Service Quality & Management System

On completion of this module, trainees should be able to apply the concepts of quality management systems to perform and manage work process for quality customer service delivery. The trainees will also be equipped with knowledge of sustainability practices to carry out corporate social responsibility (CSR) and business ethics within the service work processes

Module 6: Safety, Security & Health Standards Management

On completion of this module, trainees should be able to determine common hazards and risks associated with ground handling services and operations and enforce compliance of safety, security and health standards in accordance with workplace safety requirements. Trainees should be able to carry out safety, security & health checks on work activities and investigate non-compliance or at stake cases at the workplace.

Module 7: Airport Lounge Management

On completion of this module, trainees should be able to observe company standard operations procedures (SOP) to provide orientation and deliver premium service to guests visiting the lounge. They should also be able to manage the food and beverage operations at the lounge in compliance with safety and hygiene standards. In addition, they should be able to provide assistance to manage the different sections of Commercially Important Person (CIP) and Executive lounges.

Module 8: Team Management

On completion of this module, trainees should be able to plan for resource and lead the team in resolving conflicts, manage group dynamics, effect teamwork, and apply the power of influence for a more effective and efficient organisation.

Module 9: Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

Module 10: On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company.