

WSDip in Customer Experience (Cabin Services): Module Objectives

#	Module Title	Module Synopsis
1	Service Experience Design[#]	On completion of this module, trainees should be able to develop, strategise and execute point-to-point customer service experience through service quality. Trainees should be able to assess opportunity and cost in bridging service gaps to enhance customer experience and service delivery.
2	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.
3	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.
4	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.
5	Team Management[^]	On completion of this module, trainees should be able to plan for resources 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.
6	Inflight Services & Communications	On completion of this module, trainees should be able to manage and provide inflight services as well as be equipped with the skills to manage communication, reporting and documentation requirements as a crew-in-charge.
7	Inflight Customer Service & Engagement	On completion of this module, trainees should be able to provide exceptional customer service and engagement during the flight. Trainees would be equipped with skills to conduct service briefing, maintain cabin condition for passenger comfort as well as manage passenger needs in order to create a memorable inflight experience for the passengers.
8	Cabin Emergency Management	On completion of this module, trainees should be able to able to conduct pre-flight safety review, prepare cabin for flight, maintain communication with flight crew and manage inflight emergencies.
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.
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.

[#] Common module across all specialisations for WSDip in Customer Experience Management

[^] Common module with WSDip in Customer Experience Management (Aviation)