

Syllabus

Course Name: Serving the travel customer (Aviation)

Certification: Speedwings

Duration: 30 Hrs

Chapter -1

1. Customer Service in the Travel Industry

- 1.1. Customer Service in the Travel Industry
- 1.2. The Role of the Travel Professional
- 1.3. The Needs and Expectations of the Travel Customer
- 1.4. What Customer Service Means
- 1.5. Using the Internet to Serve Customers

Chapter -2

2. Communicating with Customers

- 2.1. Verbal Communication
- 2.2. Non-Verbal Communication
- 2.3. Telephone and Text-Based Communication
- 2.4. Overcoming Language Barriers

Chapter -3

3. Customer Service and Technology

- 3.1. Information Customers Expect
- 3.2. Available Modes of Communication
- 3.3. Automating Customer Communication
- 3.4. Embracing Technology to Serve Travel Customers

Chapter -4

4. Winning Customer Loyalty

- 4.1. Four Steps in Delivering Exceptional Service
- 4.2. Provide After Sales Service and Support
- 4.3. Protect Customer Interests
- 4.4. Maintaining Customer Loyalty



Chapter -5

5. Handling Difficult Customer Service Situations

- 5.1. Why Customers Get Upset
- 5.2. Responding to a Customer Who is Upset
- 5.3. Calming Customers on the Telephone
- 5.4. Calming the Customer: Do's and Don'ts
- 5.5. Dealing with Customers' Challenging Requests
- 5.6. Keeping Self-Control

Chapter -6

6. Coping with Work Stress

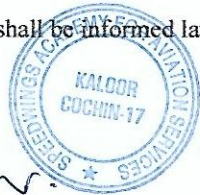
- 6.1. Sources of Stress in the Workplace
- 6.2. Coping with Stress

Chapter -7

7. Passenger Check-in & Boarding

- 7.1. Greet Passenger at Check-in Counter
- 7.2. Validate Documents and Seat Allocation
- 7.3. Baggage Check in process
- 7.4. Handover the Boarding Pass
- 7.5. Passenger Boarding Announcements
- 7.6. Assist Passengers in Special Needs

8. **Assessment:** Multiple Choice Offline Exam – 2 Hours, 60 questions, pass mark 70%
9. One Day industry visit at CIAL, Kochi. Students will have to arrange their own transportation for the visit. Date shall be informed later.



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