



Course Name:

Service Quality at Airports

DESCRIPTION:

This course provides trainees with the knowledge, skills and tools needed to manage service quality effectively at Airport. Case studies to demonstrate how to apply key concepts and techniques at leading airports to achieve practical results. Participants will also become familiar with Customer Satisfaction Survey and how to integrate related tools into an effective service improvement strategy.

About :

Airport Service/Quality

Course format:

* Presentation

➤ (Printed Paper)

What you will learn :

- Define service characteristics and customer satisfaction.
- Measure service delivery and set Key Performance Indicators (KPIs).
- Use qualitative customer satisfaction survey data and quantitative service measures to develop continuous improvement programs.
- Report service quality results that use benchmarking and gap analysis to identify true service levels.

Who should attend :

- All aviation staff, supervisors and managers Airport General Manager/ Executive Director
- Airport Operations, Customer Service, Service Quality Directors, Managers, Officers and staff
- Airport Marketing and Commercial Managers and staff
- Airport Public Affairs and Communications, Directors, Managers and staff

PREREQUISITES: participants should have prior knowledge of :

A background in an aviation field

No previous experience of quality management

COURSE CONTENT :

OVERVIEW :

- Managing service quality – a best practice approach
- Defining service standards and customer satisfaction
- Measuring service delivery and setting KPIs
- Designing and Using qualitative customer satisfaction survey data and quantitative service measures and develop continuous improvement programs
- Gap analysis and management reporting
- Interactive case study approach to apply concepts learned in the course

DURATION : 3 days / 12 Hours

LANGUAGE INSTRUCTION : English / Arabic