

AIRLINE TERMINAL & SERVICE QUALITY MANAGEMENT

Customer Service Management

- ❖ Customer Relationship Management in Airlines Sector
- ❖ Passenger Management
- ❖ Passengers with Special Needs – Management of Medical Condition



CUSTOMER LOYALTY



PROMOTION



INTERACTION



ANALYSIS



ORDER



DATABASE



DOCUMENTATION



COMMUNICATION

CUSTOMER RELATIONSHIP MANAGER SYSTEM

Customer Relationship Management in Airlines Sector



CRM program : Essentials

- ❖ Identify customer success factors
- ❖ Create a customer-based culture
- ❖ Adopt customer-based measures
- ❖ Develop an end-to-end process to serve customers
- ❖ Recommend what questions to ask to help a customer solve a problem
- ❖ Recommend what to tell a customer with a complaint about a purchase
- ❖ Track all aspects of selling to customers and prospects as well as customer support

E- CRM

- eCRM (electronic CRM) relates to using IT for CRM purposes.
- eCRM allows companies to initiate business-to-business (B2B) CRM activities such as lead capture, campaign management, case entry, case diagnostics and case tracking via the Web.
- E-CRM is not just customer service, self-service web applications, sales force automation tools or the analysis of customers' purchasing behaviors on the internet.
- E-CRM is all of these initiatives working together to enable an organization to more effectively respond to its customers' needs and to market to them on a one-to-one basis.

Airline e-CRM model

- Provides an understanding of customer behavior and enables airlines to measure results of marketing and merchandising changes.
- Supports more effective promotions through integration of data between marketing and merchandising users.
- Provides a single view of customers across the enterprise and across contact points.
- Gives airlines the ability to respond more dynamically and quickly to market demands.

Passenger management

- ❑ Check-In Process
- ❑ Bio-Metric Identification and Registered Passenger Schemes
- ❑ Airport Security
- ❑ Biometrics and Other Systems

Passengers with Special Needs and Medical Conditions

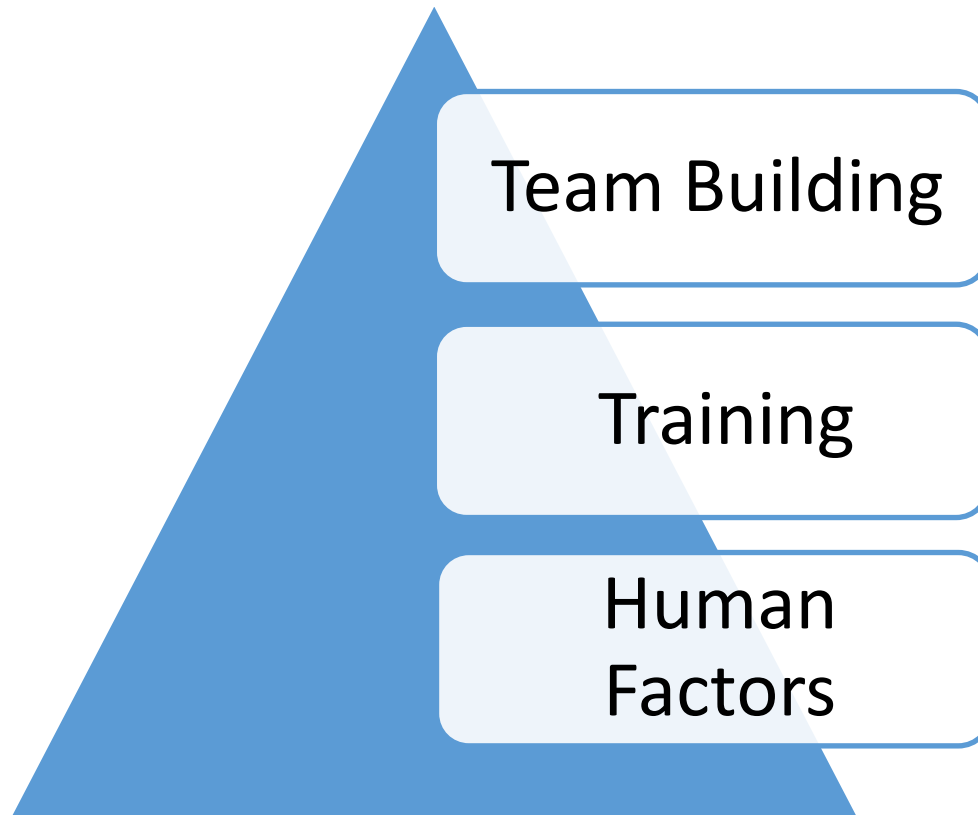
- Medical Confidentiality
- Insurance and Disability
- Medico-Legal
- Customer Relations



Human Resource Management in the Airline Industry

- ❑ Building Airline Management Leadership
- ❑ Management of Ground Handling Staff
- ❑ Management of Airline Crew Members
- ❑ Fatigue Risk Management Systems

BUILDING AVIATION MANAGEMENT LEADERSHIP



Management of Ground Handling Staff		
Passenger Services	Other Services	Management Duties
Arrival service	Cargo and mail services	Training
Check-in service	Central departure control	Ramp Services
Gate service	Consulting services	Baggage handling
Irregularity services	Crew services	Interior cleaning
Lost and found	Financial services	Cooling/heating
Lounge services	Flight Deck Operations	De-icing/anti-icing
Security and VIP service	Manual development	Load control and Loading/unloading
Transfer service	Medical services	Marshalling
	Ships library	Moving of aircraft
	Surface transportation	Parking
	Systems development	Pre-departure inspections
	Ticket sales	Ramp fueling/De-fueling operations
		Ramp to flight deck communications
		Safety measures

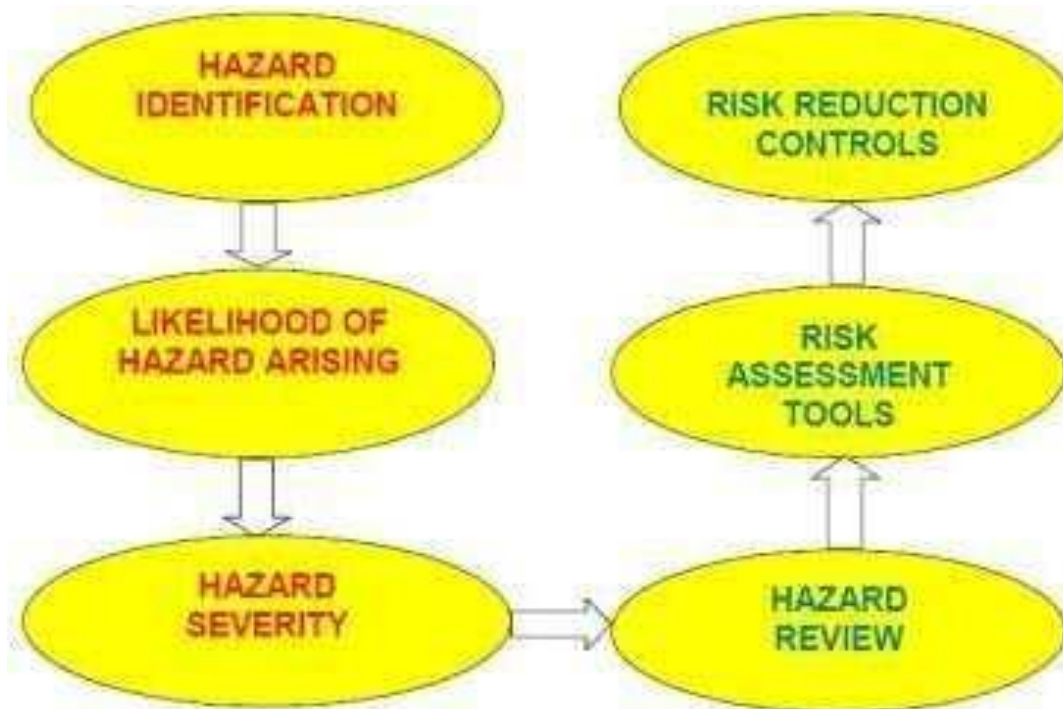
MANAGEMENT OF AIRLINE CREW MEMBERS

A CRM expert named Todd Bishop developed a five-step process encompassing inquiry and advocacy steps:

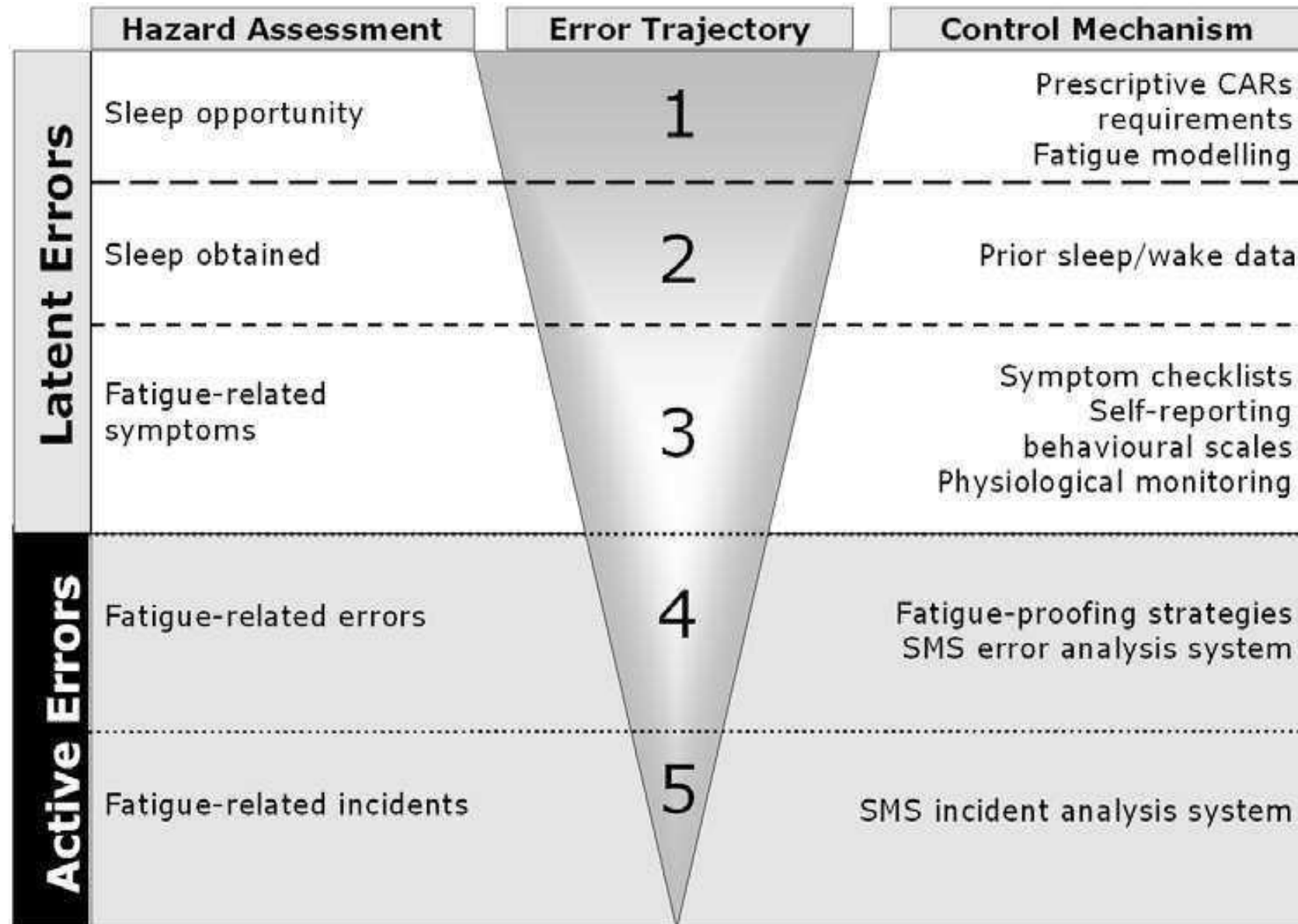
1. Opening or attention getter - Address the individual. "Hey Chief," or "Captain Smith," or "Bob," or however the name or title that will get the person's attention
2. State your concern - Express your analysis of the situation in a direct manner while owning your emotions about it. "I'm concerned that we may not have enough fuel to fly around this storm system," or "I'm worried that the roof might collapse."
3. State the problem as you see it - "We're showing only 40 minutes of fuel left," or "This building has a lightweight steel truss roof, and we may have fire extension into the roof structure."
4. State a solution - "Let's divert to another airport and refuel," or "I think we should pull some tiles and take a look with the thermal imaging camera before we commit crews inside."
5. Obtain agreement (or buy-in) - "Does that sound good to you, Captain?"

These are often difficult skills to master, as they may require significant changes in personal habits, interpersonal dynamics, and organizational culture.

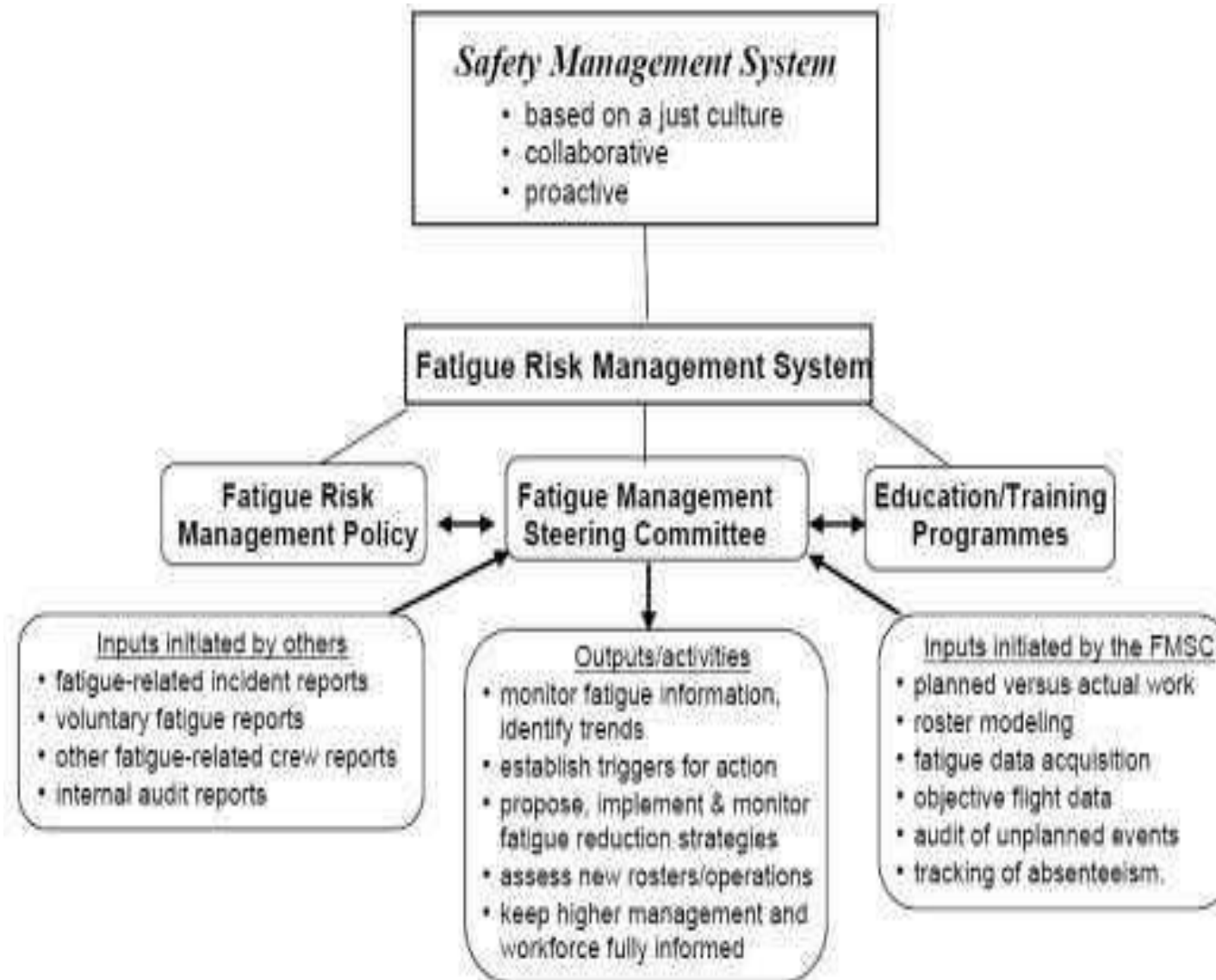
Fatigue Risk Management Systems(FRMS)



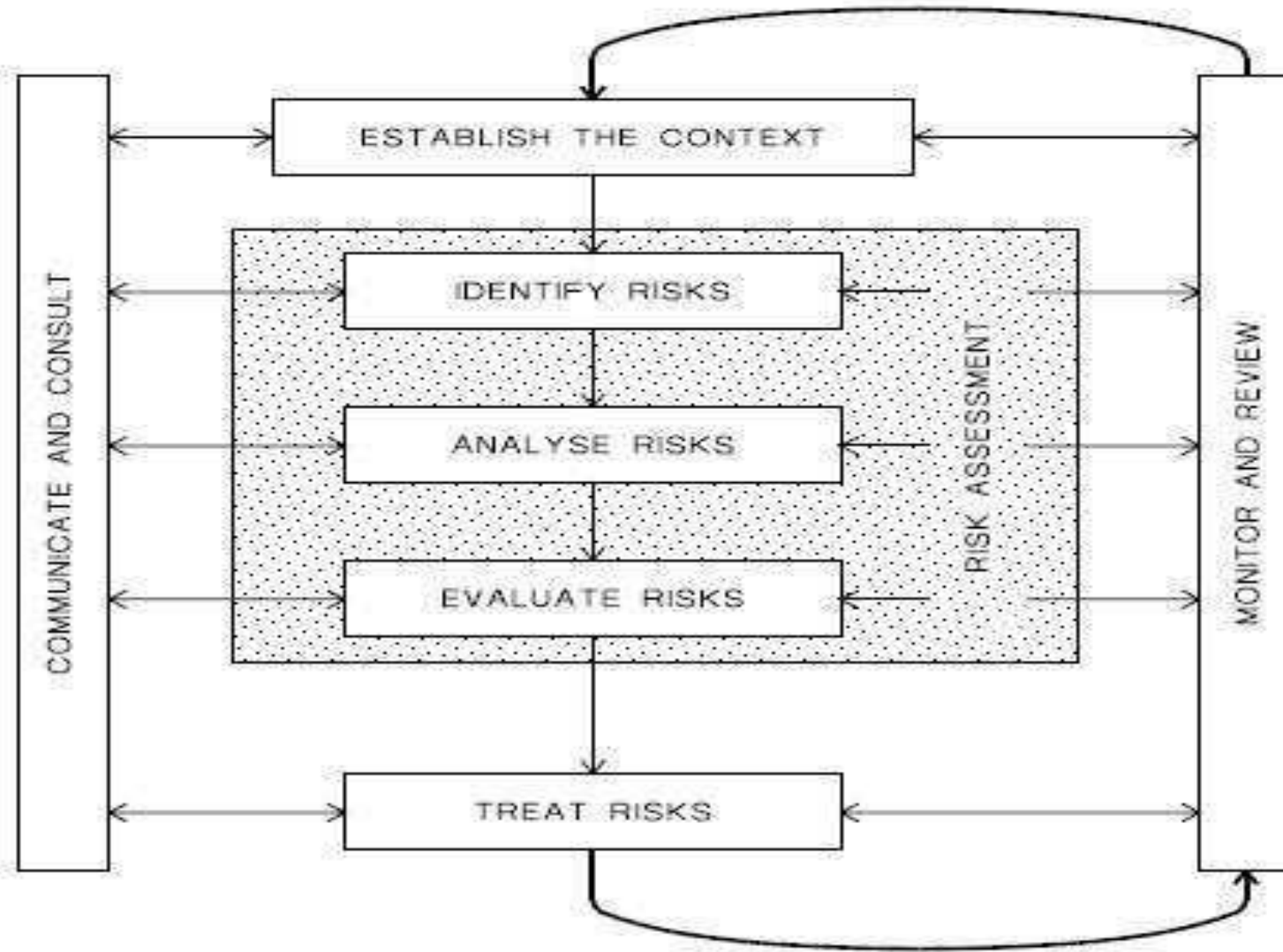
ICAO 5 defensive layers (or levels of control in managing fatigue risk) against an error trajectory analogous to Reason's —Swiss cheese model



SAFETY MANAGEMENT SYSTEM



Risk Assessment/Management Process



<u>ICAO's 10 Steps to SMS</u>	<u>Essential FRMS Elements</u>
1. Planning	- Non-punitive Fatigue Risk Management Policy - "Just Culture"
2. Senior Management Commitment	
3. Organisation	- Fatigue Management Steering Group
4. Hazard Identification	- Fatigue Risk Assessment Tools - Crew Fatigue Reporting - Employee Communication Channels for Feedback
5. Risk Management	- Strategic, Scientifically-Driven Crew Scheduling - Validated, Timely Fatigue Mitigation Strategies -Data driven processes for monitoring alertness
6. Investigation Capability	- Procedures to Investigate and Record Fatigue-Related Incidents
7. Safety Analysis Capability	- Data Collection & Assessment
8. Safety Promotion & Training	- Education and Awareness Training Programmes
9. Safety Management Documentation	- Documented SOPs for FRMS Implementation
10.Oversight and Performance Monitoring	- Operator Internal Audit Programme - FRMS Validation Programme - Safety Performance Measurement

Airline Schedule Planning and Development

- Concept of Schedule Planning
- Mission of Scheduling
- Equipment Maintenance
- Flight Operations and Crew Scheduling
- Ground Operations and Facility Limitations
- Schedule Planning and Coordination
- Equipment Assignment and Types of Schedules
- Hub and Spoke Scheduling
- Data Limitations in Airline Scheduling

Airline Fleet Planning and Management

- Factors in Fleet Planning
- Design and Development: The manufacturer's viewpoint
- The Fleet Planning Process
- The Decision to Upgrade or Replace



Thank You