

# LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

## Aviation Customer Service Essentials

*Workshop Level*



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### LAPT — London Academy of Professional Training

**Address** 85 Great Portland Street, W1W 7LT, London, United Kingdom

**Email** [info@lapt.org](mailto:info@lapt.org)

**Telephone** +44 7513 283044

**Web** [lapt.org](http://lapt.org)

**Reference** AV-PSE-W • Aviation Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

|               |                                                |
|---------------|------------------------------------------------|
| REFERENCE     | AV-PSE-W                                       |
| AWARD         | Certificate                                    |
| ASSESSMENT    | 445 marks — 267 to pass (60%)                  |
| PREREQUISITES | None                                           |
| VALIDITY      | Lifetime                                       |
| AWARDING BODY | LAPT — London Academy of Professional Training |

CURRICULUM

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| <div>1</div> <div>Communication Skills for Aviation Professionals</div> <div>3 chapters · 12 classes 65 marks</div> <div><div>• 1 Fundamentals of Effective Communication in Aviation — 4 classes</div><div><div>› 1.1 Understanding Communication Principles in Aviation</div><div>› 1.2 Identifying Barriers to Effective Communication</div><div>› 1.3 Practicing Active Listening in Aviation Settings</div><div>› 1.4 Applying Clear and Concise Communication Techniques</div></div><div>• 2 Interpersonal Communication Strategies with Passengers — 4 classes</div><div><div>› 2.1 Understanding Passenger Needs: Building Effective Communication Foundations</div><div>› 2.2 Practicing Active Listening: Enhancing Passenger Interaction</div><div>› 2.3 Responding to Passenger Concerns: Developing Empathy and Patience</div><div>› 2.4 Managing Difficult Situations: Applying Conflict Resolution Techniques</div></div><div>• 3 Advanced Communication Techniques for Conflict Resolution — 4 classes</div><div><div>› 3.1 Mastering Active Listening Techniques</div><div>› 3.2 Applying Empathy in Conflict Situations</div><div>› 3.3 Utilizing Assertive Communication Strategies</div><div>› 3.4 Practicing De-escalation Methods for Dispute Resolution</div></div></div> |
| <div>2</div> <div>Cultural Awareness in Aviation</div> <div>3 chapters · 12 classes 45 marks</div> <div><div>• 1 Understanding Cultural Diversity in Aviation — 4 classes</div><div><div>› 1.1 Exploring Cultural Diversity in Aviation</div><div>› 1.2 Identifying Cultural Norms and Etiquette</div><div>› 1.3 Communicating Effectively Across Cultures</div><div>› 1.4 Applying Cultural Awareness to Customer Service Scenarios</div></div><div>• 2 Effective Communication Strategies Across Cultures — 4 classes</div><div><div>› 2.1 Understanding Cultural Differences: Key Aspects in Communication</div><div>› 2.2 Decoding Non-Verbal Cues: Interpreting Body Language Across Cultures</div><div>› 2.3 Adapting Communication Styles: Strategies for Effective Interaction</div><div>› 2.4 Applying Cross-Cultural Communication: Real-World Scenarios &amp; Solutions</div></div><div>• 3 Managing Cultural Sensitivities in Passenger Services — 4 classes</div><div><div>› 3.1 Understanding Cultural Differences Among Passengers</div><div>› 3.2 Recognizing and Respecting Passenger Customs and Traditions</div><div>› 3.3 Adapting Communication Styles to Diverse Cultural Norms</div><div>› 3.4 Implementing Strategies for Resolving Cultural Conflicts</div></div></div> |

3

## Introduction to Aviation Customer Service

3 chapters · 12 classes

90 marks

### • 1 Understanding the Aviation Customer Service Landscape — 4

classes

- › 1.1 Exploring the Basics of Aviation Customer Service
- › 1.2 Identifying Key Roles in the Aviation Customer Service Environment
- › 1.3 Analyzing Common Challenges in Aviation Customer Service
- › 1.4 Implementing Best Practices for Enhancing Customer Satisfaction

### • 2 Key Interpersonal Skills for Exceptional Passenger Service — 4

classes

- › 2.1 Understanding Passenger Needs: Identifying Key Interpersonal Skills
- › 2.2 Enhancing Communication: Techniques for Effective Interaction
- › 2.3 Building Rapport: Strategies for Trust and Connection
- › 2.4 Resolving Conflicts: Approaches to Maintain Calm and Professionalism

### • 3 Handling Complex Customer Service Scenarios in Aviation — 4

classes

- › 3.1 Identify Challenging Scenarios in Aviation Customer Service
- › 3.2 Analyze Effective Communication Strategies for Aviation
- › 3.3 Implement Conflict Resolution Techniques in Customer Interactions
- › 3.4 Develop Adaptive Problem-Solving Skills for Aviation

4

## Passenger Feedback Analysis

3 chapters · 12 classes

90 marks

### • 1 Understanding Passenger Feedback Channels and Metrics — 4

classes

- › 1.1 Exploring Passenger Feedback Channels
- › 1.2 Analyzing Key Metrics in Passenger Feedback
- › 1.3 Comparing Effectiveness of Different Feedback Channels
- › 1.4 Applying Feedback Metrics to Enhance Customer Service

### • 2 Analyzing Passenger Feedback Data for Service Improvement — 4

classes

- › 2.1 Understanding Passenger Feedback: Key Concepts and Terminology
- › 2.2 Identifying Patterns in Passenger Feedback for Insightful Analysis
- › 2.3 Utilizing Data Tools to Categorize Passenger Feedback
- › 2.4 Implementing Feedback Insights to Enhance Customer Service

### • 3 Implementing Changes Based on Passenger Feedback — 4 classes

- › 3.1 Understanding the Impact of Passenger Feedback on Service Improvement
- › 3.2 Identifying Key Areas for Change from Feedback Data
- › 3.3 Designing Actionable Strategies to Address Passenger Concerns
- › 3.4 Evaluating the Effectiveness of Implemented Changes

5

## Passenger Handling and Support

3 chapters · 12 classes

65 marks

### • 1 Understanding Passenger Profiles and Needs — 4 classes

- › 1.1 Identifying Passenger Types and Characteristics
- › 1.2 Analyzing Passenger Needs and Expectations
- › 1.3 Adapting Communication Styles for Diverse Passengers
- › 1.4 Implementing Personalized Passenger Support Strategies

### • 2 Effective Communication and Problem Resolution Techniques —

4 classes

- › 2.1 Understanding Effective Communication in Aviation Contexts
- › 2.2 Mastering Active Listening Techniques for Passenger Support
- › 2.3 Utilizing Empathetic Communication for Problem Resolution
- › 2.4 Applying Conflict Resolution Strategies in Aviation Scenarios

### • 3 Advanced Passenger Support: Special Assistance and Emergency Protocols — 4 classes

- › 3.1 Understand Special Assistance Needs and Categories
- › 3.2 Implement Personalised Support for Passengers with Reduced Mobility
- › 3.3 Execute Protocols for Assisting Passengers with Hidden Disabilities
- › 3.4 Respond to In-Flight Emergencies: Procedures and Best Practices

**• 1 Understanding Service Failures and Their Impact** — 4 classes

- › 1.1 Identifying Common Service Failures in Aviation
- › 1.2 Analyzing the Impact of Service Failures on Customer Satisfaction
- › 1.3 Exploring the Emotional and Financial Costs of Service Failures
- › 1.4 Developing a Proactive Approach to Service Recovery

**• 2 Effective Communication Techniques for Service Recovery** — 4 classes

- › 2.1 Understand the Role of Communication in Service Recovery
- › 2.2 Identify Key Verbal Techniques for Effective Resolution
- › 2.3 Explore Non-Verbal Cues in Customer Interactions
- › 2.4 Apply Active Listening Skills to Improve Customer Outcomes

**• 3 Implementing Best Practices in Service Recovery Solutions** — 4 classes

- › 3.1 Understanding the Fundamentals of Service Recovery
- › 3.2 Identifying Common Service Failures and Solutions
- › 3.3 Applying Effective Communication Strategies in Service Recovery
- › 3.4 Implementing Continuous Improvement in Service Recovery Practices