

**SKILLS FRAMEWORK FOR AIR TRANSPORT
SKILLS MAP – EXECUTIVE (PASSENGER SERVICES)**

Sector	Air Transport	
Sub-Sector	Airport	
Track	Passenger Services	
Occupation	Passenger Services Professional	
Job Role	Executive (Passenger Services)	
Job Role Description	<p>The Executive (Passenger Services) identifies areas for service improvement through analysing customer data and reviewing policies and processes. He/She benchmarks customer satisfaction levels against industry norms and proposes mitigating actions to address gaps. He also improves service levels and develops plans to resolve safety and/or security breaches. He is also accountable for manpower deployment and developing on-the-job training programmes and workplace learning plans to improve the capabilities of teams.</p> <p>The Executive (Passenger Services) has an in-depth understanding of passenger needs and customer service standards of the organisation. He also works in a multicultural environment and engages with people at all levels. He is able to multi-task and manage resources to resolve issues within a tight time frame. Moreover, he possesses excellent communication, interpersonal and decision-making skills to oversee staff matters.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Provide quality customer services	Manage long-term manpower requirements for the delivery of passenger services
		Manage internal studies to gauge customer satisfaction levels
		Review new international policies which impact the delivery of customer services
		Benchmark customer satisfaction levels against industry norms
		Review new processes to propose corrective measures for service delivery
		Propose service improvements by analysing self-service systems and equipment performance
	Uphold safety and/or security standards	Enforce a strong safety and/or security culture in the workplace
		Address internal or external audit issues
		Recommend action plans to prevent future safety and/or security breaches
	Influence organisational development	Develop on-the-job training programmes
		Develop workplace learning plans
Advise supervisors and/or team leads in the execution of new policies		
Drive business development operations	Engage customers and/or other stakeholders to understand their needs and expectations	

		Recommend modifications to products and services		
	Build business network	Grow relationships with customers and/or other stakeholders by building credibility and trust		
		Partake in networking events to increase the organisation's reach and source for potential partnerships		
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies (Top 5)	
	Accident and Incident Response Management	Level 3	Leadership	Intermediate
	Baggage Lost and Found Operations	Level 4	Interpersonal Skills	Intermediate
	Baggage Services Management	Level 4	Service Orientation	Advanced
	Business Development	Level 4	Communication	Intermediate
	Business Negotiation	Level 4	Developing People	Intermediate
	Change Management	Level 4		
	Crisis Communication and Media Management	Level 3		
	Customer and Passenger Handling and Care	Level 4		
	Customer Relationship Management	Level 4		
	Dangerous Goods Management	Level 4		
	Financial Planning and Budget Management	Level 3		
	Ground Handling Services and Operations Management	Level 4		
	Hazard and Risk Control and Policy Management	Level 4		
	Human Factors Management	Level 4		
	Inclement Weather Operations and Planning	Level 4		
	Innovation Management	Level 4		
	International Air Transport Association Safety Audit for Ground Operations Implementation	Level 4		
	Internet of Things Application	Level 4		
	Learning and Development	Level 4		
	Manpower Planning	Level 4		
Process Improvement and Optimisation	Level 4			

	Service Branding and Coaching	Level 4	
	Service Innovation	Level 4	
	Stakeholder Management	Level 4	
	Standard Operating Procedures Development	Level 4	
	Technology Application	Level 4	
Programme Listing	For a list of Training Programmes available for the Air Transport sector, please visit: www.skillsfuture.sg/skills-framework/air-transport		

The information contained in this document serves as a guide.