

<b>SKILLS FRAMEWORK FOR AIR TRANSPORT</b> <b>SKILLS MAP – SENIOR CUSTOMER SERVICES OFFICER (CALL CENTRE)/</b> <b>SENIOR CUSTOMER SERVICES OFFICER (RESERVATIONS &amp; TICKETING)/</b> <b>SENIOR PASSENGER RELATIONS OFFICER</b>				
<b>Sector</b>	Air Transport			
<b>Sub-Sector</b>	Airline			
<b>Track</b>	Customer Services			
<b>Occupation</b>	Customer Services Clerical Support			
<b>Job Role</b>	Senior Customer Services Officer (Call Centre)/Senior Customer Services Officer (Reservations & Ticketing)/Senior Passenger Relations Officer			
<b>Job Role Description</b>	<p>The Senior Customer Services Officer (Call Centre)/Senior Customer Services Officer (Reservations &amp; Ticketing)/Senior Passenger Relations Officer provides specialised customer service delivery. He/She identifies customer preferences, needs and expectations and strives to exceed them. He is also able to meet the needs of premium customers at the service lounges. He supervises the preparation of customer documentation and handles escalated customer requests. He adheres to team safety and/or security standards in the workplace and escalates any reports of safety and/or security breaches. He is a mentor to the customer services officers and guides them in performing day-to-day tasks.</p> <p>Being detail-oriented with good communication skills, the Senior Customer Services Officer (Call Centre)/Senior Customer Services Officer (Reservations &amp; Ticketing)/Senior Passenger Relations Officer is able to work well with others. He is tactful and diplomatic when dealing with difficult situations and provides excellent customer services and support. He also has strong attention to details to verify and process documentation. He is comfortable in facilitating face to face interactions whilst working in shifts. Moreover, he has good computer skills to process passenger documentation. He is able to understand the developmental needs of officers in order to mentor them.</p>			
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>		<b>Key Tasks</b>	
			Provide quality customer services	Identify customer preferences, needs and expectations Meet the needs of premium customers at service lounges Handle complex customer requests
			Uphold safety and/or security standards	Interpret and follow safety and/or security standards for teams in the workplace Escalate reports of breaches in safety and/or security standards to relevant authorities
	Influence organisational development		Act as mentor to junior officers	
			Guide officers and new staff to perform day-to-day tasks	
	<b>Skills &amp; Competencies</b>	<b>Technical Skills &amp; Competencies</b>		<b>Generic Skills &amp; Competencies (Top 5)</b>
Airline Marketing		Level 2	Communication Intermediate	

	Airline Operations Management	Level 2	Service Orientation	Basic
	Airport Operations Management	Level 2	Digital Literacy	Basic
	Call Centre Management	Level 2	Interpersonal Skills	Basic
	Change Management	Level 2	Problem Solving	Basic
	Customer and Passenger Handling and Care	Level 2		
	Customer Relationship Management	Level 2		
	Customer Service Delivery	Level 2		
	Human Factors Management	Level 2		
	Innovation Management	Level 2		
	Learning and Development	Level 2		
	Market Research	Level 2		
	Service Branding and Coaching	Level 2		
	Stakeholder Management	Level 2		
	Technology Application	Level 2		
<b>Programme Listing</b>	For a list of Training Programmes available for the Air Transport sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/air-transport">www.skillsfuture.sg/skills-framework/air-transport</a>			

The information contained in this document serves as a guide.