

SKILLS FRAMEWORK FOR AIR TRANSPORT SKILLS MAP – CUSTOMER SERVICES SUPERVISOR (CALL CENTRE)/ CUSTOMER SERVICES SUPERVISOR (RESERVATIONS & TICKETING)/ PREMIUM SERVICES SUPERVISOR		
Sector	Air Transport	
Sub-Sector	Airline	
Track	Customer Services	
Occupation	Customer Services Professional	
Job Role	Customer Services Supervisor (Call Centre)/Customer Services Supervisor (Reservations & Ticketing)/Premium Services Supervisor	
Job Role Description	<p>The Customer Services Supervisor (Call Centre)/Customer Services Supervisor (Reservations & Ticketing)/Premium Services Supervisor identifies and proposes areas of enhancements to improve the airline’s customer experiences. He/She coordinates activities of team members to ensure service delivery meets or exceeds expected standards. He enforces safety and/or security compliance in the workplace and conducts investigation on the root causes of all safety and/or security breaches. He manages staff disputes and provides on-the-job training to improve their performance.</p> <p>The Customer Services Supervisor (Call Centre)/Customer Services Supervisor (Reservations & Ticketing)/Premium Services Supervisor has a strong understanding of the industry to anticipate customer preferences, needs and expectations. He is customer-centric with strong attention to details to identify areas of enhancements for customer service delivery. In addition, he is also able to show initiative and consider industry best practices to solve customer problems and issues. He possesses excellent interpersonal and customer service skills whilst working in shifts. He also displays leadership capabilities in order to manage and mentor junior and senior officers.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Provide quality customer services	Anticipate customer preferences, needs and expectations
		Resolve exceptional customer situations
		Coordinate and deploy team members to ensure service delivery meets expected standards
		Consolidate customer feedback on areas of improvement to enhance customer experience
		Provide recommendations to enhance customer service delivery
	Uphold safety and/or security standards	Enforce compliance of safety and/or security standards in the workplace
		Investigate root causes of breaches in safety and/or security standards
Carry out safety and/or security checks in the workplace		
	Manage staff conflicts, grievances and disputes	

	Influence organisational development	Provide coaching and feedback to improve team performance				
		Provide on-the-job training to enhance capabilities of officers				
		Act as mentor to officers and team members				
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies (Top 5)			
	Airline Distribution Channel Strategies	Level 3	Service Orientation	Intermediate		
	Airline Marketing	Level 3	Transdisciplinary Thinking	Basic		
	Airline Operations Management	Level 3	Leadership	Intermediate		
	Airport Operations Management	Level 3	Problem Solving	Basic		
	Business Development	Level 3	Communication	Intermediate		
	Call Centre Management	Level 3				
	Change Management	Level 3				
	Crisis Communication and Media Management	Level 3				
	Customer and Passenger Handling and Care	Level 3				
	Customer Relationship Management	Level 3				
	Customer Service Delivery	Level 3				
	Ground Services Training Delivery	Level 3				
	Human Factors Management	Level 3				
	Innovation Management	Level 3				
	Learning and Development	Level 3				
	Manpower Planning	Level 4				
	Market Research	Level 3				
	Service Branding and Coaching	Level 3				
	Stakeholder Management	Level 3				
Standard Operating Procedures Development	Level 3					
Technology Application	Level 3					
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.