

<b>SKILLS FRAMEWORK FOR AIR TRANSPORT            SKILLS MAP – EXECUTIVE (CONTACT CENTRE OPERATIONS)/            EXECUTIVE (SERVICE CENTRES)/            EXECUTIVE (PREMIUM PASSENGER SERVICES)</b>		
<b>Sector</b>	Air Transport	
<b>Sub-Sector</b>	Airline	
<b>Track</b>	Customer Services	
<b>Occupation</b>	Customer Services Professional	
<b>Job Role</b>	Executive (Contact Centre Operations)/Executive (Service Centres)/Executive (Premium Passenger Services)	
<b>Job Role Description</b>	<p>The Executive (Contact Centre Operations)/Executive (Service Centres)/Executive (Premium Passenger Services) is responsible for enhancing the delivery and efficiency of customer service operations. He/She monitors customer service delivery and develops solutions to boost the airline service standards. He presents ideas to higher authorities to get their endorsement for new service innovations. To uphold safety and/or security standards, he addresses internal and external audits issues and recommends action plans to prevent future breaches. He develops on-the-job training programmes and workplace learning plans to improve the teams' capabilities.</p> <p>With good problem-solving skills, the Executive (Contact Centre Operations)/Executive (Service Centres)/Executive (Premium Passenger Services) reviews and assesses solutions provided by others and determines the best course of action for the airline. He also has strong communication and interpersonal skills to obtain stakeholders buy-in and is highly competent in computer literacy. He pays strong attention to details and has a strong understanding of the industry to anticipate customer preferences, needs and expectations. Moreover, he is customer-focused to identify areas of enhancements for service delivery and is able to work under pressure with good multi-tasking skills. He also displays strong leadership capabilities to provide guidance to the teams.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Provide quality customer services	Analyse customer information and needs
		Develop solutions in collaboration with stakeholders to augment customer service standards
		Monitor customer services to ensure compliance with standards and identify areas for enhancements
		Investigate service disruptions and propose service recovery actions
		Manage resources to increase efficiency of customer service operations
	Perform service innovation activities	Propose new ideas to enhance customer services
Present ideas to higher authorities to seek support for new service innovations		

	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 officers in the execution of new policies		
<b>Skills &amp; Competencies</b>	<b>Technical Skills &amp; Competencies</b>		<b>Generic Skills &amp; Competencies (Top 5)</b>	
	Airline Distribution Channel Strategies	Level 4	Creative Thinking	Basic
	Airline Marketing	Level 4	Sense Making	Basic
	Airline Operations Management	Level 4	Problem Solving	Intermediate
	Airport Operations Management	Level 3	Leadership	Basic
	Business Development	Level 4	Decision Making	Intermediate
	Business Negotiation	Level 4		
	Call Centre Management	Level 4		
	Change Management	Level 4		
	Crisis Communication and Media Management	Level 4		
	Customer and Passenger Handling and Care	Level 4		
	Customer Relationship Management	Level 4		
	Customer Service Delivery	Level 4		
	Ground Services Training Delivery	Level 4		
	Human Factors Management	Level 4		
	Innovation Management	Level 4		
	Learning and Development	Level 4		
	Manpower Planning	Level 4		
	Market Research	Level 4		
	Service Branding and Coaching	Level 4		
	Stakeholder Management	Level 4		
	Standard Operating Procedures Development	Level 4		
	Technology Application	Level 4		

<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>
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The information contained in this document serves as a guide.