

**SKILLS FRAMEWORK FOR AIR TRANSPORT
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Airline Operations					
TSC	Service Branding and Coaching					
TSC Description	Execute service brand guidelines and drive strategies to enhance the organisation's service brands and value propositions					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		ATP-ALO-2006-1.1	ATP-ALO-3006-1.1	ATP-ALO-4006-1.1	ATP-ALO-5006-1.1	
		Apply and fulfil service branding guidelines when delivering customer services	Provide guidance to staff to maintain consistency in service branding standards	Review organisation's service branding standards and develop plans to reduce gaps in delivering the service brands	Develop strategies to drive service branding initiatives and convey the benefits of the service brands for the organisation	
Knowledge		<ul style="list-style-type: none"> Airlines service brands and related guidelines Communication and interpersonal skills Customer relationship management techniques 	<ul style="list-style-type: none"> Airlines service brands and related guidelines Communication and interpersonal skills Customer relationship management techniques Coaching and mentoring techniques Methods to analyse and assess service standards and service delivery 	<ul style="list-style-type: none"> Airlines service brands and related guidelines Communication and interpersonal skills Customer relationship management techniques Coaching and mentoring techniques Methods to analyse and assess service standards and service delivery Implementation methods of airlines service brand guidelines Processes to analyse impact of service brand guidelines 	<ul style="list-style-type: none"> Airlines service brands and related guidelines Communication and interpersonal skills Customer relationship management techniques Coaching and mentoring techniques Methods to analyse and assess service standards and service delivery Competitors' service brands and related guidelines Impact of service branding initiatives on business performance Service branding strategies Methods to evaluate impact of service branding initiatives 	
Abilities		<ul style="list-style-type: none"> Provide information to customers on the types of services available Assist passengers through arrival and 	<ul style="list-style-type: none"> Monitor the delivery of services by ground handling staff and ensure consistency 	<ul style="list-style-type: none"> Develop service brand guidelines Determine service gaps by comparing collated customer feedback 	<ul style="list-style-type: none"> Develop the service brands in alignment with the organisation's strategies 	

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		<p>check-in processes in adherence to service brand guidelines</p> <ul style="list-style-type: none"> Collect customer feedback to promote service excellence 	<ul style="list-style-type: none"> Collate customer feedback and prepare reports for management review Examine complaints or non-compliance reports and implement corrective actions to enhance the delivery of service brands Provide coaching and feedback to improve service performance and ensure consistency in service delivery 	<p>against organisation's service standards and service brand guidelines</p> <ul style="list-style-type: none"> Review analytics and develop strategic action plans to minimise complaints and non-adherence to service branding 	<ul style="list-style-type: none"> Develop strategies to advocate the adoption of the service brands Gauge the impact of service branding initiatives on business performance Drive continuous innovation and process improvements for existing customer service processes 	
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