

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

TSC Category	Customer and Passenger Services					
TSC	Call Centre Management					
TSC Description	Implement and manage call centre operations to address queries and needs of customers					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	ATP-CPS-1002-1.1	ATP-CPS-2002-1.1	ATP-CPS-3002-1.1	ATP-CPS-4002-1.1		
	Provide assistance to customers and handle customer enquiries in the call centres	Resolve escalated customer issues and suggest actions to meet the needs of customers	Supervise and coach customer service teams to deliver expected service standards	Develop call centre operational strategies in line with customer and passenger service delivery models of airlines		
Knowledge	<ul style="list-style-type: none"> Telephone etiquette Communication skills Customer service Standard Operating Procedures (SOPs) of airlines Airlines reservation systems 	<ul style="list-style-type: none"> Telephone etiquette Communication skills Customer service Standard Operating Procedures (SOPs) of airlines Airlines reservation systems Procedures for documentation and maintaining records in the call centres Common challenges in call centre management 	<ul style="list-style-type: none"> Telephone etiquette Customer service Standard Operating Procedures (SOPs) of airlines Airlines reservation systems Procedures for documentation and maintaining records in the call centres Tools and techniques of coaching and mentoring Procedures and techniques of call monitoring Roster management Principles of training and development Common challenges in call centre management 	<ul style="list-style-type: none"> Customer service Standard Operating Procedures (SOPs) of airlines Airlines reservation systems Procedures for documentation and maintaining records in the call centres Tools and techniques of coaching and mentoring Procedures and techniques of call monitoring Roster management Principles of training and development Best practices and international standards in call centre operations Performance metrics for call centre operations 		
Abilities	<ul style="list-style-type: none"> Follow SOPs while attending to inbound calls and enquiries 	<ul style="list-style-type: none"> Follow up and resolve pending customer calls Prepare incident reports with details of actions taken 	<ul style="list-style-type: none"> Gather and evaluate feedback from call monitoring 	<ul style="list-style-type: none"> Develop call centre operational strategies Collaborate with relevant stakeholders and/or departments to enhance 		

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	<ul style="list-style-type: none"> • Guide or assist customers through the reservation processes • Escalate unresolved calls to superiors • Provide member services to premium customers 	<ul style="list-style-type: none"> • Monitor queues and track inbound calls • Mentor and guide team members to handle enquiries and solve customer problems 	<ul style="list-style-type: none"> • Assess customer feedback and complaints to identify training needs • Develop customer service training curricula and materials • Coach staff to deliver expected customer service standards • Schedule the rosters of customer service teams to manage daily targets • Administer day-to-day operations of call centre teams • Review and recommend new business opportunities for the airlines 	<p>customer call centre experience and develop new market offerings for customers</p> <ul style="list-style-type: none"> • Project call volumes and allocate sufficient manpower resources to meet call volumes demand • Benchmark call centre operations against international standards • Develop action plans to enhance call centre operations 		
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