

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

TSC Category	Customer and Passenger Services					
TSC	Customer Relationship Management					
TSC Description	Initiate and drive activities to enhance customer relationships and brand loyalty for the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		ATP-CPS-2004-1.1	ATP-CPS-3004-1.1	ATP-CPS-4004-1.1	ATP-CPS-5004-1.1	
		Execute Customer Relationship Management (CRM) plans and programmes through regular interactions with customers and monitoring of their satisfaction levels	Implement Customer Relationship Management (CRM) plans and programmes by determining customer needs and recommending solutions	Develop Customer Relationship Management (CRM) plans and programmes to enhance the overall health of customer relationships	Devise innovative Customer Relationship Management (CRM) strategies to grow customer loyalty	
Knowledge		<ul style="list-style-type: none"> • CRM frameworks • Concept of customer satisfaction • Customer communication strategies • Techniques of customer needs identification • Customer record-keeping procedures and systems 	<ul style="list-style-type: none"> • CRM frameworks • Customer communication strategies • Techniques of customer needs identification • Techniques to collect feedback on products and/or services • Techniques to implement CRM plans and best practices 	<ul style="list-style-type: none"> • CRM frameworks • Customer communication strategies • Customer loyalty management techniques • Theories of consumer behaviour • Concept of Customer Lifetime Value (CLV) • Statistical analysis techniques • Role of Information Technology (IT) in CRM 	<ul style="list-style-type: none"> • Organisation's future CRM strategies • Evolution of CRM strategies and best practices • Financial analysis • CRM frameworks • Customer communication strategies • Customer loyalty management techniques • Theories of consumer behaviour • Role of Information Technology (IT) in CRM 	
Abilities		<ul style="list-style-type: none"> • Communicate with customers and maintain positive relationships • Identify customer needs and capture information into CRM databases • Retrieve information stored on databases to facilitate new CRM initiatives 	<ul style="list-style-type: none"> • Implement CRM plans and programmes • Administer activities and processes for managing customer relationships • Consult with customers to ensure products and services meet customer needs • Assess customer needs and recommend plans or 	<ul style="list-style-type: none"> • Review existing CRM plans and programmes • Evaluate overall health of customer relationships and determine areas for enhancements • Analyse data from CRM systems to estimate CLV • Analyse data from CRM systems to identify factors 	<ul style="list-style-type: none"> • Formulate innovative strategies to build customer loyalty • Leverage on IT and integrate new technologies to enhance CRM plans and programmes • Develop key performance indicators to evaluate customer relationships 	

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		<ul style="list-style-type: none"> • Adapt to any special needs and diversity of customers • Execute customer relationship management programmes • Monitor customer satisfaction levels 	strategies to meet their needs	<p>which drive customer satisfaction and loyalty</p> <ul style="list-style-type: none"> • Develop CRM plans and programmes to enhance customer satisfaction 	<ul style="list-style-type: none"> • Measure financial returns of CRM plans, programmes and strategies 	
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