

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

TSC Category	Customer and Passenger Services					
TSC	Customer Service Delivery					
TSC Description	Anticipate customer needs and provide quality customer services as ambassadors of the airports					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	ATP-CPS-1005-1.1	ATP-CPS-2005-1.1	ATP-CPS-3005-1.1	ATP-CPS-4005-1.1		
	Identify and respond to customer requests and needs in the airports	Offer solutions that are customised to customer preferences, needs and expectations and in line with organisation's service delivery models	Implement measures to alleviate customer service delivery through determining emerging customer needs, potential problems and risks	Develop customer service delivery models and propose areas for enhancements based on market research and international best practices		
Knowledge	<ul style="list-style-type: none"> Communication guidelines and procedures to respond to customer requests Multi-cultural awareness and sensitivity Active listening techniques Products and services offered by the airports or airlines Passenger check-in systems and equipment 	<ul style="list-style-type: none"> Factors that drive customer satisfaction Customer service standards for managing premium customers in the airports Disability awareness Conflict management Negotiation techniques Networking techniques Organisation's service delivery models 	<ul style="list-style-type: none"> Emerging customer needs and trends Market research tools and techniques Local and international guidelines such as International Air Transport Association (IATA) Passenger Services Conference Resolutions Manual (PSCRM) and Passenger and Airport Data Interchange Standards (PADIS) 	<ul style="list-style-type: none"> International best practices for customer service delivery Market trends for customer needs and demands Customer handling techniques Techniques to pacify dissatisfied customers and turn around cases Local and international guidelines such as International Air Transport Association (IATA) Passenger Services Conference Resolutions Manual (PSCRM) and Passenger and Airport Data Interchange Standards (PADIS) 		
Abilities	<ul style="list-style-type: none"> Explain information and respond to customer requests 	<ul style="list-style-type: none"> Provide customised responses based on customer preferences, needs and expectations 	<ul style="list-style-type: none"> Identify potential problems and facilitate ways to improve customer service standards 	<ul style="list-style-type: none"> Manage exceptional customer complaint cases Develop customer service delivery models 		

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	<ul style="list-style-type: none"> • Infer culture-specific requests and provide appropriate solutions • Apply active listening techniques to understand customers' needs • Offer recommendations to customers on available products or services to meet their needs • Assist customers in the usage of equipment such as automated check-in self-service kiosks and bag-drop facilities 	<ul style="list-style-type: none"> • Offer advice and solutions to resolve customer requests • Provide explanations for service disruptions and handle unmet customers' requests • Suggest appropriate products or services to accommodate customers with special needs • Initiate conversations with customers to enhance customer experience • Execute customer services according to organisation's service delivery models and standards 	<ul style="list-style-type: none"> • Implement quality measures through internal studies to determine areas for improvements in customer service delivery • Adapt new developments and trends in airports to enhance service delivery 	<ul style="list-style-type: none"> • Conduct market research on customer needs and demands • Evaluate market research results and customer feedback to pinpoint areas for developments and ways to exceed international benchmarks 		
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