

Airlines ground customer services

Axe 1 : Logistique and organisation

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Abstract: In a huge competitive world airline try to develop strategies to insure safety and security in their business process. These strategies are applicable in a process that many researchers call GROUND HANDLING SUPPLY CHAIN, which providing services to passengers represent an important part . If airlines want to implement a safe working environment with a good service provided to the customer, they have to develop methods of work : providing adequate control of safety and security risks arising from work activities , and introducing a monitoring system for every passenger step . Many successful airlines in the world like easy jet company could inspire us as a researchers . On time performance also is an important thing in the airlines business process , every passenger need to arrive in appropriate time . When the airline misses on time performance it loses loyalty and brand image , means revenue lost.

For airlines the challenge still to be improved , specifically in developing “customer relationship management” strategies , in order to put our local companies that participate in national GDP in the right path for a sustainable growing and competitiveness. Implementing a supply chain management strategy for ground services at every contact with passengers reveals an important point that local airlines have to focus on ; **MAKING IT EASY IN ALL AIRPORTS.**

Résumé : Dans un vaste monde compétitif, les compagnies aériennes tentent de développer des stratégies pour assurer la sécurité et la sûreté dans leurs processus d'affaires. Ces stratégies sont applicables dans un processus que beaucoup de chercheurs appellent GROUND HANDLING SUPPLY CHAIN, dont les services offerts aux passagers représentent une partie importante. Si les compagnies aérienne souhaitent mettre en place un environnement de travail sûr et fournir un bon service au client, elles doivent développer des méthodes de travail ; maîtriser les risques de sécurité liés aux activités professionnelle et mettre en place un système de surveillance pour chaque passager . beaucoup aériennes prospères dans le monde comme la compagnie Easyjet pourraient nous inspirer en tant que chercheurs. La performance a temps est également une chose important dans le processus d'affaire des compagnies aériennes. Chaque passager doit arriver en temps opportun lorsque la compagnie manque en termes de ponctualité . elle perd la loyauté et l'image de marque , ce qui signifie des revenus à la perte.

S'assurer que l'entreprise est fiable et qu'elle délivre aux clients devrait être le point de mire, et l'apport de certains talents de l'extérieur pourrait apporter d'autres perspectives .

Pour les compagnies du Maroc, le défi reste à relever, notamment en développant des stratégies de <gestion de la relation client> afin de mettre nos entreprises locales qui participent au PIB national sur la bonne voie pour une croissance et une compétitivité durables. La mise en œuvre d'une stratégie de gestion de la chaîne d'approvisionnement pour les services au sol à chaque contact avec les passagers révèle un point important sur lequel les compagnies aériennes locales doivent se concentrer : **RENDRE FACILE DANS TOUS LES Aéroports**

I. INTRODUCTION

Airlines has become the most safer transport mode in last year's, but one would hardly know it from the increase of information about aircraft disasters, bad time performance also a bad customer relationship management. Many of these information either imply or state immediately that some airlines are less worried about safety than others, and that these differences in attitude are reflected in immensely different safety records. Airlines tries to develop strategies to insure first of all safety and security, on time performance and specifically customer relationship management in their business process. Those strategies are applicable in a progression that many researchers call ground handling supply chain, which providing services to passengers represent an important part.

For airlines the challenge still to be improved, specifically in developing customer relationship management strategies, in order to put local companies that participate in national <GDP> Gross Domestic Product in the right path for a sustainable growing and competitiveness.

-the first ambition is how to provide a good service for the customer and to develop strategies to attract loyal partners.



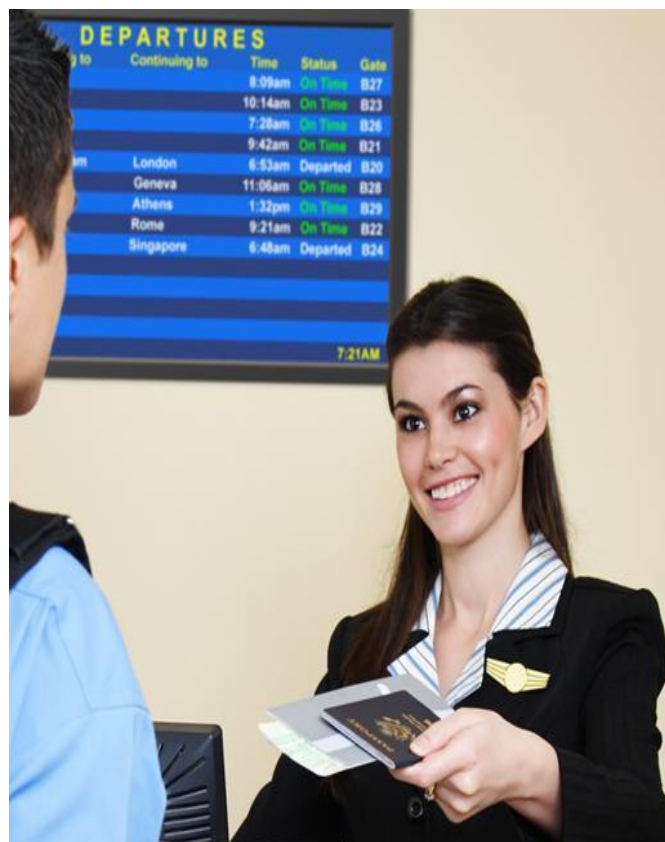
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II. GROUND SERVICES FOR AIRLINES

A. Customer Relationship management :

Customer relationship management is a combination of processes and technologies that seek to know a company's clients. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. Customer relationship management has evolved from advances in information technology and organizational changes in customer centric processes. Companies that successfully implement CRM will collect the rewards in customer loyalty and long run profitability. However, successful implementation is elusive to many companies, mostly because they do not understand that CRM requires company wide, cross functional, customer focused business process and engineering. Although a large portion of CRM is technology, viewing CRM as a technology only is likely a fail. Managing a successful CRM implementation requires an integrated and balanced approach to technology, process, and people.

Customer relationship management is a system developed to help companies build and maintain good relationship with their clients.



B. The role of culture in customer relationships :

There comes a point when money can not buy succes, it cannot buy brand equity or exeptional customer experiences or even succesful utilization of customer relationship management systems . money cannot buy everything no matter how much of it you have . consider the airlines industry , you bord an airplane today in united states and with very few exceptions you are welcomed with a fake smile from an overtired bored and uncaring staff member , you sense right then and there that you are anything but welcome. There is no amount of money that will make this staff member smile sincerely toward you and welcome you wholeheartedly.

The challenge of creating brand value, exceptional experiences , and durable customer relationships is dependent today more on the individual choice made by staff members rather than on any sophisticated customer relationship management analytics tool or training program . many companies have already fixe broken process , optimized their call centers and developed social media response teams . the new front line is peoples attitude , this is where traditional management tools clash with the new reality . cannot force from the top down , all people or staff to smile sincerely. this is their choice which means no longer use command and control tools such as processes , but should to explore new tools, must to develop cultural tools that makes people want to smile sincerely and delight customers and make them feel as it there is no other place the person who is serving them wants to be . When managing the emotional expects of the customer experience companies are dependent on the employees choice for more than on a managers ability to force a new procedure.

Companies see that customer relationship management culture is so important to develop business specifically in airlines process for which it is essential that all staff must be requited and selected with the appropriate Level of proven experience, skills and previous training to fulfil the defined job role. They shall subsequently receive the appropriate level of training for the tasks for which they are employed. Guidance on best practice training requirements can be found in IATA AHM <airport handling manual>. Also performs operational duties in functions within the scope of ground handling must complete initial training and assessment prior to being assigned such duties, and subsequently receive recurrent training as appropriate to the role. Human resources must receive training in the requirements commensurate with their responsibilities. Training must include :

- General familiarization on general provision and regulations.
- Thoroughly on requirements including policies, procedures and operating practices.
- Conflict management and disruption cases, particularly for front-line staff.
- Safety on associated operational hazard.
- Gathering specific equipments including work essential tools before starting contact with clients.



- Application of required security measures.

The content of all training material must be reviewed on a regular basis, and in conjunction with published updates, to ensure that it remains current.

Staff delivering training should be properly qualified, and it is recommended that trainers have been formally trained in instructional techniques. They must have a deep knowledge, and practical experience, relevant to the subject matter.

Personnel must not undertake any tasks until they have been fully trained and relevant training records have been completed.

All training must be validated via use of a test or evaluation, by written, oral, or practical means as applicable, to satisfy the requirement of the operational personnel to demonstrate an adequate knowledge, competency, or proficiency to perform duties, execute procedures, or operate equipment.



C. Excellent customer relationship:

Sam Walton- Founder of Wal-Mart said:

((The customer is a boss, and he can expel everybody in the company from the chairman on down, simply by spending his money somewhere else))

A recent survey found that 68 percent of customers would react by telling family and friends about a bad experience by posting it on a social network, however, there is great value in insuring to deliver a positive customer relationship, specifically because the competitive market and technologies. 2011 customers experience report found that 86 percent of U.S adults are ready to pay more for a better customer experience and 73 percent of U.S adults said a friendly customer service made them fall in love with a brand. Those criteria concern also different steps of a passenger experience, in a supply chain of services starting from the point of booking the ticket up to reaching to the final destination. This process should be considered as a supply chain because brand image is involved in every part of it.

Easyjet company, based in United Kingdom, was recently created in the beginning of the nineties, representing a good

example of growth in term of revenues, brand image and market share. Lets reflect why Easyjet became the second-largest airline in Europe by number of passengers, straight among several reasons is an excellent customer relationship management, Easyjet improve an excellent customer relationship, focus on time performance and give safety and security a big solicitude.

The objective is ultimately, to be always the customer choice and developing a durable platform of reliability.

III. DEVELOPING A CUSTOMER SERVICE TRAINING PROGRAMME

“Expanding Customer Service awareness and culture, simply increase business revenue”

A. develop a customer service training programme:

Analyzing current successes and challenges in delivering customer service, reviewing current levels of customer satisfaction from surveys, mystery client exercises and customer complaints. In addition, capturing the volume and nature of each to ensure focus on the critical aspects first and can measure the outcome of the training.

Focus should be on customer service attitudes, behaviors and skills within the training.

Using also exercises and activities in which staff can get practically involved. As a result, staff will be able to highlight issues that prevent great customer service and make suggested improvements. Consequently, this will help to embed a positive mindset shift.

Reviewing how customer service standards are captured and communicated.

recommend a review of the organization’s customer service standards with a view to embedding them during the training itself, as well as at team briefings etc.

However, if company has a small team it may not have any customer service standards. In this case, managers may wish to consider using some time before hand or some of the training time to capture the staff’s view on what the standard should be. As a result, this will really help enhance staff commitment to delivering excellent customer service.

Some other ticks Involves team leaders and managers to put plans for customer service training. Provide an overview of the training session, so that they reinforce the learning with follow up coaching and support. In addition, managers have provided staff members with feedback on the changes they have observed following the training and share information on the overall progress made.

Importantly, ensure team leaders and managers are well equipped at problem solving and are able to overcome most barriers to resolving customer service issues. For example, company can let a senior manager to introduce the first training session to explain why this is so important. Managers that are more willing may even support with practical demonstrations and sharing of knowledge.

Employees in the ongoing development of the training Survey should ensure the focus on their needs and incorporate their ideas also. Then ensure capture and feedback on their ideas and suggestions for how to improve customer service. In addition, after the training, ask staff how they would like to keep the momentum going afterwards. For example, customer service forums could be set up, as well as using features within daily briefings and team meetings.

-Back to Top, Reward excellent customer service:

Reward good service through a normal methods of performance reviews, as well as considering a 'Customer Service Excellence' Reward Scheme. For example, high scoring employees could win a customer service excellence award, say on a monthly basis. Successful schemes usually involve nominations from staff themselves, as well as managers and team leaders monitoring customer feedback.

Measure the outcome of the training program

Return to initial results from the surveys, mystery shoppers and complaint records after a set period of time, say on a quarterly basis. As a result, will be able to measure and communicate the improvements, as well as the focus for the next quarter.

-Celebrate the success of the training

Involve all the staff and thank them for their contributions and support. company achieve this in numerous ways, but one important factor is that the "thank you" comes from the top of the organization. Ideally, the senior company representative should do this face to face, or by video link in larger multi-site organizations where geographical limitations exist.

-In build learning into future training

Capture the key successes and lessons learnt through the customer service training program. In addition, ensure that other people in your company can easily access and utilize this valuable information.

B. How e-training and e-learning be useful in staff member training :

E-learning and E-training—what's the difference? While many people use the terms interchangeably, there are actually some important differences distinguishing "learning" and "training." Let's take a closer look at what it means to "learn" and "train." Understanding what makes each of these concepts unique is essential when it comes to educating employees, as both are required in order to develop an exceptional staff.

- E-training :

Training focuses on helping employees develop the skills they need to perform specific tasks. This includes providing information regarding certain processes and Day-to-Day operations. E-training does this in an online environment. Speeches, demonstrations, videos, text documents, and other materials can all be useful instruction methods for e-training.

While most training occurs during a new hire's first week on the job, many companies also embrace a "continuous training" philosophy. This means employees regularly have the chance

to brush up on skills—and develop new skills—as well as re-learn certain job functions and keep up to date on changing company or industry procedures and standards. Essentially, training sessions provide the tools needed for employees to work and perform their primary tasks effectively. Learning, of course, is an important part of training; however, the principles of learning go beyond developing skills for specific situations and are an essential component of employee growth.

- E-Learning?

Learning, in a general sense, is the process of acquiring knowledge and applying that information in potentially unanticipated ways. While training teaches employees protocol for specific situations, learning enables staff members to overcome non-specific issues that suddenly arise on their own. In essence, training may ready employees for expected situations, while learning prepares workers for the unexpected (e-learning, obviously, does this in an online setting). A company culture that embraces learning, including the use of continuous training, creates an inspiring environment that can lead to invaluable returns and success.

A successful learning atmosphere will apply both e-training and e-learning principles to help employees grow. Oftentimes, training and learning go hand-in-hand, as the quality of training materials can affect how well staff members learn and absorb information—you can think of it as an e-learning training program. One way to bring e-training and e-learning together is to utilize an innovative learning management system (LMS). An LMS can enable employees to learn the skills needed for both specific and nonspecific situations and help airlines to develop a team that's productive, proactive, and prepared.

C. principle steps to help in training staff :

That is, however, if manage to train the staff successfully. As the team grows, it's important that everyone understands business through and through. By following these steps in training staff members, Is the way to training the best possible team:

- Train staff even before they start working

From the very beginning, train the employees. How? By outlining all of company expectations of them in the job description, and with tests give them between interviewing stages, the future employees will already start to get an idea of what's expected of them. Training can start even before day one of the job!

- Create a training plan

If there a training plan available to employees from the very beginning, it will make the whole process much more hassle-



free. Once identified training needs, managers can be able to create an effective plan. For a guide on how to create an effective training program.

- Have staff shadow more experienced employees

Once have some employees who've been working with company a while and know all the ropes, they'll be able to teach new employees about what the business is really like.

- Understand the capabilities of each staff

By creating a Skills Matrix, in which you define each role and what skills are needed for each role, you'll then be able to establish what level the employees are at for each skill. Once you've done the research, you'll be able to decide which skills to focus on when you plan your training sessions.

- Provide staff members with airport handling manual guides

When you have any new employees join your company, it makes sense to give them an airport handling manual guide, with which they'll be able to review.

- provide all staff with the tools they'll need to succeed

Once full team is familiar with the tools they need, you'll be running a much more effective airline company. By providing trainings on all your tools, it will make teamwork easier. For some tools that can help out the team.

- Encourage staff members to ask questions

Throughout the training sessions you provide, you'll want to ensure that you make staff members comfortable enough to ask questions. It can be quite useful as well for team members to answer one another's questions—this is an opportunity for them to reinforce their knowledge through problem-solving.

- Ensure that train staff continuously

In addition to providing the staff with training at the very beginning of their time with company, ensure that you're also training them throughout their time at company. As a team grows, company find that they'll have more skills they need to learn as their responsibilities multiply, so you'll want to ensure they're always ready for that next challenge.

- Give the staff positive feedback

company don't want to give the staff so much feedback, of course, that they'll feel dispirited. But as long as support them—for example, giving them extra time to work on an assignment if you've just asked them to change how they complete their tasks—then they'll become better workers with each training. This will empower them, too.

- Train staff for culture, not just skills

In addition to providing workers with the skills they'll need for work, make sure it also train them about the company's culture. This will help them understand the true mission of the company, which is essential for working well on a team and coming up with new solutions.

- Be creative with trainings

Different staff will have different learning styles—so should ensure to provide trainings based on these styles, whether it's by observation and demonstration or hands-on practice. By making trainings more fun, too, they're more likely to learn faster and be excited to apply their new skills to the job.

IV. CONCLUSION:

There are many ways company can give power to staff and make the business more efficient by following these steps for training an staff members. Ensure to ask the workers for feedback, once implemented these steps to find out what works best for the company.

Do not forget that all these steps play a major role in developing customer relationships with employees and increasing the quality of the services offered by airlines. Also, adequate monitoring should be put in place by the company to see if the training program are being applied effectively.



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