

MODULE SYNOPSIS –

WSDip in Customer Experience Management (Aviation Services)

Course Objective

This course equips trainees with specialised aviation customer service skills, knowledge, and professional attributes, focusing on smart technology and automation. Trainees will gain expertise to handle complex service requests, including assisting passengers with special needs, and develop design thinking and data analytics skills to improve customer satisfaction and operational efficiency.

Modules Synopsis

Customer Behaviour Analytics

On completion of this module, trainees should be able to perform customer behavioural analysis using customer relationship management (CRM) tools and techniques. Trainees should also be able to formulate and present action plans aimed at closing performance gaps and enhancing customer satisfaction.

Passenger Service Management

On completion of this module, trainees should be able to manage ground-handling services, including passenger and baggage check-in, arrival and departure duties, resolving service disputes, and handling lost and found baggage. Trainees should also be able to handle passengers with special needs.

Airport Management & Operations

On completion of this module, trainees should be able to coordinate airline activities across multiple departments and/or stakeholders to meet airport operational demands. Trainees should be able to manage ground service for airlines, including pre-flight preparations, ground handling, and operational controls. In the event of irregular operations such as aircraft delays and flight disruptions, trainees should also be able to examine the effects and implications on overall airport operations.

Service Experience & User Design

On completion of this module, trainees should be able to develop, strategise, and execute point-to-point customer service experiences through service quality and user experience (UX) tools. Trainees will also be equipped to assess opportunities and costs associated with bridging service gaps to enhance customer experience and service delivery.

Customer Service Quality & Management System

On completion of this module, trainees should be able to apply the concepts of quality management systems to perform and manage work processes that ensure quality customer service delivery. The trainees will also be equipped with knowledge of sustainability practices to implement corporate social responsibility (CSR) and business ethics within service work processes.

Safety, Security & Health Standards Management

On completion of this module, trainees should be able to identify common hazards and risks associated with ground handling services and operations, and enforce compliance with safety, security and health standards in accordance with workplace safety requirements. Trainees should be able to conduct safety, security, and health inspections on work activities and investigate non-compliance or at stake cases at the workplace.

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Airport Lounge Management

On completion of this module, trainees should be able to observe company standard operations procedures (SOPs) to provide orientation and deliver premium service to guests visiting the lounge. They should also be able to manage the food and beverage operations at the lounge, in compliance with safety and hygiene standards. In addition, they should be able to provide assistance to manage the different sections of Commercially Important Person (CIP) and Executive lounges.

Team Management

On completion of this module, trainees should be able to plan for resource and lead the team in resolving conflicts, manage group dynamics, effect teamwork, and apply the power of influence for a more effective and efficient organisation.

Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company.

List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in Customer Experience Management (Aviation Track)

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Determine product or service problem area	☐
2	Perform customer journey mapping	☐
3	Propose product or service offers	☐
4	Manage check-in services for passenger and baggage	☐
5	Manage passenger departure and arrival functions	☐
6	Manage lost and found baggage	☐
7	Handle irregularities in flight operations	☐
8	Provide airline related services	☐
9	Manage passenger terminal	☐
10	Develop point-to-point customer service experience solutions	☐
11	Administer customer service experience solutions	☐
12	Implement design solutions/approaches for service gaps	☐
13	Deliver quality customer service	☐
14	Manage quality customer service work processes	☐
15	Assess service quality performance	☐
16	Implement corporate social responsibility (CSR), business ethics and sustainability strategies	☐
17	Enforce compliance of safety, security and health standards	☐
18	Carry out safety, security & health checks	☐
19	Investigate non-compliance or at stake cases	☐
20	Handle arrival and departure of lounge guest	☐
21	Assist to manage lounge service operations	☐
22	Manage lounge food and beverage operations	☐
23	Manage lounge food and beverage operations	☐
24	Conduct coaching	☐
25	Manage team performance	☐
	Sub-total of Competencies (Standard)	0

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
	Sub-total of Competencies (Company-specific)	0

Note:

- Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

0

Total no. of competencies listed (*standard & company specific*)

25

Percentage of selected competencies

0%

Completed By:

Name

Company