

MODULE SYNOPSIS – WSDip in CEM (Cabin Services)

Course Objective

This course equips trainees with skills, knowledge, and professional attributes in customer behavior analysis, developing, executing, and managing quality customer experience.

Additionally, trainees will acquire the skills to manage cabin emergency situations, provide inflight retail and catering services, deliver inflight customer service, and develop team management skills for resource planning and leadership.

Modules Synopsis

Customer Behaviour Analytics #
On completion of this module, trainees should be able to perform customer behavioural analysis with customer relationship management (CRM) tools and techniques. Trainees should also be able to formulate and present action plans to close performance gaps and create better customer satisfaction.
Service Experience Design #
On completion of this module, trainees should be able to develop, strategise and execute point-to-point customer service experience through service quality. Trainees should be able to assess opportunity and cost in 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 process for quality customer service delivery. The trainees will also be equipped with knowledge of sustainability practices to carry out corporate social responsibility (CSR) and business ethics within the service work processes.
Safety, Security & Health Standards Management ^
On completion of this module, trainees should be able to determine common hazards and risks associated with ground handling services and operations and enforce compliance of safety, security and health standards in accordance with workplace safety requirements. Trainees should be able to carry out safety, security & health checks on work activities and investigate non-compliance or at stake cases at the workplace.
Team Management ^
On completion of this module, trainees should be able to plan for resources 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.
Cabin Emergency Management *
On completion of this module, trainees should be able to handle emergency situations, including medical incidents, fires, and security threats within a cabin environment. Trainees should be able to communicate effectively, coordinate evacuation procedures and resolve crisis, ensure the safety and well-being of all onboard.
Inflight Catering & Retail Services *
On completion of this module, trainees should be able to oversee and deliver catering and retail services during flights. Trainees should be able to ensure compliance with food safety regulations, maintain optimal stock inventory onboard and implement effective merchandise strategies to enhance onboard retail offering. The trainees will be equipped to provide enhanced inflight experience, elevate passenger satisfaction through seamless catering and
Inflight Customer Service & Engagement *
On completion of this module, trainees should be able to provide exceptional customer service and engagement during the flight. Trainees should be able to develop a comprehensive understanding of passenger needs, preferences, and expectations, enabling them to personalise the inflight experience and exceed customer satisfaction levels. Trainees will be equipped with effective communication techniques to address passenger inquiries, resolve complaints, and provide assistance with various onboard amenities and services to create a memorable inflight
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.

Completed By:

Name

Company