Customer Service is a Moving Target
Objectives

As airlines look for ways to increase their revenue, they are looking at what kinds of ancillary fees they can charge customers. These changes can result in unhappy passengers. The objective of this training is to provide tools to assist you in overcoming passenger objections.

After completion of this course you will be able to:
• Be a better listener
• Use empathy and assurance
• Show confidence
• Set realistic expectations
• Overcome objections

Remember that you are responsible for completing this training and hope you find these tools helpful when dealing with dissatisfied customers.
Customers Today

Customers are shareholders and they want to “feel” or “see” that you are following the airlines policies and safeguarding their investment in the company.

- Customers have an emotional tie to their trip at the airport whether they are flying for vacation, work or just flying home.

- Customers want options. Targeting a solution might be as simple as giving them the option to use the kiosk vs waiting in line. They want a low effort experience. Matching the right option for the needs of the customer is crucial. Knowing these options and being flexible will serve you and the customer well.

- What does Customer Service means to Customers????
  - Fast, accurate and courteous
  - Whatever the customer thinks it is
  - Quality products, convenience, competitive prices, timely responses, reliability, a personal touch, and knowledgeable employees
  - Doing what you say you will do and doing it when, if not before you say you will do it.
Customer Service is not a department...

It’s an

- A - Always Greet Your Customers
- T - Treat Your Customers With Respect
- T - Take Time To Keep Your Customers Informed
- I - Interact With Customers In A Relaxed Way
- T - Turn Up To Work With A Positive Attitude
- U - Understand Your Customers Needs
- D - Discover The Impact You Have On Customers
- E - Excite Your Customers About Our Airline
Customer Complaints

Complaints from disruptive customers can be difficult, but when handled professionally you can improve customer relationships and their perceptions. This will lead to repeat business and improved customer loyalty.

- Typical companies only hear from 4% of customers who are dissatisfied, the other 96% simply go away quietly
- 97% of dissatisfied customers never come back

Conflict between you and a customer if not handled well can lead to a perception problem with that customer, and all those observing the conflict. When someone decides to post the situation on YouTube, Twitter, or Facebook, this negative perception about you and the airline can reach millions.
Hitting The Target / Missing the Mark

When a dissatisfied customer approaches you how can we show that we have given them our full attention?

- Smile, Stop what we are doing, give eye contact, display positive attitude, be helpful and knowledgeable and listen

Once you have stopped, looked and listened, you can begin to solve the conflict and turn a dissatisfied customer into a satisfied one.
A. C. T.

A-Acknowledge the customer
C-Communicate with the customer
T-Target a Solution

As customer service agents we are doers. We go straight to fixing the customers problem, of getting them a seat, finding their bag or rebooking their flight. However, there is an emotional need that can act like a barrier, blocking the customer from moving on to communication and ultimately accepting a solution.
A-Acknowledge

- You need to acknowledge the situation that has happened to the customer in order to show you care. By making a personal connection with the customer and using a sincere tone and empathetic body language it supports the customer to begin calming down and moving to the next step of communication. Here are a few phrases that acknowledge the customers situation and when said with an empathetic tone and eye contact, it can deliver the message that we are here to help the customer.
  - I can see your point and why you are so upset
  - Let me see if I understand the situation......
  - Help me to understand.....
  - I truly apologize that we do not have another flight this evening to...

- Pauses are part of the pace and they are potent. They make you want to know more. They make you stop and listen. Pauses give people time to catch up with what you are saying, they give them time to think about what you are saying and most importantly, pauses give the listener time to form an opinion of what is being said. There is value in silence.
C-Communication

The communication step involves: asking appropriate questions, listening, and articulating your position or policy. Throughout the communication, restate the information given and clarify all information so you have an accurate account of what happened.

Here are some phrases to use........

- I understand, let me see what I can do for you....
- Let’s take a look at this....we have a couple of choices for you....
- I recognize.....
- I appreciate ...
- I hear what you are saying...
Because we are good at targeting a solution for our customers we sometimes skip the first two steps and get right to the solution. It is important, to work up to the step otherwise you risk the customer perception that we don’t care about their emotional needs.

Collaboration is the most successful type of conflict resolution. To achieve a state of collaboration with the other person, you must take ownership and work jointly to come up with the best win-win solution.

The challenge to dealing with people’s frustrations is to acknowledge the failure or situation first and always remain professional and courteous throughout the interaction.
The Power of Words

- Quite often difficult situations with customers can easily be resolved if you choose the right words and deliver those words in a professional manner. These situations are opportunities to demonstrate some of the fundamentals of customer service.

- The words you choose in a difficult situation can turn a discussion into an argument, or they can help convince passengers that you are their ally. Certain words can generate emotions and/or feelings. Think about the last time you had an argument with someone you cared about. Did either of you use words that angered the other person? Here are some guidelines to keep in mind when choosing words to use in difficult situations.
Verbal Communication

Positive word choices
- Avoid “you” and replace with “I”
- Avoid “your” and replace with “the”
- No more “can’t”, “won’t”, “don’t”
- “I can understand how this does affect you”

-Tone
- Remember, it’s not always what you say, but how you say it.

-Pace
- Not too fast, not too slow

-Volume
- Strong voice, but not loud
Words That Don’t Work

“It can’t be that bad”

“They never get it right”

“I know exactly how you feel”

“Don’t get so upset”

“It’s not my fault”

“You should have…..”

“Calm down”

“It happens all the time”
Non-Verbal Communication

• **Both verbal** (words, tone, pace, volume) and **nonverbal** (body and facial expressions, eye contact, and movement) elements impact customers’ perceptions of you and the airline.

• Customers make decisions based on appearance, nonverbal behaviors, verbal skills, and personality. The quality of work, timeliness, and other customer service elements come as secondary.
Ancillary Fees

- Low Fares get passenger thru the door
- Passengers equal Full Flights
- Full Flights equal Ancillary Fee’s
- Ancillary Fee’s equal Profit-Stability-Growth
**Overcoming Customer Objections**

<table>
<thead>
<tr>
<th>Customer request</th>
<th>Poor Response</th>
<th>Good Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ I need a different seat.</td>
<td>➢ Sorry, no seats left</td>
<td>➢ Let me check to see what I can do for you</td>
</tr>
<tr>
<td>➢ What do you mean I have to pay for my bag?</td>
<td>➢ It’s our policy and procedure. Your bag is too big!</td>
<td>➢ You are allowed to check luggage in that is 50 lbs or less, anything over that amount is overweight. You can repack the bag and come back to me when you are done.</td>
</tr>
<tr>
<td>➢ I think there may be a problem with my connection, can you assist?</td>
<td>➢ You will have to check with the agent in your connecting city.</td>
<td>➢ Let me take a look at your reservation and see what I can do for you.</td>
</tr>
<tr>
<td>➢ I have never had to pay for a checked bag!</td>
<td>➢ We’ll, you have to pay now!</td>
<td>➢ We started charging for bags last year. How many bags will you be checking?</td>
</tr>
<tr>
<td>➢ Can you check my frequent flyer account?</td>
<td>➢ No, I’m really busy right now.</td>
<td>➢ I would be happy too, what is your frequent flyer number?</td>
</tr>
</tbody>
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The Power of A Smile and Thank You

- A smile doesn’t cost us anything – Always greet customers with a smile.

- Let our customers know that we appreciate their business and thank them
  - It’s been a pleasure to work with you Mr. Smith
  - I appreciate your patience...
  - Thank you for your time...
  - Thanks for flying on ......
Summary

Congratulations you have completed training on Customer Service is a Moving Target. Remember that not everyone will walk away happy. Plan for challenges and use these tools. Be positive, look for learning opportunities and use it every day!

Remember that you are responsible for completing this training.

Safety First...Safety Last...SAFETY ALWAYS!