Airport Passenger Experience and Service Quality Excellence Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #AIR7318_270026

Course Introduction / Overview:

In today's highly competitive aviation industry, airports are no longer mere transit hubs but complex ecosystems where passenger experience is the ultimate differentiator. This course provides a comprehensive framework for understanding, managing, and elevating the quality of airport services to create memorable passenger journeys. We will explore the intricate dynamics of passenger satisfaction, from the first digital interaction to post-flight feedback. Drawing on principles from service management experts like Janelle Barlow, co-author of "A Complaint Is a Gift," participants will learn to view challenges as opportunities for improvement and loyalty building. This program, offered by BIG BEN Training Center, delves into the critical touchpoints of the passenger journey, analyzing how operational efficiency, staff interaction, and terminal ambiance converge to shape perceptions. Participants will gain actionable insights into implementing world-class service standards, leveraging technology for a seamless experience, and fostering a passenger-centric culture throughout their organization, ensuring they can meet and exceed the expectations of the modern traveler.

Target Audience / This training course is suitable for:

- Airport Managers and Directors.
- Airline Ground Staff and Supervisors.
- Customer Service Managers and Representatives.
- Terminal Operations Managers.
- Airport Security and Immigration Officers.
- Passenger Service Agents.
- Airport Commercial and Retail Managers.
- Quality Assurance and Service Quality Auditors.
- Airport Planners and Consultants.
- Ground Handling Service Providers.

Target Sectors and Industries:

- Aviation and Airline Industry.
- Travel and Tourism Sector.
- Logistics and Transportation.
- Hospitality and Retail.
- Security Services.
- Governmental bodies such as Airport Authorities and Civil Aviation Departments.
- Consulting Firms specializing in aviation.

Target Organizations Departments:

- Customer Service and Passenger Experience Departments.
- Operations and Terminal Management.
- Security and Border Control.
- Commercial, Retail, and Concessions.
- Ground Handling and Ramp Services.
- Human Resources and Training.
- Quality Assurance and Compliance.
- Marketing and Communications.
- Corporate Strategy and Planning.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze every stage of the passenger journey to identify critical service touchpoints.
- Implement strategies to enhance passenger flow and reduce waiting times.
- Develop effective communication and interpersonal skills for interacting with diverse travelers.
- Apply service recovery techniques to manage passenger complaints and difficult situations effectively.
- Utilize passenger feedback and data analytics to drive continuous service quality improvement.
- Integrate new technologies to create a seamless and personalized passenger experience.
- Foster a strong passenger-centric culture within their teams and organization.
- Benchmark airport service performance against global standards like Airport Service Quality (ASQ).
- Design and implement innovative services that enhance non-aeronautical revenue.
- Develop proactive strategies for managing service delivery during irregular operations and crises.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a real-world airport environment. We move beyond traditional lectures to a blended learning approach that incorporates a variety of dynamic instructional techniques. The course heavily relies on case studies of leading international airports, allowing participants to analyze successful strategies and learn from industry best practices. Interactive group discussions and brainstorming sessions will encourage the sharing of experiences and collaborative problem-solving. Role-playing scenarios will be used to simulate real-life passenger interactions, such as handling complaints or assisting travelers with special needs, providing a safe space to practice and refine communication and service recovery skills. Participants will engage in practical exercises like passenger journey mapping to identify pain points and opportunities for innovation. Continuous feedback from the instructor and peers is a core component, fostering a supportive and growth-oriented learning environment throughout the five-day program.

Course Agenda (Course Units):

Unit One: Foundations of Airport Passenger Experience

- Defining Passenger Experience and Service Quality.
- The Evolution of Passenger Expectations in the Digital Age.
- The Economic Impact of Superior Passenger Experience.
- Introduction to Airport Service Quality (ASQ) Frameworks.
- Understanding the Psychology of the Air Traveler.
- Key Stakeholders in the Airport Service Ecosystem.
- The Link Between Employee Experience and Passenger Satisfaction.

Unit Two: Mapping and Analyzing the Passenger Journey

- Pre-Arrival and Digital Touchpoints.
- The Curbside, Check-in, and Baggage Drop Experience.
- Navigating the Security Screening and Immigration Process.
- Wayfinding, Terminal Ambiance, and Cleanliness.
- The Boarding Gate and Pre-Flight Experience.
- Arrival, Baggage Reclaim, and Post-Flight Services.
- Identifying Pain Points and Moments of Truth in the Journey.

Unit Three: Excellence in Airport Customer Service Delivery

- Mastering Communication and Interpersonal Skills.
- Techniques for Proactive Passenger Assistance.
- Cultural Sensitivity and Serving a Global Clientele.
- Managing Passenger Queues and Wait Times Effectively.
- Service Recovery Strategies for Complaint Handling.
- Handling Difficult Passengers and De-escalation Techniques.
- Meeting the Needs of Passengers with Reduced Mobility (PRM) and Special Requirements.

Unit Four: Technology and Innovation in Passenger Services

- The Role of Automation and Self-Service Technologies.
- Leveraging Mobile Applications and Digital Wayfinding.
- Biometrics and the Future of Seamless Travel.
- Using Data Analytics and AI to Personalize the Passenger Experience.
- Enhancing Airport Ambiance with Smart Technology.
- Social Media as a Tool for Passenger Engagement and Service.
- Innovations in Baggage Handling and Tracking.

Unit Five: Strategic Management of Airport Service Quality

- Developing a Passenger-Centric Organizational Culture.
- Setting Service Standards and Key Performance Indicators (KPIs).
- Collecting, Analyzing, and Acting on Passenger Feedback.
- Benchmarking Performance and Driving Continuous Improvement.
- Managing Service Quality During Irregular Operations and Crises.
- Training and Empowering Frontline Staff for Service Excellence.
- Future Trends Shaping the Airport Passenger Experience.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As airports increasingly adopt biometric and automated technologies for efficiency, how can they strategically design these systems to enhance, rather than diminish, the human element of hospitality and passenger care?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself through its holistic and strategic approach to the passenger experience, moving beyond basic customer service scripts to cultivate a deep, organizational-wide understanding of service quality management. Unlike programs that focus narrowly on frontline skills, this course integrates operational, technological, and human-centric strategies into a unified framework. We place a strong emphasis on the complete passenger journey, from the moment a trip is planned to post-flight interactions, ensuring participants can identify and optimize every touchpoint. The curriculum is built on real-world case studies from globally recognized airports, providing practical, proven solutions rather than just theoretical concepts. A key differentiator is our focus on the strategic use of data analytics and passenger feedback, empowering managers to make informed decisions that drive continuous improvement and align with international benchmarks like ASQ. Furthermore, the course content is forward-looking, addressing emerging trends such as biometrics, personalization, and sustainability, preparing participants not just for today's challenges but for the future of air travel. It fosters a mindset of proactive innovation and strategic leadership in service excellence.