Strategic Aviation and Airport Service Excellence Training Course



30 Nov - 04 Dec 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #CUS1650_171734

Course Introduction / Overview:

The global aviation industry is a dynamic and highly competitive environment where passenger experience is the ultimate differentiator. This course provides a comprehensive framework for achieving service excellence across all facets of airport and airline operations. It moves beyond conventional customer service training to instill a strategic mindset focused on creating seamless, memorable, and efficient passenger journeys. Drawing on principles from leading industry experts like Dr. Rigas Doganis, author of "Flying Off Course: The Economics of International Airlines," the curriculum integrates strategic management with operational best practices. Participants will explore how to leverage technology, optimize processes, and cultivate a customer-centric culture to enhance satisfaction and boost non-aeronautical revenue. BIG BEN Training Center has designed this program to equip aviation professionals with the advanced skills needed to navigate the complexities of modern air travel, from managing passenger expectations and handling disruptions to implementing innovative service solutions. This course is an essential investment for any organization committed to setting new standards in aviation service quality and securing a competitive edge in the global market.

Target Audience / This training course is suitable for:

- Airport Managers and Directors.
- Airline Customer Service Managers and Supervisors.
- Ground Handling Operations Managers.
- Passenger Service Agents and Team Leaders.
- Airport Commercial and Retail Managers.
- Aviation Operations and Quality Assurance Specialists.
- Civil Aviation Authority Officials.
- Airline and Airport Strategy Planners.
- Terminal Operations Managers.
- Aviation Security Supervisors.

Target Sectors and Industries:

- Airlines and Air Carriers.
- Airport Authorities and Operators.
- Ground Handling and FBO Service Providers.
- Air Cargo and Logistics Companies.
- Aviation Consulting Firms.
- Government and Regulatory Bodies, including Civil Aviation Authorities.
- In-flight Catering and Service Companies.
- Airport Retail and Concessionaire Businesses.

Target Organizations Departments:

- Operations Department.
- Customer Service and Passenger Experience Departments.
- Commercial and Marketing Departments.
- Security and Safety Departments.
- Human Resources and Training Departments.
- Corporate Strategy and Planning Departments.
- Ground Services Department.
- Quality Assurance and Compliance Departments.

Course Offerings:

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

- Develop a robust service excellence strategy aligned with organizational goals.
- Map and analyze the end-to-end passenger journey to identify critical touchpoints for improvement.
- Implement Airport Service Quality (ASQ) frameworks to measure and enhance performance.
- Master communication and service recovery techniques for handling difficult situations and flight disruptions.
- Formulate strategies to increase non-aeronautical revenue through enhanced passenger services.
- Lead and motivate teams to foster a consistent, high-quality service culture.
- Integrate new technologies to streamline operations and personalize the passenger experience.
- Develop effective crisis management plans for service-related incidents.
- Evaluate and apply principles of sustainable aviation practices in service delivery.
- Benchmark airport and airline services against global best practices.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum engagement and practical application. The approach is centered on a blend of expert-led instruction, collaborative group activities, and real-world case study analysis from the global aviation industry. Participants will move beyond theoretical knowledge to actively solve complex service challenges through interactive workshops, role-playing scenarios simulating passenger interactions and crisis situations, and peer-to-peer learning sessions. The facilitator will guide discussions, provide personalized feedback, and encourage the sharing of experiences to enrich the learning environment. The program incorporates practical exercises, such as passenger journey mapping and service blueprint design, to ensure that the concepts learned can be immediately applied in the workplace. This hands-on, participant-focused methodology ensures a comprehensive understanding of strategic service excellence and equips attendees with the confidence and tools to drive tangible improvements within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Service Excellence in Aviation

- The Modern Aviation Ecosystem and Competitive Landscape.
- Understanding the Evolving Profile of the 21st-Century Air Traveler.
- Defining Service Excellence vs. Customer Service.
- Key Performance Indicators (KPIs) for Aviation Service Quality.
- Introduction to the Airport Service Quality (ASQ) Framework.
- The Psychology of Passenger Satisfaction and Loyalty.
- The Economic Impact of Superior Service in Airports and Airlines.

Unit Two: Mastering the End-to-End Passenger Journey

- Mapping the Passenger Journey from Pre-Travel to Post-Flight.
- Analyzing Critical Touchpoints and Moments of Truth.
- Strategies for a Seamless Digital and Physical Experience.
- Optimizing Check-in, Security, and Boarding Processes.
- Enhancing the In-Terminal and In-Flight Experience.
- Managing Baggage Handling and Arrival Services Effectively.
- Gathering and Utilizing Passenger Feedback for Continuous Improvement.

Unit Three: Operational Excellence and Service Delivery

- Aligning Operations with a Customer-Centric Culture.
- Service Standards and Standard Operating Procedures (SOPs) for Frontline Staff.
- Integrating Technology for Operational Efficiency and Service Personalization.
- Effective Inter-Departmental Communication and Collaboration.
- Managing Queues and Passenger Flow in High-Traffic Environments.
- Service Recovery Strategies for Disruptions and Irregular Operations (IROPS).
- Training and Empowering Staff to Become Service Champions.

Unit Four: Commercial Strategy and Non-Aeronautical Revenue

- The Link Between Passenger Experience and Commercial Performance.
- Strategies to Boost Retail, Dining, and Service Revenue.
- Developing Attractive Airport Ambiance and Facilities.
- Leveraging Data Analytics to Understand Passenger Spending Habits.
- Implementing Loyalty Programs and Passenger Engagement Initiatives.
- Marketing the Airport as a Destination.
- Partnerships with Airlines, Retailers, and Service Providers.

Unit Five: Leadership, Crisis Management, and Future Trends

- Leading a Service-Oriented Culture from the Top Down.
- Crisis Communication and Reputation Management in Aviation.
- Handling Service Failures and Passenger Complaints with Empathy and Professionalism.
- The Role of Sustainability in Aviation Service Strategy.
- Innovations Shaping the Future of Air Travel (Biometrics, AI, IoT).
- Developing a Personal Action Plan for Implementing Service Excellence.
- Final Course Review and Capstone Project Presentation.

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:

In an era of increasing automation and AI in airports, how can the human element be preserved and enhanced to deliver truly exceptional and personalized passenger service?

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

This course distinguishes itself by adopting a holistic and strategic perspective on aviation service, moving far beyond standard operational training. While other programs may focus on isolated aspects of customer service, this curriculum integrates strategic management, operational excellence, commercial acumen, and leadership into a unified framework. It emphasizes the critical link between a superior passenger experience and key business outcomes like profitability and market leadership. The content is uniquely designed to be both forward-looking, addressing future trends like sustainability and digitalization, and intensely practical, using real-world aviation case studies and interactive simulations. Rather than just teaching procedures, the course cultivates a strategic mindset, empowering participants to not only manage service delivery but to innovate and lead it. The focus on developing a robust service culture, underpinned by effective leadership and employee empowerment, ensures that the learning is sustainable and transformative for the entire organization, making it a strategic investment in long-term competitive advantage.