

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Certificate in Premium Lounge & Concierge Services

Practitioner Level



LAPT — London Academy of Professional Training

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Reference AV-PSE-P • Aviation Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	AV-PSE-P
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Customer Service Practices

5 chapters · 30 classes 65 marks

• 1 Understanding Customer Needs and Expectations in Aviation — 6 classes

› 1.1 Exploring the Fundamentals of Customer Needs

› 1.2 Identifying Key Passenger Expectations in Aviation

› 1.3 Analyzing the Impact of Customer Demographics on Service Delivery

› 1.4 Implementing Techniques for Active Listening and Effective Communication

› 1.5 Developing Strategies for Personalizing Customer Experiences

› 1.6 Applying Feedback Mechanisms to Enhance Passenger Satisfaction

• 2 Enhanced Communication Techniques for Premium Service — 6 classes

› 2.1 Understanding the Basics of Premium Communication

› 2.2 Mastering Active Listening in High-End Settings

› 2.3 Developing Emotional Intelligence for Elite Service

› 2.4 Implementing Personalized Communication Techniques

› 2.5 Navigating Difficult Conversations with VIP Clients

› 2.6 Applying Advanced Non-Verbal Communication Skills

• 3 Problem Solving and Conflict Resolution in High-Stakes Environments — 6 classes

› 3.1 Understanding Problem Complexity in Premium Settings

› 3.2 Identifying Customer Needs Under Pressure

› 3.3 Techniques for Effective Communication in Conflicts

› 3.4 Strategies for Conflict Resolution in Exclusive Environments

› 3.5 Implementing Proactive Problem Solving Approaches

› 3.6 Evaluating and Reflecting on Resolution Outcomes

• 4 Personalizing Service: Tailored Experiences for High-Value Clients — 6 classes

› 4.1 Understanding High-Value Client Needs

› 4.2 Identifying Key Personalization Opportunities

› 4.3 Crafting Tailored Service Strategies

› 4.4 Delivering Personalized Experiences Effectively

› 4.5 Handling Special Requests with Precision

› 4.6 Evaluating Feedback and Adjusting Services

• 5 Integrating Technology for Enhanced Customer Experience — 6 classes

› 5.1 Exploring Emerging Technologies in Customer Service

› 5.2 Understanding Digital Tools for Customer Engagement

› 5.3 Enhancing Personalisation through Data Analytics

› 5.4 Leveraging AI and Chatbots for Efficient Service

› 5.5 Implementing Automation for Seamless Operations

› 5.6 Evaluating Technology Impact on Customer Satisfaction

• 1 Understanding the Role of Concierge in Aviation — 6 classes

- › 1.1 Exploring the Essentials of Concierge Services in Aviation
- › 1.2 Identifying Key Responsibilities of a Concierge
- › 1.3 Understanding Customer Service Excellence in a Premium Lounge
- › 1.4 Navigating Challenges Faced by Aviation Concierges
- › 1.5 Building Effective Communication Skills for Customer Interaction
- › 1.6 Applying Best Practices for Enhancing Passenger Experience

• 2 Core Customer Service Skills and Communication — 6 classes

- › 2.1 Understanding Customer Needs: Identifying and Anticipating Expectations
- › 2.2 Active Listening Techniques: Enhancing Interaction with Guests
- › 2.3 Effective Verbal Communication: Articulating Services Clearly
- › 2.4 Non-Verbal Cues: Interpreting and Using Body Language
- › 2.5 Managing Difficult Situations: Conflict Resolution Skills
- › 2.6 Personalized Service Delivery: Creating Memorable Experiences

• 3 Customizing Services for Diverse Passengers — 6 classes

- › 3.1 Understanding Passenger Diversity and Needs
- › 3.2 Identifying Cultural Expectations in Service
- › 3.3 Adapting Communication Styles for Inclusivity
- › 3.4 Customizing Services for Families and Special Needs
- › 3.5 Catering to Business Passenger Preferences
- › 3.6 Evaluating Feedback to Improve Passenger Experience

• 4 Technology and Tools for Service Excellence — 6 classes

- › 4.1 Understanding the Role of Technology in Concierge Services
- › 4.2 Exploring Essential Digital Tools for Service Excellence
- › 4.3 Implementing Effective Online Communication Strategies
- › 4.4 Utilizing Customer Relationship Management (CRM) Systems
- › 4.5 Enhancing Guest Experience with Smart Technology
- › 4.6 Applying Data Analytics for Personalized Concierge Services

• 5 Conflict Resolution and Service Recovery — 6 classes

- › 5.1 Understanding Conflict: Identifying Sources and Types
- › 5.2 Empathy in Action: Effective Listening Strategies
- › 5.3 Navigating Difficult Conversations: Techniques for De-escalation
- › 5.4 Service Recovery Essentials: Turning Complaints into Opportunities
- › 5.5 Developing Personalized Solutions: Tailoring Responses to Concerns
- › 5.6 Reflective Practice: Evaluating and Improving Resolution Techniques

• 1 Understanding Customer Experience in Aviation — 6 classes

- › 1.1 Exploring the Fundamentals of Customer Experience in Aviation
- › 1.2 Identifying Key Touchpoints in the Passenger Journey
- › 1.3 Analyzing Customer Expectations and Needs
- › 1.4 Creating Personalized Experiences for Aviation Customers
- › 1.5 Evaluating Customer Feedback and Satisfaction Metrics
- › 1.6 Implementing Strategies for Enhancing Customer Experience

• 2 Designing Premium Lounge Services — 6 classes

- › 2.1 Understanding the Premium Lounge Customer
- › 2.2 Identifying Key Premium Lounge Amenities
- › 2.3 Mapping the Premium Lounge Customer Journey
- › 2.4 Crafting Personalized Lounge Experiences
- › 2.5 Implementing Efficient Lounge Operations
- › 2.6 Evaluating and Enhancing Lounge Services

• 3 Concierge Services Integration and Strategy — 6 classes

- › 3.1 Understanding the Role of a Concierge in Customer Experience
- › 3.2 Identifying Key Services in Concierge Functions
- › 3.3 Integrating Concierge Services with Business Strategy
- › 3.4 Developing Personalized Service Strategies for VIP Clients
- › 3.5 Leveraging Technology to Enhance Concierge Services
- › 3.6 Evaluating and Improving Concierge Service Performance

• 4 Technological Enhancements in Customer Experience — 6 classes

- › 4.1 Exploring the Role of Technology in Customer Experience
- › 4.2 Understanding Customer Data Collection Techniques
- › 4.3 Analyzing the Impact of AI on Personalization in Services
- › 4.4 Implementing Chatbots for Enhanced Customer Interaction
- › 4.5 Evaluating the Effectiveness of Mobile Applications in Customer Engagement
- › 4.6 Integrating Virtual Reality for Premium Lounge Experiences

• 5 Evaluating and Improving Customer Experience — 6 classes

- › 5.1 Understanding the Customer Journey
- › 5.2 Analyzing Key Touchpoints in Service Delivery
- › 5.3 Using Feedback to Drive Experience Improvements
- › 5.4 Implementing Strategies for Enhanced Service Interactions
- › 5.5 Measuring Success in Customer Experience Initiatives
- › 5.6 Applying Best Practices for Continuous Improvement

• 1 Understanding Health and Safety Regulations in Aviation — 6 classes

- › 1.1 Exploring Aviation Health and Safety Regulations
- › 1.2 Identifying Key Focus Areas in Aviation Safety
- › 1.3 Understanding Risk Assessment in Aviation Contexts
- › 1.4 Applying Safety Protocols for Lounge Environments
- › 1.5 Implementing Personal Protective Equipment in Aviation Settings
- › 1.6 Evaluating Compliance with Aviation Safety Standards

• 2 Risk Assessment and Hazard Identification — 6 classes

- › 2.1 Understanding Risk: Identifying Potential Hazards in Lounge Environments
- › 2.2 Analyzing Consequences: Assessing Risks Associated with Identified Hazards
- › 2.3 Control Measures: Implementing Strategies to Mitigate Risks
- › 2.4 Conducting a Risk Assessment: Step-by-Step Guide for Lounge Safety
- › 2.5 Monitoring Environment: Reviewing and Updating Health and Safety Protocols
- › 2.6 Real-World Application: Practicing Hazard Identification and Risk Management

• 3 Implementing Safety Protocols for Passenger Well-being — 6 classes

- › 3.1 Understanding Passenger Safety Needs
- › 3.2 Identifying Common Safety Risks in Lounges
- › 3.3 Implementing Effective Safety Protocols
- › 3.4 Training Staff in Emergency Procedures
- › 3.5 Utilizing Equipment for Enhanced Safety
- › 3.6 Evaluating and Improving Safety Strategies

• 4 Hygiene and Sanitation Practices in Lounge Services — 6 classes

- › 4.1 Understanding Hygiene Standards in Lounges
- › 4.2 Identifying Key Areas for Sanitation
- › 4.3 Implementing Effective Cleaning Procedures
- › 4.4 Managing Waste and Contamination Risks
- › 4.5 Utilizing Personal Protective Equipment Correctly
- › 4.6 Evaluating Hygiene Practices Through Regular Audits

• 5 Continuous Improvement and Safety Culture — 6 classes

- › 5.1 Understanding the Foundations of Safety Culture
- › 5.2 Identifying Key Elements of Continuous Improvement
- › 5.3 Analyzing Safety Protocols in Premium Lounges
- › 5.4 Implementing Effective Safety Communication Strategies
- › 5.5 Evaluating Risks and Developing Mitigation Plans
- › 5.6 Fostering a Culture of Continuous Safety Improvement

• 1 Understanding Luxury Lounge Operations — 6 classes

- › 1.1 Define Luxury Lounge Standards
- › 1.2 Analyze Customer Expectations in Luxury Settings
- › 1.3 Identify Key Roles and Responsibilities in Lounge Operations
- › 1.4 Explore Bespoke Services Offered in Premium Lounges
- › 1.5 Implement Effective Guest Interaction Techniques
- › 1.6 Evaluate Efficiency in Luxury Lounge Operations

• 2 Designing the Optimal Lounge Experience — 6 classes

- › 2.1 Understanding Luxury Lounge Expectations
- › 2.2 Identifying Key Elements of a Premium Lounge
- › 2.3 Creating Ambiance with Interior Design Principles
- › 2.4 Enhancing Guest Experience Through Personalized Services
- › 2.5 Implementing Efficient Lounge Operations
- › 2.6 Evaluating and Improving Guest Satisfaction

• 3 Advanced Customer Interaction and Personalization — 6 classes

- › 3.1 Understanding the Role of Personalization in Luxury Services
- › 3.2 Analyzing Customer Profiles for Tailored Experiences
- › 3.3 Implementing Effective Communication Techniques
- › 3.4 Crafting Personalized Guest Interactions
- › 3.5 Utilizing Technology for Enhanced Customer Engagement
- › 3.6 Evaluating and Improving Personalized Service Strategies

• 4 Managing High-Quality Service Standards — 6 classes

- › 4.1 Understanding Luxury Service Expectations
- › 4.2 Analyzing Customer Profiles and Preferences
- › 4.3 Implementing Concierge Excellence Techniques
- › 4.4 Enhancing Guest Experience through Personalized Service
- › 4.5 Monitoring and Evaluating Service Quality
- › 4.6 Applying Feedback to Improve Service Standards

• 5 Leveraging Technology for Lounge Efficiency — 6 classes

- › 5.1 Understanding Emerging Technologies in Luxury Lounges
- › 5.2 Analyzing Software Solutions for Streamlining Operations
- › 5.3 Implementing Digital Booking Systems to Enhance Customer Experience
- › 5.4 Integrating IoT for Real-time Lounge Management
- › 5.5 Optimizing Staff Efficiency through Automation Tools
- › 5.6 Evaluating Data Analytics for Improved Lounge Services

• 1 Understanding Premium Lounge and Concierge Services — 6

classes

- › 1.1 Defining Premium Lounge and Concierge Services
- › 1.2 Exploring Customer Expectations in Premium Services
- › 1.3 Identifying Key Components of Operational Efficiency
- › 1.4 Analyzing Service Flow in Premium Lounges
- › 1.5 Enhancing Customer Experience through Personalized Service
- › 1.6 Applying Efficiency Strategies in Real-World Scenarios

• 2 Streamlining Operations for Optimal Customer Experience — 6

classes

- › 2.1 Understanding Key Principles of Operational Efficiency
- › 2.2 Identifying Bottlenecks in Premium Services
- › 2.3 Implementing Time-Saving Techniques
- › 2.4 Harnessing Technology for Streamlined Operations
- › 2.5 Training Staff for Enhanced Customer Experience
- › 2.6 Monitoring and Evaluating Operational Improvements

• 3 Technology Utilization in Premium Service Operations — 6

- › 3.1 Understanding the Role of Technology in Premium Service Operations
- › 3.2 Identifying Key Technologies in Concierge and Lounge Services
- › 3.3 Integrating Digital Tools for Enhanced Customer Experience
- › 3.4 Optimizing Workflow with Automation and AI Solutions
- › 3.5 Enhancing Security and Data Management in Premium Services
- › 3.6 Evaluating the Impact of Technology on Operational Efficiency

• 4 Resource Management and Staff Optimization — 6

- › 4.1 Understanding Resource Allocation in Premium Services
- › 4.2 Identifying Key Roles and Responsibilities in Lounge Operations
- › 4.3 Analyzing Workforce Scheduling for Peak Efficiency
- › 4.4 Streamlining Processes for Enhanced Guest Experience
- › 4.5 Implementing Staff Training Programs for Optimal Performance
- › 4.6 Monitoring and Evaluating Staff Productivity

• 5 Measuring and Enhancing Service Performance — 6

- › 5.1 Understanding Key Performance Indicators in Premium Services
- › 5.2 Implementing Effective Measurement Techniques
- › 5.3 Analyzing Customer Feedback for Service Improvement
- › 5.4 Leveraging Technology to Enhance Service Performance
- › 5.5 Developing Strategies for Continuous Performance Enhancement
- › 5.6 Integrating Performance Metrics into Daily Operations