

# LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

## Master Certificate in Airport Customer Experience

*Leadership Level*



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### LAPT — London Academy of Professional Training

**Address** 85 Great Portland Street, W1W 7LT, London, United Kingdom

**Email** [info@lapt.org](mailto:info@lapt.org)

**Telephone** +44 7513 283044

**Web** [lapt.org](http://lapt.org)

**Reference** AV-PSE-L • Aviation Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

|               |                                                |
|---------------|------------------------------------------------|
| REFERENCE     | AV-PSE-L                                       |
| AWARD         | Certificate                                    |
| ASSESSMENT    | 430 marks — 258 to pass (60%)                  |
| PREREQUISITES | None                                           |
| VALIDITY      | Lifetime                                       |
| AWARDING BODY | LAPT — London Academy of Professional Training |

CURRICULUM

1

Global Best Practices in Customer Service

5 chapters · 30 classes 65 marks

• 1 Understanding Global Customer Service Standards in Aviation — 6 classes

› 1.1 Exploring the Foundations of Global Customer Service Standards

› 1.2 Analyzing Cultural Differences in Aviation Customer Service

› 1.3 Identifying Key Elements of Successful Customer Service in Aviation

› 1.4 Comparing International Case Studies on Customer Service Excellence

› 1.5 Evaluating the Role of Technology in Enhancing Customer Service

› 1.6 Implementing Best Practices for Global Customer Service Standards

• 2 Cultural Sensitivity and Communication in Diverse Environments — 6 classes

› 2.1 Understanding Cultural Sensitivity in Customer Service

› 2.2 Identifying Cultural Nuances in Communication

› 2.3 Developing Active Listening Skills for Diverse Interactions

› 2.4 Adapting Communication Strategies Across Cultures

› 2.5 Overcoming Cultural Barriers in Customer Engagement

› 2.6 Implementing Best Practices for a Inclusive Customer Experience

• 3 Technology Integration and Innovation in Customer Service — 6 classes

› 3.1 Exploring the Role of Technology in Customer Service

› 3.2 Understanding Digital Communication Channels

› 3.3 Implementing Self-Service Technologies

› 3.4 Analyzing Data for Enhanced Customer Insights

› 3.5 Leveraging AI for Personalized Customer Interactions

› 3.6 Evaluating Innovations in Customer Experience Solutions

• 4 Crisis Management and Conflict Resolution — 6 classes

› 4.1 Understanding Crisis Dynamics in Airports

› 4.2 Identifying Key Triggers and Conflicts

› 4.3 Implementing Effective Communication Strategies

› 4.4 Applying Problem-Solving Techniques

› 4.5 Navigating Cross-Cultural Conflict Resolution

› 4.6 Evaluating Crisis Management Success

• 5 Developing and Leading Customer-Centric Teams — 6 classes

› 5.1 Understanding Customer-Centric Culture in Aviation

› 5.2 Identifying Key Traits of Effective Customer Service Teams

› 5.3 Fostering Collaborative Team Dynamics

› 5.4 Implementing Strategies for Enhanced Customer Engagement

› 5.5 Developing Leadership Skills for Customer-Centric Success

› 5.6 Evaluating and Reflecting on Team Performance Metrics

**• 1 Understanding the Evolution of Passenger Services Technology**

— 6 classes

- › 1.1 Exploring the Historical Milestones in Passenger Services Technology
- › 1.2 Understanding Key Innovations Shaping Today's Passenger Experience
- › 1.3 Analyzing the Impact of Digitalization on Airport Operations
- › 1.4 Evaluating the Role of Mobile Technology in Passenger Services
- › 1.5 Investigating Biometric Advancements and Passenger Facilitation
- › 1.6 Applying Future Trends to Enhance Passenger Satisfaction

**• 2 Digital Transformation in Passenger Experience** — 6 classes

- › 2.1 Understanding Digital Transformation in Passenger Services
- › 2.2 Exploring Key Technologies Shaping Passenger Experiences
- › 2.3 Evaluating the Role of Data Analytics in Enhancing Service Delivery
- › 2.4 Analyzing Case Studies of Successful Digital Implementations
- › 2.5 Identifying Challenges and Solutions in Digital Innovation
- › 2.6 Creating Strategies for Continuous Improvement in Digital Services

**• 3 Implementing Automation in Airport Operations** — 6 classes

- › 3.1 Understanding Automation in Airport Operations
- › 3.2 Exploring Current Technologies in Passenger Services
- › 3.3 Analyzing Benefits of Automation for Passengers
- › 3.4 Identifying Challenges and Mitigation Strategies
- › 3.5 Designing and Implementing Automated Systems
- › 3.6 Evaluating the Impact of Automation on Customer Experience

**• 4 Integrating Artificial Intelligence for Enhanced Service Delivery** —

6 classes

- › 4.1 Understanding AI: Transforming Passenger Service
- › 4.2 Exploring AI Technologies: Tools for Customer Experience
- › 4.3 Analyzing AI Data: Enhancing Decision-Making
- › 4.4 Implementing AI Solutions: Strategies for Service Improvement
- › 4.5 Personalizing Passenger Interaction: AI-Driven Approaches
- › 4.6 Evaluating AI Impact: Measuring Success in Service Delivery

**• 5 Emerging Technologies and Future Trends in Passenger Services**

— 6 classes

- › 5.1 Understanding Emerging Technologies in Passenger Services
- › 5.2 Exploring Artificial Intelligence Applications in Enhancing Customer Experience
- › 5.3 Integrating Internet of Things (IoT) for Seamless Passenger Journeys
- › 5.4 Leveraging Virtual and Augmented Reality for Passenger Engagement
- › 5.5 Analyzing the Role of Biometrics in Streamlining Airport Processes
- › 5.6 Forecasting Future Trends and Innovations in Passenger Services

**• 1 Understanding Leadership in Airport Customer Experience** — 6

classes

- › 1.1 Defining Leadership in Airport Customer Experience
- › 1.2 Exploring Key Leadership Traits
- › 1.3 Identifying Customer Experience Challenges
- › 1.4 Developing Effective Communication Skills
- › 1.5 Fostering Team Collaboration and Motivation
- › 1.6 Implementing Leadership Strategies for Improved Service

**• 2 Effective Communication and Interpersonal Skills** — 6 classes

- › 2.1 Understanding the Fundamentals of Effective Communication
- › 2.2 Recognizing and Overcoming Barriers to Communication
- › 2.3 Mastering Active Listening for Team Success
- › 2.4 Utilizing Non-Verbal Communication in Leadership
- › 2.5 Building Rapport and Trust with Interpersonal Skills
- › 2.6 Applying Communication Strategies to Lead Diverse Teams

**• 3 Team Dynamics and Workforce Motivation** — 6 classes

- › 3.1 Understanding Team Dynamics in Customer Service
- › 3.2 Identifying Individual Roles and Strengths
- › 3.3 Building Trust and Cohesion Among Team Members
- › 3.4 Strategies for Motivating Airport Staff
- › 3.5 Encouraging Open Communication and Feedback
- › 3.6 Implementing Collaborative Problem-Solving Techniques

**• 4 Crisis Management and Decision-Making** — 6 classes

- › 4.1 Understanding Crisis Dynamics in Airport Operations
- › 4.2 Identifying Key Crisis Management Techniques
- › 4.3 Developing Effective Decision-Making Models
- › 4.4 Enhancing Team Resilience During Crises
- › 4.5 Implementing Strategic Communication in Emergencies
- › 4.6 Evaluating Post-Crisis Leadership Performance

**• 5 Innovative Leadership in Passenger Services** — 6 classes

- › 5.1 Understanding Innovative Leadership in Passenger Services
- › 5.2 Exploring the Core Principles of Passenger-Centric Leadership
- › 5.3 Cultivating a Visionary Approach to Service Excellence
- › 5.4 Enhancing Team Collaboration for Superior Customer Experience
- › 5.5 Implementing Creative Problem-Solving in Passenger Services
- › 5.6 Evaluating and Adapting Innovative Leadership Strategies

**• 1 Understanding Airport Operations and Customer Dynamics** — 6 classes

- › 1.1 Exploring the Basics of Airport Operations
- › 1.2 Analyzing Customer Needs and Expectations
- › 1.3 Identifying Key Customer Touchpoints in Airports
- › 1.4 Enhancing Operational Efficiency for Improved Service
- › 1.5 Implementing Strategies to Manage Customer Flows
- › 1.6 Applying Best Practices in Customer Communication

**• 2 Implementing Process Improvements for Enhanced Efficiency** — 6 classes

- › 2.1 Identifying Opportunities for Process Improvement
- › 2.2 Analyzing Current Operational Efficiency
- › 2.3 Applying Lean Principles to Streamline Processes
- › 2.4 Utilizing Technology for Process Enhancement
- › 2.5 Implementing Changes and Managing Transition
- › 2.6 Monitoring and Evaluating Improvement Success

**• 3 Leveraging Technology for Superior Customer Service** — 6 classes

- › 3.1 Understanding the Role of Technology in Customer Service
- › 3.2 Identifying Key Technologies Enhancing Airport Customer Experience
- › 3.3 Navigating Customer Service Software Solutions
- › 3.4 Implementing Self-Service Technologies for Efficient Operations
- › 3.5 Leveraging Data Analytics to Improve Customer Interactions
- › 3.6 Integrating Emerging Technologies for Future-Ready Customer Service

**• 4 Cultivating a Customer-Centric Mindset Among Staff** — 6 classes

- › 4.1 Understanding the Customer-Centric Mindset
- › 4.2 Identifying Key Customer Expectations
- › 4.3 Analyzing Customer Feedback for Insights
- › 4.4 Implementing Customer-Focused Strategies
- › 4.5 Encouraging Empathy and Active Listening
- › 4.6 Evaluating and Refining Customer Experience Practices

**• 5 Measuring and Analyzing Customer Experience Success** — 6 classes

- › 5.1 Understanding Key Metrics in Customer Experience
- › 5.2 Identifying Customer Satisfaction Drivers
- › 5.3 Collecting and Interpreting Customer Feedback
- › 5.4 Utilizing Data Analytics for Customer Insights
- › 5.5 Benchmarking Performance Against Industry Standards
- › 5.6 Developing Actionable Improvements from Data Analysis

**• 1 Understanding the Components of Airport Customer Experience** — 6 classes

- › 1.1 Defining Airport Customer Experience
- › 1.2 Identifying Key Customer Touchpoints
- › 1.3 Analyzing Passenger Journeys
- › 1.4 Evaluating Customer Experience Metrics
- › 1.5 Designing Customer-Centric Processes
- › 1.6 Implementing Strategies for Enhanced Experience

**• 2 Designing Customer-Centric Airport Services** — 6 classes

- › 2.1 Understanding the Customer Journey in Airports
- › 2.2 Identifying Key Touchpoints for Enhanced Experience
- › 2.3 Analyzing Passenger Personalization Preferences
- › 2.4 Implementing Innovative Service Design Techniques
- › 2.5 Leveraging Technology for Seamless Customer Interactions
- › 2.6 Evaluating and Refining Airport Service Delivery

**• 3 Implementing Customer Experience Strategies in Airports** — 6 classes

- › 3.1 Understanding the Airport Customer Journey
- › 3.2 Analyzing Customer Expectations in Airports
- › 3.3 Designing Customer-Centric Airport Services
- › 3.4 Integrating Technology to Enhance Airport Experience
- › 3.5 Training Staff for Exceptional Customer Interactions
- › 3.6 Measuring and Adjusting Customer Experience Strategies

**• 4 Leveraging Technology for Enhanced Customer Engagement** — 6 classes

- › 4.1 Exploring Digital Tools for Customer Engagement
- › 4.2 Understanding the Role of AI in Customer Experience
- › 4.3 Implementing CRM Systems for Personalized Interactions
- › 4.4 Analyzing Customer Data to Drive Engagement Strategies
- › 4.5 Enhancing Communication with Omni-channel Platforms
- › 4.6 Measuring Success: Metrics for Customer Experience Technology

**• 5 Measuring and Optimizing Customer Experience Outcomes** — 6 classes

- › 5.1 Understanding Key Customer Experience Metrics
- › 5.2 Analyzing Customer Feedback Tools and Techniques
- › 5.3 Applying Data Analytics to Measure Customer Satisfaction
- › 5.4 Identifying Improvement Opportunities in Customer Journeys
- › 5.5 Strategizing for Optimal Customer Experience Outcomes
- › 5.6 Implementing Continuous Improvement Processes

**• 1 Understanding Sustainability in Airport Operations** — 6 classes

- › 1.1 Exploring Airport Sustainability Concepts
- › 1.2 Identifying Environmental Impacts in Airport Operations
- › 1.3 Examining Social and Economic Dimensions of Sustainability
- › 1.4 Analyzing Best Practices for Sustainable Airport Management
- › 1.5 Implementing Sustainable Technologies and Innovations
- › 1.6 Evaluating Sustainability Performance in Airport Operations

**• 2 Environmental Impact and Mitigation Strategies** — 6 classes

- › 2.1 Understanding Environmental Challenges in Airports
- › 2.2 Identifying Key Environmental Pollutants from Airport Operations
- › 2.3 Exploring Mitigation Strategies to Reduce Airport Emissions
- › 2.4 Analyzing the Role of Technology in Enhancing Airport Sustainability
- › 2.5 Implementing Green Practices for Energy Efficiency in Airports
- › 2.6 Developing a Strategic Plan for Sustainable Airport Operations

**• 3 Sustainable Resource Management in Airports** — 6 classes

- › 3.1 Understanding Sustainable Resource Management in Airports
- › 3.2 Identifying Key Resources in Airport Operations
- › 3.3 Analyzing Energy Conservation Strategies
- › 3.4 Implementing Waste Reduction Techniques
- › 3.5 Exploring Water Management Solutions
- › 3.6 Evaluating Sustainable Procurement Practices

**• 4 Stakeholder Engagement and Community Relations** — 6 classes

- › 4.1 Understanding Stakeholder Roles in Airport Sustainability
- › 4.2 Exploring Effective Communication Strategies with Stakeholders
- › 4.3 Analyzing Community Impact: Balancing Growth with Responsibility
- › 4.4 Building Collaborative Partnerships for Sustainable Initiatives
- › 4.5 Engaging Local Communities in Environmental Projects
- › 4.6 Evaluating Stakeholder Feedback to Improve Airport Operations

**• 5 Innovations and Future Trends in Airport Sustainability** — 6 classes

- › 5.1 Understanding Renewable Energy Integration in Airports
- › 5.2 Exploring Sustainable Airport Design Innovations
- › 5.3 Implementing Eco-Friendly Ground Operations
- › 5.4 Assessing the Role of Technology in Sustainable Airports
- › 5.5 Analyzing Case Studies in Sustainable Airport Practices
- › 5.6 Planning for Future Trends in Airport Sustainability