

## Deliver customer service in an airport/airfield

---

### Overview

This standard is about delivering customer service in an airport/airfield. This involves observing customer behaviour and recognising their needs, responding to their requirements, communicating with them in a way which meets their needs and promotes the customer service values of your organisation and the airport / airfield in which you work . This also involves passing on information which enhances customer service throughout your organisation and the airport / airfield in which you work.

This standard is for those who deliver customer service in an airport/airfield

When you have completed this standard, you will be able to demonstrate your knowledge of and ability to:

- Deliver customer service in an airport/airfield

## Performance criteria

### *You must be able to:*

1. Observe verbal and non-verbal behaviour that could provide information about your customers in an airport/airfield
2. Recognise the different needs of the customers who travel through the airport/airfield
3. Provide instructions, information or advice to customers within your area of responsibility and in line with organisational and the airport/airfield's procedures
4. Respond to customer enquiries or complaints in line with organisational and the airport/airfield's procedures
5. Communicate with customers in a way which promotes the customer service values of your organisation and the airport/airfield in which you work
6. Communicate in a way that demonstrates respect for your customers, their property and their rights
7. Recognise customers as individuals and avoid stereotyping
8. Recognise your own personal bias and ensure it does not prevent you from delivering customer service in line with your organisation's and the airport/airfield's values
9. Adapt your approach to your customer in line with their needs and within the scope of your job role
10. Share information with your colleagues to enhance customer service delivery across your organisation and the airport/airfield in which you work

## Knowledge and understanding

### *You need to know and understand:*

1. How to observe and interpret verbal and non-verbal signals from customers in an airport/airfield
2. How to identify your customer's expectations and needs through observation and active listening
3. The types of customers who travel through the airport/airfield in which you work
4. How to recognise customers' needs without stereotyping
5. How recognising customers' needs can support the delivery of customer service in your organisation and the airport/airfield in which you work
6. Your organisation's and the airport/airfield's customer service values and procedures
7. The types of communication techniques and how to adapt these to the needs of different customers and situations in an airport/airfield
8. The importance of recognising diversity in relation to age, disability, religion, sexual orientation, gender identity, ethnicity, and physical appearance
9. How to manage customer expectations in line with organisational and the airport/airfield's values and procedures
10. Who to share information and what information to share within your organisation and the airport/airfield to enhance the delivery of customer service

## Scope/range

### **Colleagues includes:**

- a) Peers
- b) Line managers
- c) Contractors
- d) Other departments

## Glossary

### **Customer(s)**

Customers include internal customers such as colleagues, line manager, trainees or external customers such as passengers, suppliers, contractors, visitors, staff, compliance authorities etc.

### **Your Organisation**

This is the company you work for or are contracted to.

### **Organisation's Procedures**

These are the procedures your organisation has in place to ensure compliance to relevant rules, regulations, instructions, policies, procedures, legislation and laws relevant to the activity

Deliver customer service in an airport/airfield

---

**Developed by** People 1st

---

**Version Number** 1

---

**Date Approved** 30 Jun 2021

---

**Indicative Review Date** 30 Jun 2026

---

**Validity** Current

---

**Status** Original

---

**Originating Organisation** GoSkills

---

**Original URN** PPLAOG98

---

**Relevant Occupations** Transport Drivers and Operatives, Transport Operations and Maintenance

---

**Suite** Aviation Operations on the Ground

---

**Keywords** Aviation, airport, airfield, ground, security, customer, service, enquiries, complaints, information, communicate

---