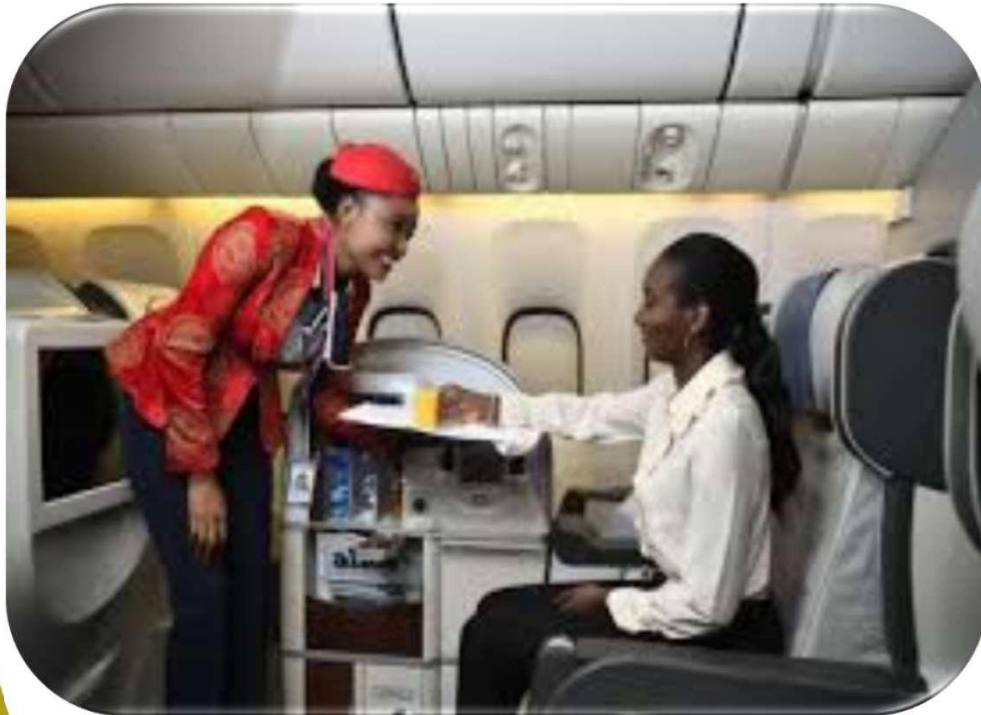




# THE AIR PEACE ADVANTAGE: DELIVERING EXCEPTIONAL CUSTOMER SERVICE FOR EXCELLENCE





# MODULE 1

## FOUNDATIONS OF EXCELLENT CUSTOMER SERVICE

This module provides participants with the essential principles and practices of excellent customer service. It focuses on equipping employees with the skills and mindset needed to enhance customer satisfaction, build strong relationships, and contribute to a positive brand reputation.

# Topics Covered:





# MODULE 1

## INTRODUCTION TO AIRLINE CUSTOMER SERVICE



## ACTIVITY

- What is Customer Service?
- Describe a scenario where you had a great customer service experience
- Describe a scenario where you had a terrible customer service experience



# Definition...

**“Customer service is the act of taking care of the customer’s needs by providing and delivering professional, helpful, high-quality service and assistance before, during, and after the customer’s requirements are met.”**

**Paul McKinney.**

# Service Points

- Ticketing
- Checking in
- Pre-departure
- Boarding
- Onboard
- Deboarding
- Baggage collection



# What Makes Customer Service Excellent for the **Airline Industry?**



Ease of booking tickets



Use of digital technology in delivering tickets on mobile



Zero hassles with check-in process



Time taken in handing over the boarding pass



Crew's behavior towards the passenger



The kind of food provided during the flight



Delays in picking up the luggage at the destination







**Moments like these remind  
us of the beauty of life's  
firsts**

# Customer Segmentation...

Customer segmentation is the process of dividing customers into groups based on common characteristics so they can be serviced uniquely, effectively, and appropriately.

# Segmenting Customers

- Gather data
- Analyse data
- Note patterns
- Create groups
- Service groups

# Segmenting Customers

- Demographically
- Culturally
- Behaviourally
- Technographically
- Psychographically
- Special needs

# Individual needs of Paxs

- VIPs
- CIPs
- Medical Conditions
- Nervous Paxs
- Elderly Paxs
- Business Paxs
- Leisure Paxs
- Wheelchair Paxs
- Frequent Flyers
- Families with small children
- Unaccompanied minors
- Special diets
- Special requirements
- Non-English speaking

*The*  
MAXWELL  
**DISC**  
METHOD

**UNDERSTANDING CUSTOMER PERSONALITIES  
& EXPECTATIONS**

**INTRODUCTION TO DISC PERSONALITY INDICATORS**



today

## TODAY YOU WILL...

- ◆ Learn about yourself and others.
- ◆ Discover what makes each of us unique.
- ◆ Discuss the strengths of each personality style.
- ◆ Learn how to improve communication.

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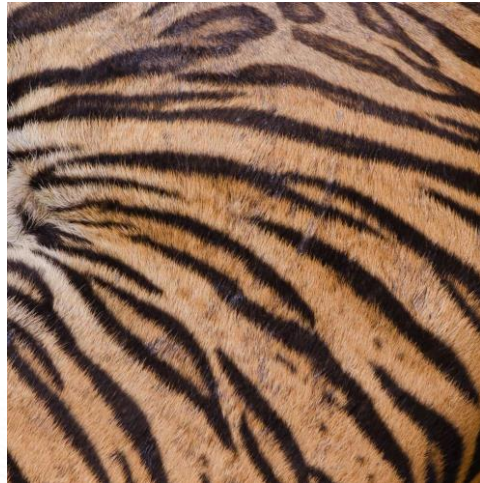
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## **Have you ever known someone who is direct?**

**If they drive projects forward, and are bold, decisive, and comfortable being in control ...they may be D-wired. Today, we will talk about how to recognize and connect with them**



**Who do you know who is fun, the life of the party, great at telling a story or a joke, and very popular?**

**Well, those characteristics indicate that person may be I-wired, and today, you and I will talk about how to connect best with them!**



**Is there anyone you know who is loyal, dedicated, doesn't seek attention, and is the backbone of your family or department?**

**Someone who can always be counted on to support people and projects? They are likely an S-wired individual.**



**Have you ever recognized someone who is neat, organized, and structured?**

**They do not seek crowds and are quiet and very focused on the details. They may very well be C-wired, and we'll talk through some strategies on connecting with them as well.**

# EXERCISE

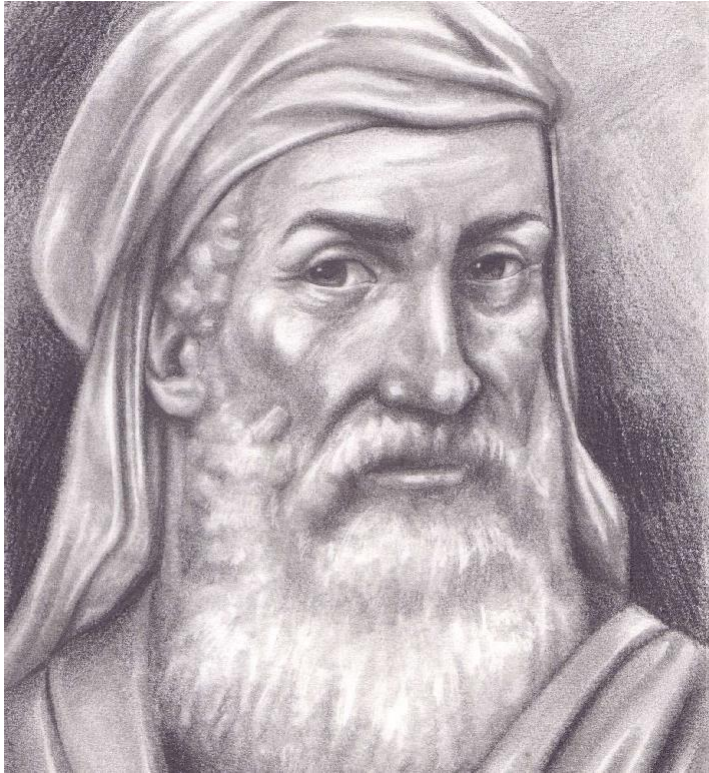




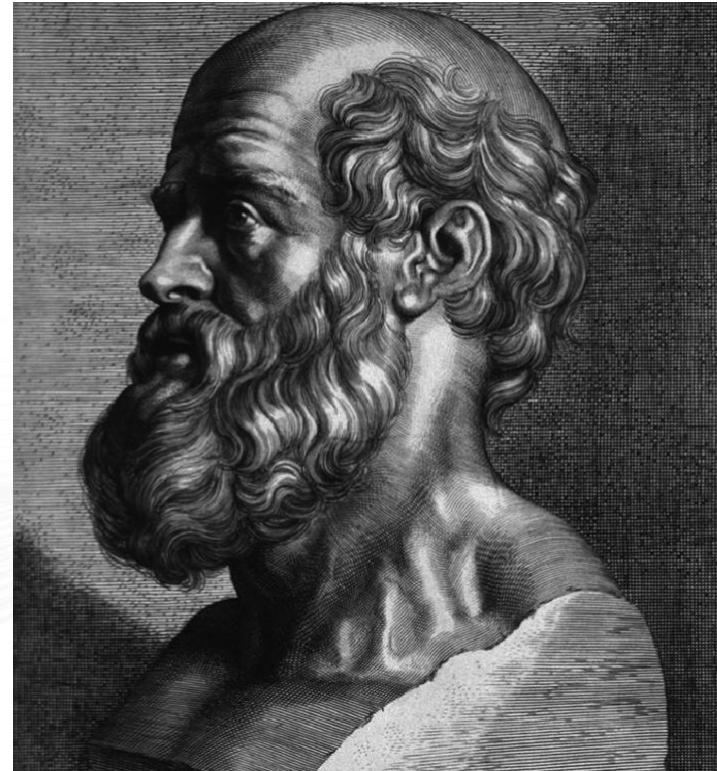
**This framework of D, I, S, and C is not meant to label us or place us in a box and close the lid.**

**Each of us is actually a combination of all four of the DISC styles; however, we each have a natural set point of one, two, or even three styles that dominate**

# The Origin of Human Behavior Studies



EMPEDOCLES

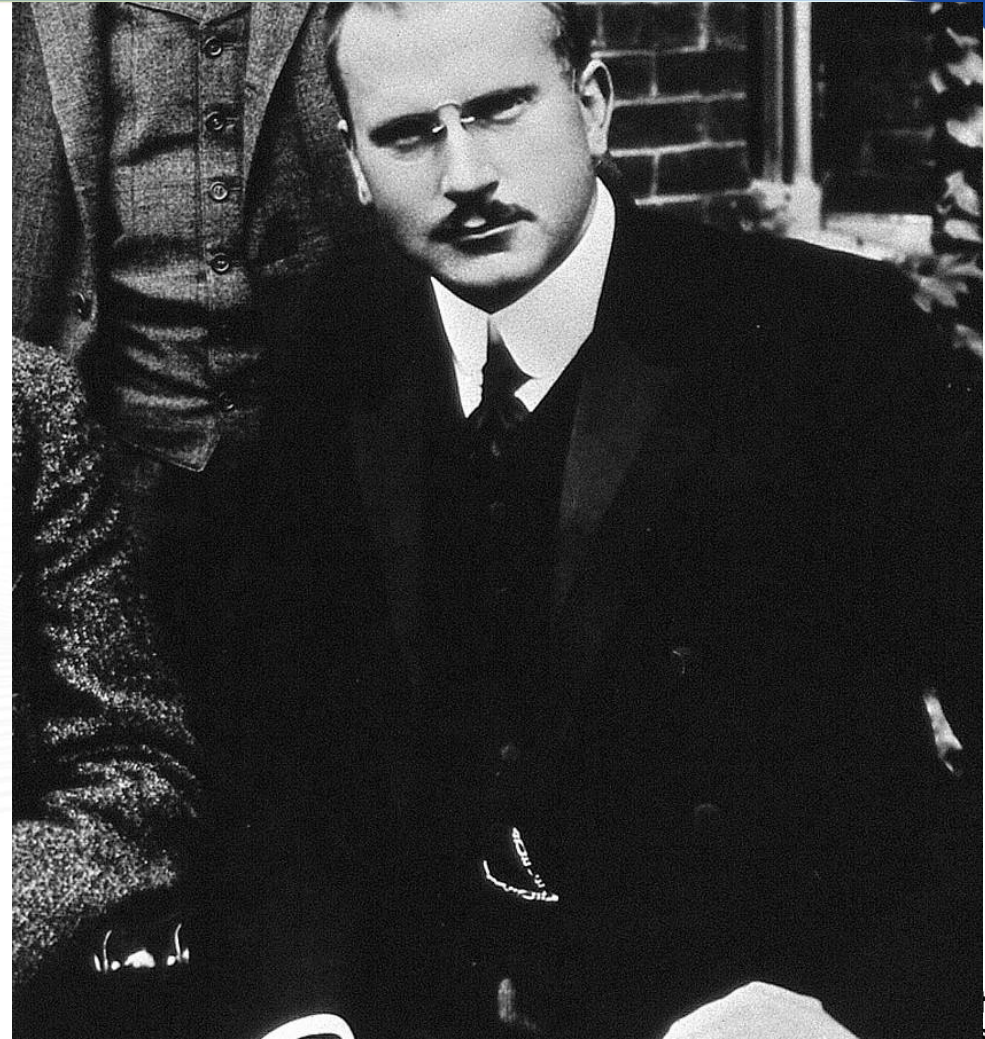


HIPPOCRATES

# CARL JUNG

## Myers Briggs

- ◆ **Thinking**
- ◆ **Feeling**
- ◆ **Sensing**
- ◆ **Intuition**

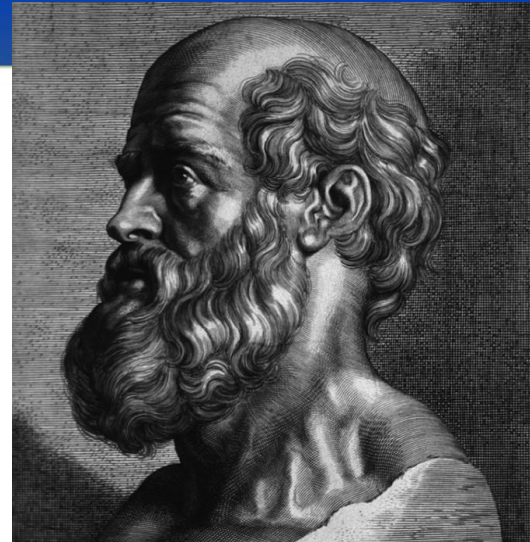
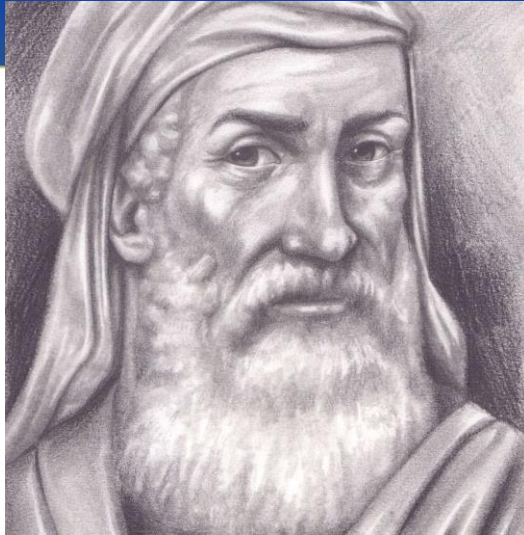




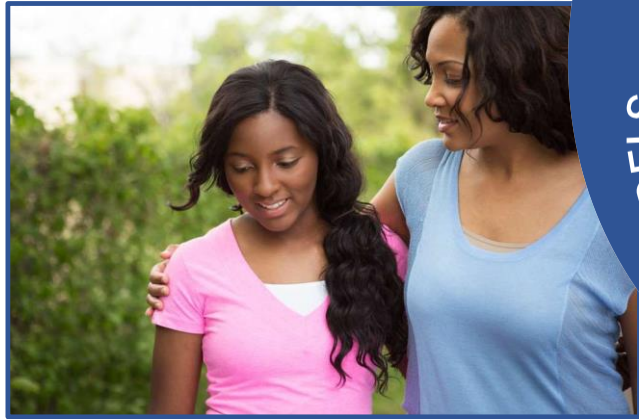
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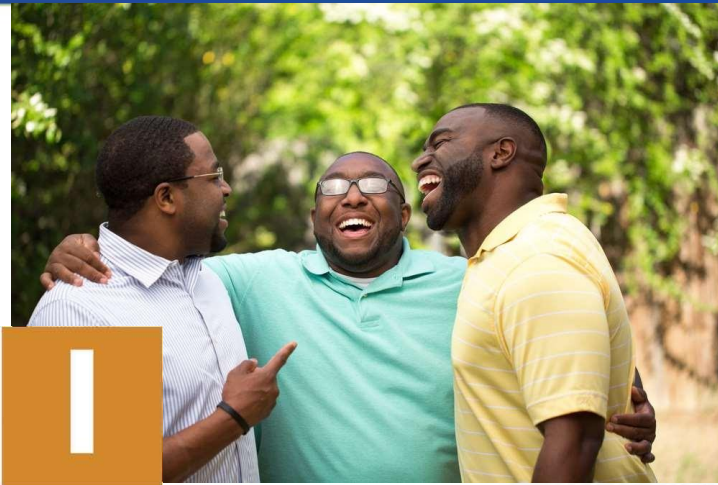
## D.I.S.C.

- ◆ Dominance
- ◆ Influence
- ◆ Steadiness
- ◆ Compliance



# WHAT SHAPES OUR PERSONALITY





**D** **I**  
**C** **S**









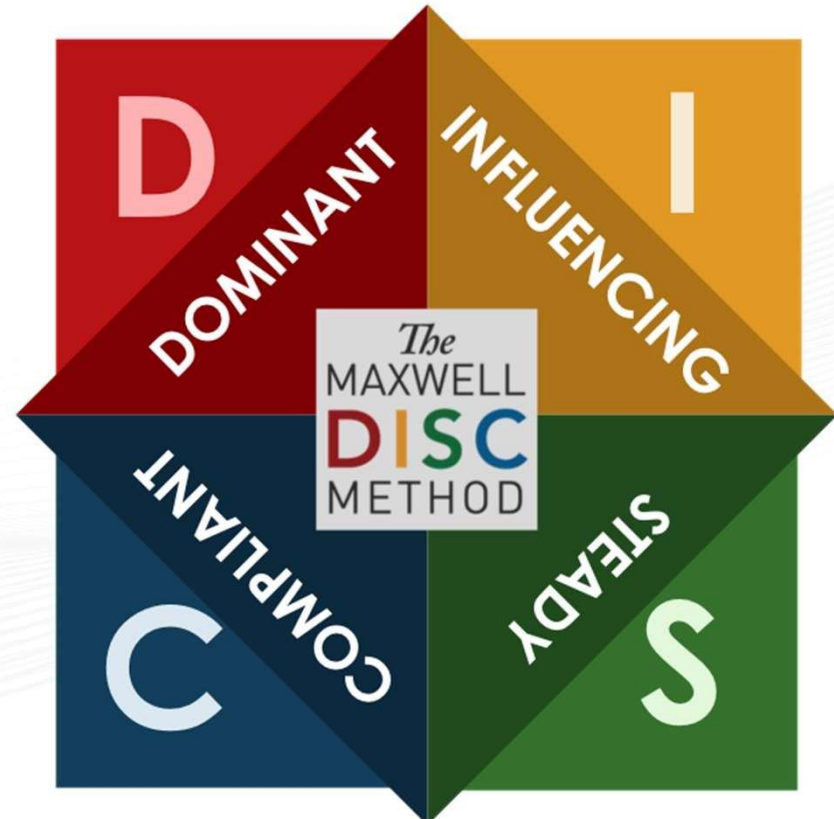


 **AIR PEACE**  
...your peace, our goal

Meta AI

 **Stalwart  
Consults  
International**

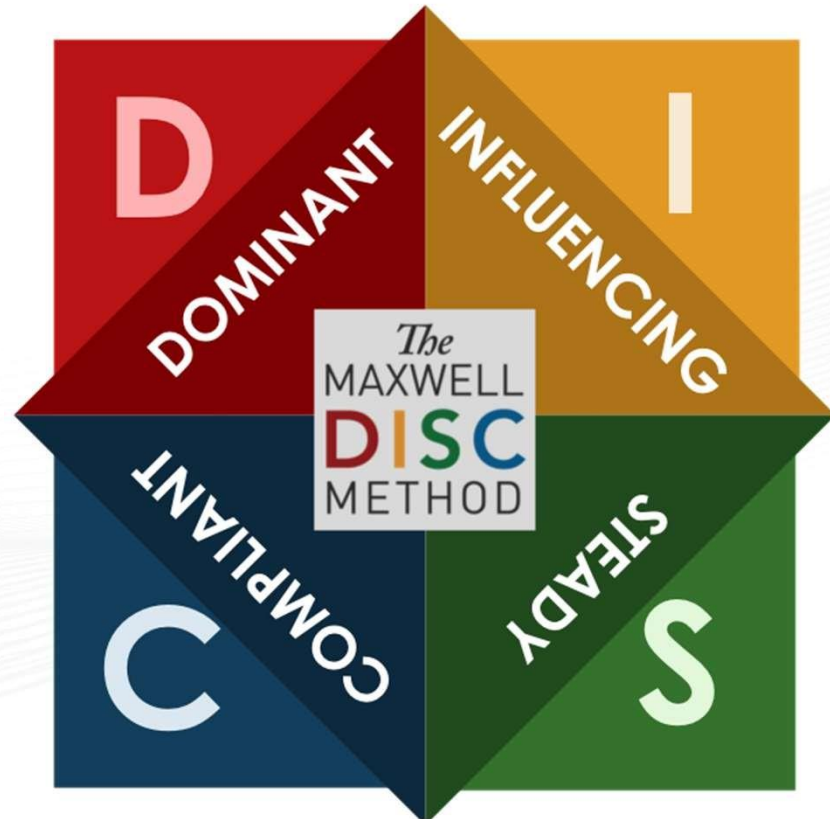
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INDICATORS



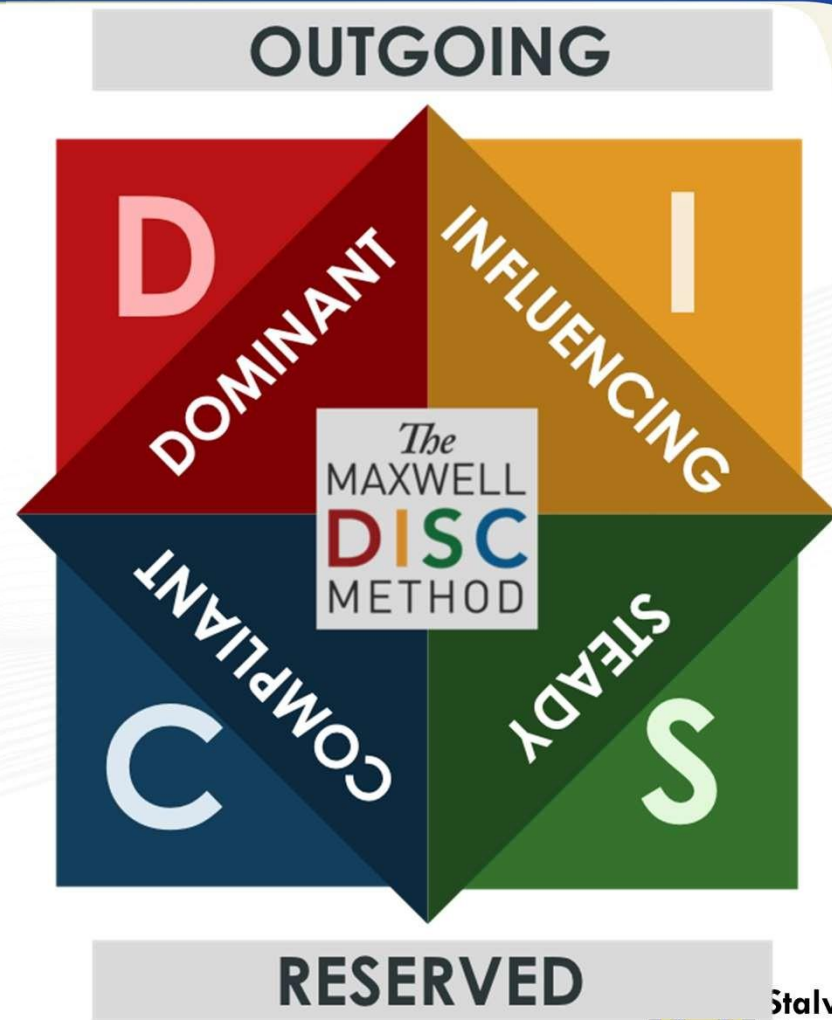
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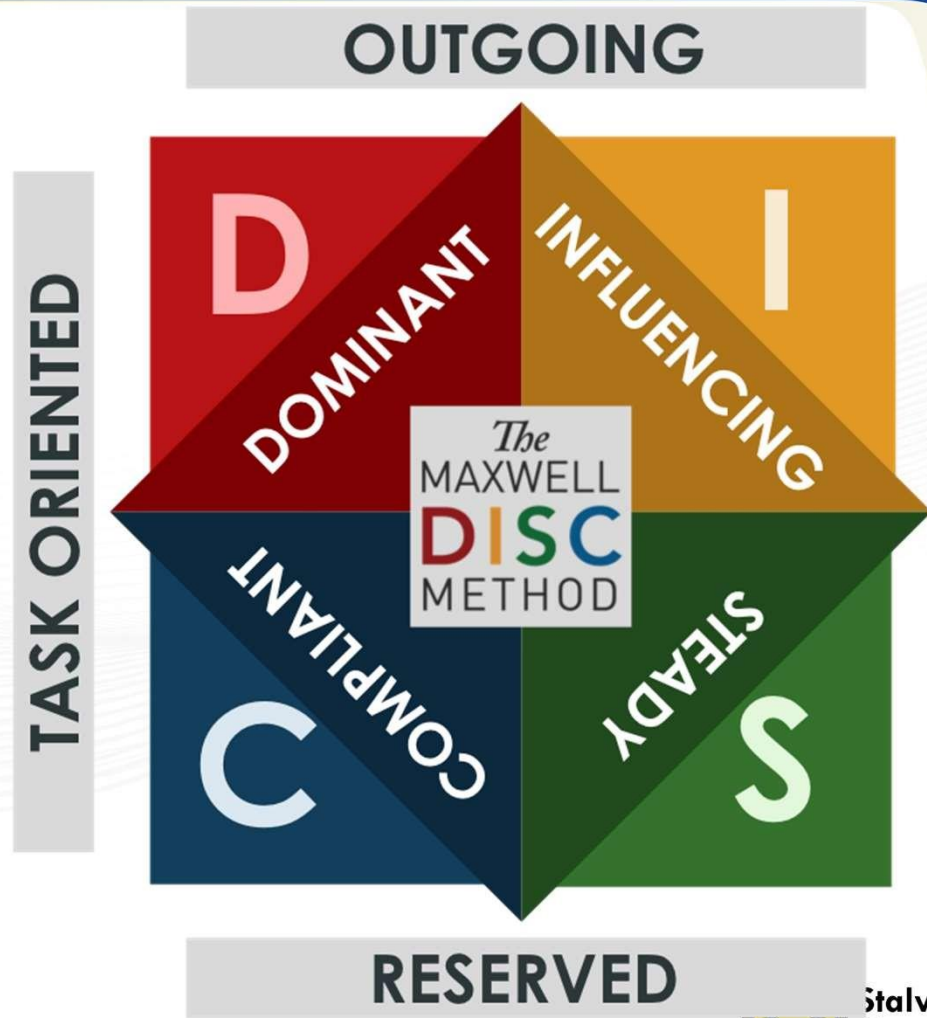
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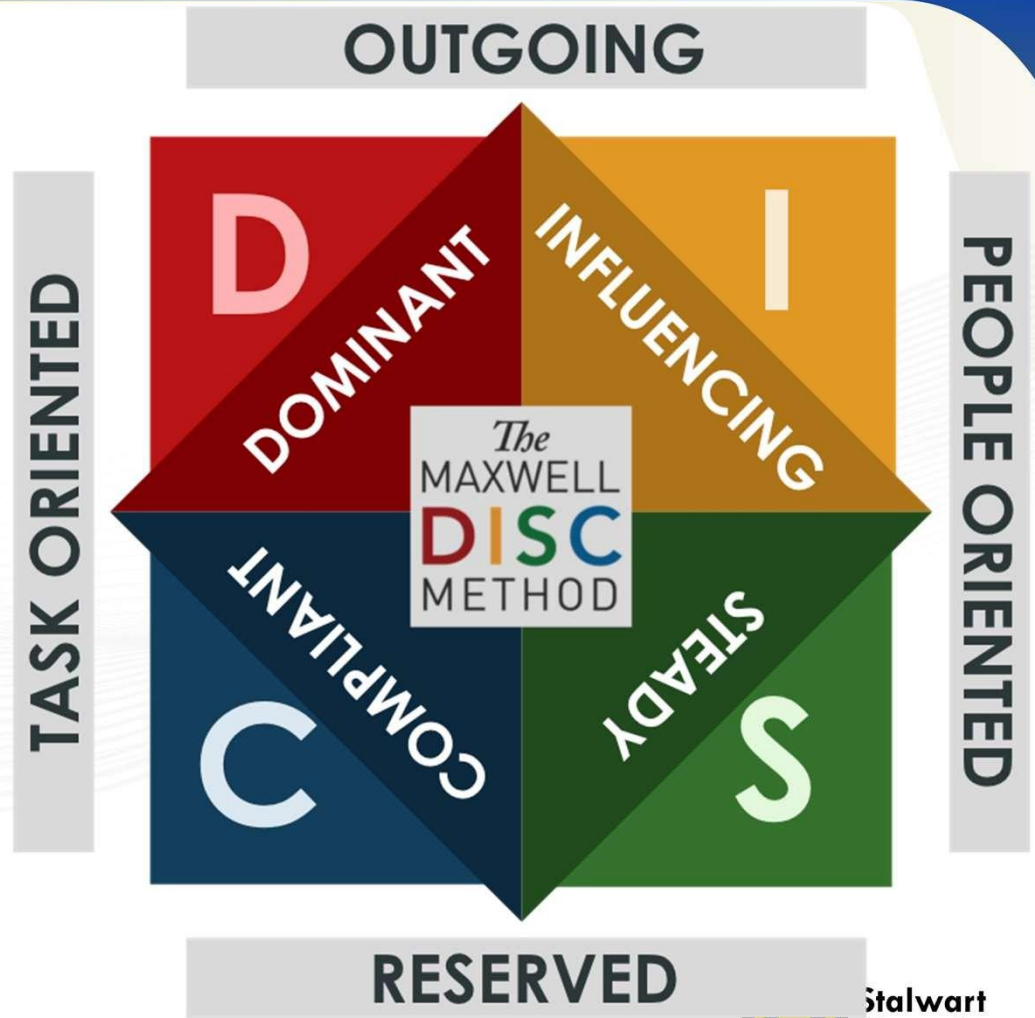
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INDICATORS



*The*  
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PERSONALITY  
INDICATORS



*The*  
MAXWELL  
**D I S C**  
METHOD  
PERSONALITY  
INDICATORS





**D I S C**

3%

**Seeks Control**

**Decisive**

**Direct**

**Results**





**Persuasive**

11%

**Spontaneous**

**Friendly**

**Spotlight**



**Team-Oriented**

**Follow-Through**

**Loyalty**

**Acceptance**

69%



17%

**Compliant**

**Analytical**

**Planner**

**Accuracy**



**D I**  
**C S**





## **D** Seeks results. Active. Multi-tasker.

- Driven by authority
- Will easily try to take control
- Embraces any change that will help them get results
- Very comfortable responding to direct confrontation
- Treasures loyalty

Greatest Fear: Being taken advantage of



# Strengths

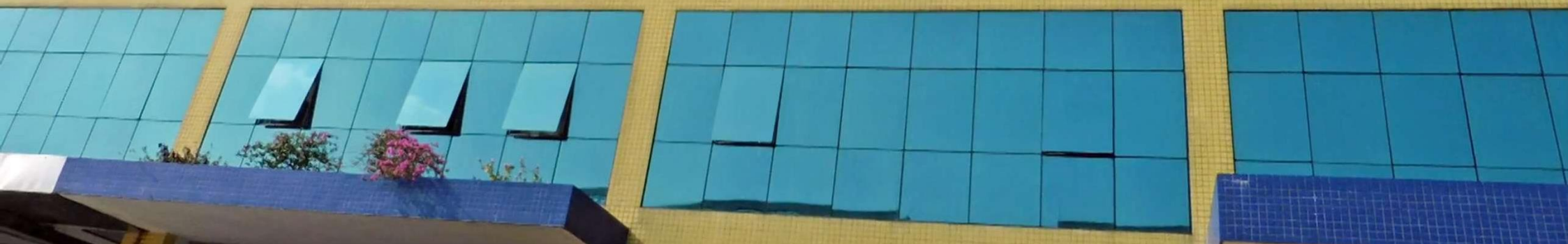
- Bold
- Confident
- Decisive
- Productive
- Strong-willed
- Independent
- Positive
- Persistent
- Excels in emergencies
- Motivates others to action
- Goal-oriented
- Values business-related socializing
- Comfortable leading
- Thrives on resistance



# Obstacles

- Argumentative
- Inconsiderate
- Opinionated
- Not complimentary
- Possessive
- Does not apologize
- Insensitive
- Domineering
- Impatient
- Cannot relax
- Unforgiving
- Can appear cold

 *Just Scarves*   
Company Since 1932





## **Seeks friendly environment. Always active.**

- Relationship-oriented
- Emotional and animated
- Great storyteller
- Encourager
- Treasures great experiences with others

**Greatest Fear: Rejection / Loss of Approval**



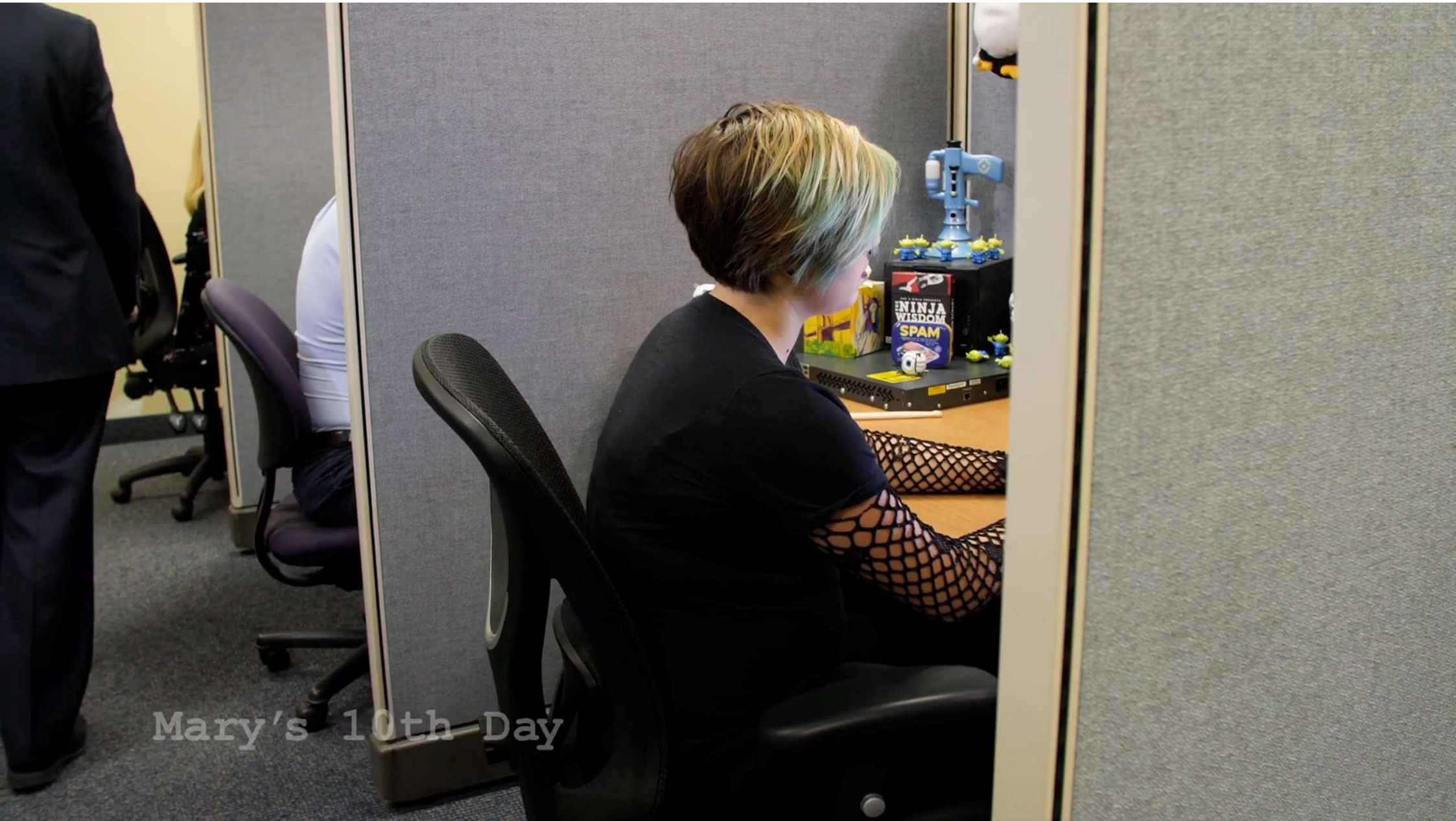
# Strengths

- Persuasive
- Generous
- Charismatic
- Enthusiastic
- Friendly
- Talkative
- Comfortable in the spotlight
- Social
- Spontaneous
- Creative
- Inspires others
- Charming
- Likable
- Fun
- Optimistic



# Obstacles

- Undisciplined
- Undependable
- Disorganized
- Naive
- Can appear phony
- Distracted
- Impulsive
- Needs the spotlight
- Forgetful
- Doesn't listen
- Doesn't follow through
- Wastes time
- Talks too much
- Overcommits



Mary's 10th Day



**S** Seeks a team environment.  
Very loyal.

- Easygoing and agreeable
- Evenly paced
- Good listener
- Compassionate
- Treasures peaceful relationships

**Greatest Fear: Loss of Security / Confrontation**



# Strengths

- Hard worker
- Team player
- Stable
- Steady
- Secure
- Sentimental
- Saver
- Reserved
- Close friendships
- Faithful
- Finds the easy way
- Great listener
- Mediates
- Peaceful
- Routine-oriented
- Supportive



# Obstacles

- Can be too laid back
- Sarcastic
- Resists change
- Slower pace
- Slow to start
- Difficulty saying no
- Needs reassurance
- Not always direct
- Shuts down in confrontation
- Possessive
- Skeptical
- Indecisive
- May not speak up



**C** Seeks an environment that honors logic and facts.

- Compliant
- Conscientious
- Accurate
- Detail-oriented
- Treasures perfection

**Greatest Fear: Criticism**



# Strengths

- Analytical
- Genius-prone
- Self-sacrificing
- Idealistic
- High quality work
- Orderly and organized
- Logical
- Persistent
- Planner
- Finishes what they start
- Data-driven
- Gathers facts
- Deep thinker
- Serious
- Carries out work correctly



**D I S C**



3%

**Seeks Control**

**Decisive**

**Direct**

**Results**





11%

**Persuasive**

**Spontaneous**

**Friendly**

**Spotlight**



**Team-Oriented**

**Follow-Through**

**Loyalty**

**Acceptance**

69%



**Compliant**

**Analytical**

**Planner**

**Accuracy**

17%



**D I**  
**C S**







**“Connecting increases your influence in every situation.” –John C. Maxwell.**





## Golden Rule

“Treat everyone how you would like to be treated.”

## Platinum Rule

“Treat others how *they* would like to be treated.”