

ACI-PASSENGER EXPERIENCE MANAGEMENT

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TRAINING PROGRAMS

ACI

5 DAYS

AIRPORT OPERATIONS & REGULATORY

AED 7,250.00

(Inclusive of 5% VAT)

The aim of this course is to provide participants with a learned profound know-how on Passenger Experience Management (PXM) and methods for the successful implementation of PXM at an airport. The course will focus on the key factors for an effective PXM and the integration of PXM into the customer journey. The course will also explain how to integrate PXM into the company strategy and how PXM can be integrated in the day to day business at the airport.

Course Benefits

Upon completing this course, participants will be able to:

- Identify, collect and categorize touchpoints at the airport and the personas;
- Apply the methodology to track and record the passenger journey through the airport campus;
- Measure Customer Experience and Market Research (Big Data vs. Smart Data);
- Analyze the relationship between enthusiastic staff and the premium service culture to raise awareness;
- Plan customer experiences strategically and create a tangible brand to anchor PXM at the airport;
- Perform an internal PXM-Audit-System for continuous improvement;
- Develop proper methods to ensure a sustainable and successful PXM strategy;
- Integrate teachings from course through a case study exercise to demonstrate comprehension of the overall principles of PXM.

Who Should Attend

- Executive and Senior Managers
- Passenger Experience Managers and Supervisors
- Customer Relations Managers and Supervisors
- Quality Assurance Managers and Supervisors
- Project Managers and Supervisors

Course Outline

- Identify, collect and categorize touchpoints at the airport and the personas;
- Apply the methodology to track and record the passenger journey through the airport campus;

Need more information on this course or other courses?

Email us: training@gcas.ae

Call us: +971 2 494 2355



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Course Prerequisite (s)

speak, read and write English.

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