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COURSE BROCHURE

Airline Customer Service and Service Recovery Training Course

16 – 20 August 2027
Rome

Airline Customer Service and Service Recovery Training Course

Ref: 539_19966 **Date:** 16 – 20 August 2027 **Location:** Rome **Fees:** 7200 GBP

Airline Customer Service and Service Recovery is a 1-week training course for airport customer service agents, team leaders, cabin service managers and airline customer relations staff, built around a passenger disruption care playbook that sets rebooking, care, baggage and compensation responses for irregular operations. Passengers now judge an airline by how it treats them when flights go wrong. Jupiter Prime Training designed this Airline Customer Service and Service Recovery course for frontline airline teams.

Why Airline Customer Service and Service Recovery Matter Now

Weather, air traffic restrictions and tight fleets make delays, cancellations and missed connections a daily event at busy stations. Passengers share each poor experience instantly, frequent flyers expect recognition even in disruption, and finance teams watch the cost of meal vouchers, hotels and claims. An airline that recovers quickly, informs passengers early and applies care rules consistently keeps loyalty and limits claims; one that improvises creates queues, complaints and inconsistent payouts. The course draws on the Montreal Convention MC99 for carrier liability on delay and baggage, and IATA Resolution 753 for baggage tracking at key handover points.

Who Gains Most from Airline Customer Service and Service Recovery

- Agents who check in, board and rebook passengers at the airport
- Team leaders who run the transfer and disruption desks during irregular operations
- Cabin service staff who handle onboard complaints and special assistance
- Baggage service staff who record and trace mishandled bags
- Customer relations staff who answer written complaints and claims

A station customer service team that sends a desk leader, a baggage services lead and a customer relations colleague together gains most, since recovery depends on clean handovers.

Airline Customer Service and Service Recovery Capabilities

Each outcome turns a disrupted journey into a sequence of clear, fair and recorded decisions that passengers can follow.

- Map the passenger journey from booking to baggage reclaim and mark its fail points — station managers
- Apply care and rebooking rules consistently during delays, cancellations and missed connections — disruption desk leaders
- Specify mishandled baggage steps from irregularity report to delivery and claim — baggage services
- Design service recovery responses matched to the severity of each failure — customer experience owners
- Weigh goodwill gestures and compensation within policy limits — customer relations
- Calculate complaint rates, resolution times and recovery satisfaction by station — airline service management

Key Airline Customer Service and Service Recovery Terms

- Irregular operations IROP — disruption such as delays, cancellations or diversions that forces changes to passengers' planned journeys.
- Service recovery — the actions taken after a service failure to restore the passenger's trust and willingness to fly again.
- Property irregularity report PIR — the record raised when checked baggage is delayed, damaged or has items missing.
- Denied boarding — refusing carriage to a passenger holding a confirmed reservation, usually because a flight is oversold.
- Duty of care — meals, refreshments, communication and accommodation an airline provides to passengers during long disruption.
- Service recovery paradox — the effect where a well-handled failure leaves a passenger more satisfied than if nothing had gone wrong.

Airline Customer Service and Service Recovery Day by Day

Day 1: The Passenger Journey and Service Standards

- Passenger Journey Mapping — Booking, Check-In, Boarding, Flight and Arrival
- Airline Service Standards — Queue Times, Boarding Order and Onboard Service
- Special Assistance Passengers — Reduced Mobility, Unaccompanied Minors and Medical Cases
- Premium and Frequent Flyer Handling — Recognition and Priority Rules
- Station Service Baseline — Current Complaints and Satisfaction Scores

Day 2: Irregular Operations and Passenger Care

- Delay and Cancellation Handling — Rebooking, Rerouting and Refund Options
- Missed Connection Management — Transfer Desk Priorities and Protection
- Duty of Care Provision — Meals, Hotels and Transport Decisions
- Denied Boarding and Overbooking — Volunteer Requests and Fair Selection
- Disruption Communication — Gate Announcements, Messages and Updates

Day 3: Mishandled Baggage and Liability

- Property Irregularity Reports — Accurate Recording of Delayed and Damaged Bags
- IATA Resolution 753 Tracking — Handover Points and Bag Location
- Montreal Convention Liability — Delay, Loss and Damage Claim Limits
- Interim Expenses and Delivery — Supporting Passengers Until Bags Return
- Baggage Claims Assessment — Evidence, Depreciation and Settlement

Day 4: Complaints and Service Recovery Design

- Complaint Handling Process — Logging, Acknowledgement and Response Times
- Service Recovery Matrix — Matching Gestures to Failure Severity
- Compensation and Goodwill Policy — Authority Levels and Consistency
- Difficult Passenger Conversations — De-Escalation at Gate and Onboard
- Customer Feedback Measures — Satisfaction, Effort and Complaint Ratios

Day 5: Practising the Passenger Disruption Care Playbook

- Cancellation Scenario — Applying Rebooking and Duty of Care Rules
- Baggage Case — Applying Irregularity Reporting and Claim Assessment
- Complaint Response Exercise — Applying the Service Recovery Matrix
- Station Service Dashboard — Complaint Rate, Resolution Time and Satisfaction
- Passenger Disruption Care Playbook — Scenarios, Responses and Authority Levels

Applying Airline Customer Service and Service Recovery After the Course

- Review twenty recent disruption complaints and check whether care and compensation followed the same rules.
- Run a briefing for desk agents on the service recovery matrix and authority levels before the next peak period.

Airline Customer Service and Service Recovery Questions FAQ

What is airline customer service and service recovery, and why does it matter now?

It is how an airline serves passengers through the journey and puts things right when flights, bags or service fail. It matters now because frequent disruption and instant public feedback make recovery a deciding factor in loyalty.

Which roles gain most from airline customer service and service recovery training?

Airport customer service agents, disruption desk leaders, cabin service staff, baggage services staff and customer relations teams gain most. They deal with passengers at the moment of failure and decide care, rebooking and compensation.

How does airline customer service and service recovery training differ from a general customer service course?

A general course covers service skills for any industry. Airline customer service and service recovery training works with aviation situations: irregular operations, denied boarding, duty of care, mishandled baggage, carrier liability and airline compensation policy.

What do you bring back from airline customer service and service recovery training?

You bring back a passenger disruption care playbook with rebooking and care rules, baggage handling steps, a service recovery matrix, compensation authority levels and station service measures.

Airline Customer Service and Service Recovery: The Way Forward

The passenger disruption care playbook first informs how the station responds to the next cancellation or long delay. Desk leaders and agents use it on shift, baggage services use its claim steps, and customer relations use its recovery matrix. After the first peak season, authority levels and care rules deserve a fresh look to confirm they stay fair and affordable.