

## TRAINING COURSE

# ACI - Developing a Customer Service Culture at Airports: Measuring and Benchmarking the Results

## Introduction

This course explores how to integrate the airport's mission/vision, master plan, airport brand and customer service delivery, and create the necessary alignment between all essential players (airport operator and the entire airport community) to achieve excellent results. These include enhanced customer experiences, improved customer satisfaction, a more positive airport image, stakeholder involvement and buy-in, and increased net revenues. The course examines techniques and principles and how to use them to achieve the very rewarding benefits that come from excellent customer experience management.

**Note:** ACI Members and Least Developed Countries (Members) are eligible for discounts on course tuition which will be processed during registration. Please contact our [Training Department](mailto:training@jaato.com) via [training@jaato.com](mailto:training@jaato.com). More membership details [here](#).

Least Developed Countries Member Price* / African Airports Development Program Price	Member/WBP Price	Non-Member Price
\$2.030,00 € 1.750,00	\$2.180,00 € 1.875,00	\$2.960,00 € 2.550,00

### COURSE DURATION

5 Days, starting at 09:00 and finishing at approximately 17:00.

### TARGET GROUP

- Airport General Manager/ Executive Director
- Airport Operations, Customer Service, Quality Assurance Directors, Managers, officers and staff



- Airport Marketing, Commercial, Public Relations and Communications Directors and staff
- Airport Security and Regulatory Managers, Airport Security Supervisors and staff
- Airport Administration Management and staff

Read more about the course Content, Learning Objectives and Pre-requisites on the website:  
[www.jaato.com](http://www.jaato.com)