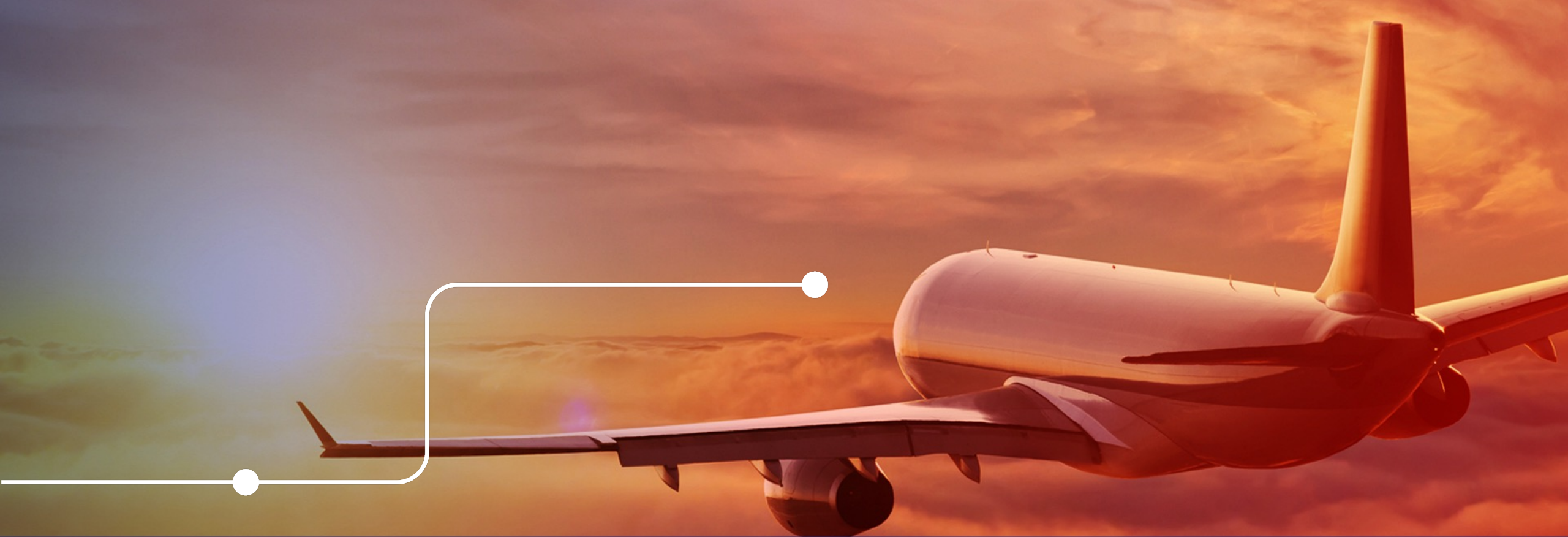




AirlinePros

From Customer Service to Experience

Tigist T. Teshome
Global Chief of Customer Experience
25 August 2026

CONFIDENTIAL



Access.
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Webinar Objectives

- *How is Customer Service different from Customer Experience?*
- *Customer Expectations*
- *Practical Ways to Build a Consistent Customer Experience Across AirlinePros*
- *Service Recovery*



Webinar Topics

- *Customer Service*
- *Customer Experience*
- *Customer Service vs Customer Experience*
- *How do we move with the changing customer expectations?*
- *The importance of Excellent Customer Service*
- *People*
- *Process*
- *Technology*
- *Service Recovery*

Customer Service Vs Customer Experience

- Customer Service is **what** we do for customers.
- Customer Experience is **how** we make them feel through the interaction.
 - Example: Customer asking, 'Can I change my flight?' Yes, it is \$200.00
 - Clearly explaining the available options.
 - Confirming the changes.
 - Clearly advising next steps.
 - Making sure the customer does not have to call us back again.

**CUSTOMER
SERVICE**
IS PART OF
**CUSTOMER
EXPERIENCE**

Customer Service Vs Customer Experience

- Why is this important to talk about? Customer Expectations have changed/evolving.

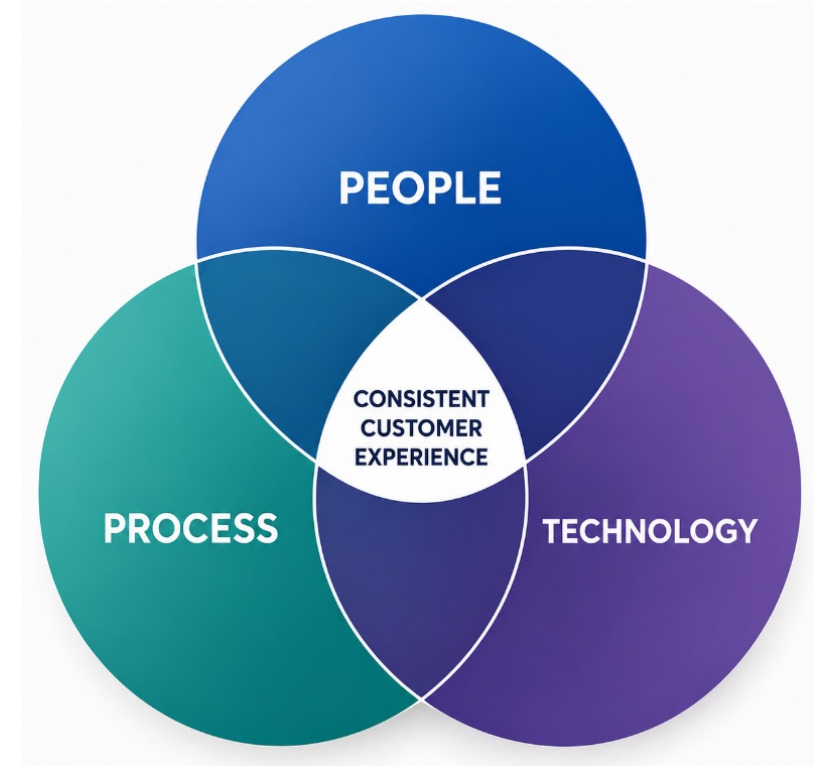
Yesterday's Customer	Today's Customer
<i>Was willing to wait</i>	<i>Expects faster response</i>
<i>Mainly used phone or visited an office</i>	<i>Uses phone, email, chat, social and digital channels</i>
<i>Accepted business-hour support</i>	<i>Expects support when they need it</i>
<i>Had fewer ways to compare service</i>	<i>Can compare experiences instantly</i>
<i>Often followed up for updates</i>	<i>Expects proactive updates</i>
<i>Repeated information when contacting again</i>	<i>Expects us to remember the interaction</i>
<i>Judged service mainly by the final solution</i>	<i>Judges the whole experience</i>
<i>Had limited ability to share dissatisfaction</i>	<i>Can share an experience publicly and immediately</i>

How do we move with the changing customer expectations?

REMEMBER

*Service, by character, is variable,
perishable, intangible, and inseparable.*

- **People:** the right people for the job, leadership, culture...(KSA).
- **Process:** workflows, methods, steps, etc used to complete tasks.
- **Technology:** the tools and systems that support the work.



I- People

The most critical part of the whole equation lies in our people.

- *Communicating clearly*
- *Proactive*
- *Use of good judgment*
- *Readiness to learn*
- *Collaboration*
- *Team thinking*
- *Quality mindset*



Practice Habits of Courtesy

- “Thank you for your patience”
- “I appreciate your time”
- “May I help you?”
- “Let me assist you with that”
- “I understand your concern”
- “I’m happy to help”

Use Positive Communication

- Smile, even over the phone- it can be heard
- Avoid technical words/jargons
- Call customers by their names
- Greet every customer warmly- treat every call as it is your first call.
- Use polite words (Could you please..., May I? Please allow me to....?)
- Thank the customer for holding, for waiting, (thank you for your patience...)

Listen & Ask Questions

- Listening actively and paraphrasing questions.
- Use of open questions.
- Not interrogating the customer
- Clearly explaining the next step in a process
- Confirming that the customer is satisfied- avoids rework and callbacks
- Maintaining consistency in customer service skills

Taking Ownership and Performing Professionally

Focusing on the solution, not the problem



II-Process

This simply means clearly defining where a task begins and ends. Details of how tasks are performed, by whom, when, using what, how to escalate, etc.

- *Guidelines*
- *SOPs*
- *Checklists*
- *Knowledge repository*
- *Quality control process*
- *Performance measurement process*

Email Standards

G – Greeting : use the customer's name. Remember this is the sweetest word to any person's ears.

R – Reason / Reference : state purpose, include PNR or case number, etc.

A – Action / Answer : provide clear information or solution. **Be specific and clear.**

C – Closing : courteous closing, polite, thank them.

E – Ending / Signature : Your name + company/airline signature.

Check your grammar, punctuation, use of capital letters, and formatting before sending an email.



Call Handling Standards

Incoming Call Handling

Answer the phone within 3 rings.

Standard Script

- **OPENING THE CALL:** *Thank you for calling AirlinePros. This is Tigist speaking. How may I help you today? This call is recorded for quality and training purposes.*
- **CLOSING THE CALL:** *'Is there anything else that I can help you with today, Name?'*
- Wait for the customer's response, and after they are done with their query, thank them: **"Thank you for calling us! Have a nice day!"**
- **Wait for the caller to hang up. Never hang up before the customer.**

Proper Hold Procedures

- Ask the caller if it is okay to place them on hold and wait for them to say it is okay.
- Offer a callback if you need more time to resolve.
- Check back in every 30 seconds or so with the caller on hold.
- Always thank the caller for being patient when you get back to the call.

Call Handling Standards

Rules When Transferring a Call

- Inform the caller as to why they are being transferred.
- Explain why it is in their best interest to be transferred.
- Check to make sure the person can take the call before completing the transfer.
- Brief the person to whom the call is transferred about the matter being transferred to them, so the customer does not have to repeat.

Recap

- Itinerary/service with specific details
- Price detail: Price + Service Fee must be explicitly mentioned. Clearly advise Terms and
- Refund conditions
- Any ticket time limits
- Document requirements
- Cancellation fees/refund /no show charges
- If it is a follow-up call, advise customers what to expect next.

III- Technology

- *Faster routing, automation and prioritization*
- *Multiple contact channels*
- *Self-service, automation and **global support***
- *Assignment and **case tracking***
- *Automated notifications and follow-ups*
- ***Monitoring, reporting and accountability***

- *Customer interaction history in one place*
- *Customer history and context*



Technology -How is it helping us? Practical Experience

Freshdesk Omnichannel

← ↻ <https://airlinepros.freshdesk.com/a/dashboard/omnichannel/default> 🔍 ★ ☆ 👤

⚠ Immediate action required: 61 contacts need your attention. [View all](#) [Learn more](#) × | 2 more ▾

🎧 Omnichannel Dashboard New ▾ 🔍 Search 🔔 ? 🌙

📅 Today 🗑 Ticket groups: Arkia Airlines ▾ Chat groups: FCT Customer Sup... ▾ Phone queues: Arkia ▾

TICKET TRENDS	
Open	3
Unassigned	0
Overdue	1
Due today	0

CHAT TRENDS ⓘ	
Unassigned chats	0
Assigned & not replied	0
Assigned chats	0

CALL TRENDS	
Total calls	
Outgoing calls	
Missed incoming calls	
Missed outgoing calls	

Satisfaction Survey

New

Q

Satisfaction Survey

Survey name : Customer Satisfaction Survey Time Period : 25 Jul, 2026-24 Aug, 2026 Group : All Agent : All

Overview Responses

How would you rate your overall satisfaction for the resolution provided by the agent?

83% Positive

5% Neutral

13% Negative

111 Answered

2460 Unanswered

Extremely satisfied

92

https://airlinepros.freshcaller.com/live

Live Dashboard Learn more

AirlinePros x Today

TOTAL CALLS

514

INCOMING

514

OUTGOING

0

TOTAL MISSED

21

In Queue

In Conversation

Live Dashboard Learn more

Today

TOTAL CALLS

436

INCOMING

436

OUTGOING

0

TOTAL MISSED

21

INCOMING

21

In Queue 1

AVG. WAIT TIME 00:48

CUSTOMER	QUEUE	WAIT TIME
+1845517...	Arkia	00:48

In Conversation 2

CUSTOMER	TIME
+19143843990	00:51 →
+18457074628	05:05 →

18

AirlinePros

Access New Horizons

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Customer Service reported via email • 4 days ago (Thu, 20 Aug 2026 at 9:14 AM)

To: "Precision Air Tanzania-USA" <reservations@precisionairlines.us>

[WARNING] This email came from someone outside of AirlinePros International. Use caution when opening attachments or links from external accounts

Dear Travel partners,

We hope this email finds you well.

Our order reference: 40-971391206

GDS PNR: XU9MC6

Airline's locator: HKAHAS

IATA: 10570781

Ticket numbers: 031-7497808647 / 031-7497808648 / 031-7497808649 / 031-7497808650

Passengers' names: 1.DIJKSTRA/BENTE MS(ADT) 2.DIJKSTRA/HAROLD MR(ADT) 3.DIJKSTRA/ILSE MS(ADT) 4.DIJKSTRA/JESSE MR(ADT)

Our request: **INVOLREFUND** (We would like to request a waiver code or authorization to proceed with a full refund, due to an involuntary schedule change as per the below PNR history.)

Details of the request: kindly confirm if we can process with a full refund ?

PNR history:

Fernanda Terrazas replied • 4 days ago (Thu, 20 Aug 2026 at 10:58 AM)

To: customerservice@flightsonbooking.gotogate.support

Dear Travel Partner:

We would like to acknowledge that we have received your request and a ticket has been created. A support representative will be reviewing your request and will send you a response.

Thank you for your patience,

Best Regards,

Fernanda

877 496 9887

reservations@precisionairlines.us



Fernanda Terrazas forwarded • 4 days ago (Thu, 20 Aug 2026 at 10:59 AM)

Forwarded to: hmware@precisionairtz.com, pw-rm@precisionairtz.com +1 more Cc: mbabene@airlinepros.com

Dear Team:

Please your kind assist with a waiver code request for a full refund due schedule change.

Airline's locator: HKAHAS
IATA: 10570781
Ticket numbers: 031-7497808647 / 031-7497808648 / 031-7497808649 / 031-7497808650
Passengers' names: 1.DIJKSTRA/BENTE MS(ADT) 2.DIJKSTRA/HAROLD MR(ADT) 3.DIJKSTRA/ILSE MS(ADT) 4.DIJKSTRA/JESSE MR(ADT)

Best Regards,

Fernanda
877 496 9887
reservations@precisionairlines.us

Precision Air

You are why we fly

Automation sent a reply via Email as Precision Air • a day ago (Sun, 23 Aug 2026 at 5:18 PM)
To: customerservice@flightsonbooking.gotogate.support

Hello Customer Service

Thank you for your response on 1232067.

Please take a minute to give us your feedback here

How would you rate your overall satisfaction for the resolution provided by the agent?

Extremely satisfied

Neither satisfied nor dissatisfied

Extremely dissatisfied

Regards,
Your customer support team

...

* All tickets > 1232067

🗑️ ☆ ↩️ Reply 📄 Note ➡️ Forward ⌂ Close 📅 Child service task ⋮

✉️ **40-971391206 / XU9MC6+ HKAHAS/ Auth needed to process full refund due to schedule change**

Customer Service reported via email

T

✉️ Reply 📄 Note ➡️ Forward

Type your response here...

G

Grisha Robles replied • a day ago (Sun, 23 Aug 2026 at 5:18 PM)

To: customerservice@flightsonbooking.gotogate.support

Dear Dhiraj;

Kindly be process with the v

RMWC8123

Best Regards,

Grisha Robles
877 496 9887
reservations@precisionairlin

Precision Air

You are why we fly

← ↻ 🔒 https://airlinepros.freshdesk.com/a/analytics/curated-reports

⚠️ Immediate action required: 61 contacts need you

🎧 Analytics 🗨️ Feedback

🕒 Recent ☆ Favorites

📄 All reports 👤 My reports 🗑️ Curated reports 📄 Private reports 📄 Shared reports

🗑️ Trash

Curated reports Sort By: Last modified date ▾

Name
☆ Call Volume Analysis Curated
☆ Email AI Agent Advanced Performance Report Curated
☆ Agent Call Performance Report Curated
☆ Tickets - Satisfaction Survey Curated
☆ Call Center Health Report Curated
☆ Ticket Volume Trends Curated
☆ Ticket Performance Curated
☆ Tickets - Canned Responses Report Curated

Service Recovery

Service Recovery is what we do to make things right when the customer experience does not go as expected.

C – Calm down: stay composed, don't react emotionally, don't take it personally.

A – Acknowledge: recognize the customer's feelings, use their name.

L – Listen & let them vent: actively listen, acknowledge emotions. Never engage in a back and forth. Give them time to vent their frustration.

M – Mirror: restate what they said to show understanding.

E – Explore solutions: think critically and offer options or **escalate** if no feasible solution works.

R – Resolve & Recap: set clear next actions and thank them for their time.

- *As AirlinePros, our vision is to fully transition from Customer Service to Customer Experience.*
- *Everyone has a role to play. Primarily, understanding this priority and owning it. And being ready to take an active part in this transition process.*
- *How is Customer Service different from Customer Experience?*
- *Customer Expectations*
- *Practical Ways to Build a Consistent Customer Experience Across AirlinePros*
- *Service Recovery*



Thank You

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