

Customer Service:

Working at the Mineta San Jose International Airport



Training Standards Program

Division of Employee Services, Safety & Training

Mineta San Jose International Airport

Our goal:

Make SJC the Bay Area airport of choice

“Once passengers are in the airport, it’s the basics of customer service that matter.”

— CSAA study, 2004



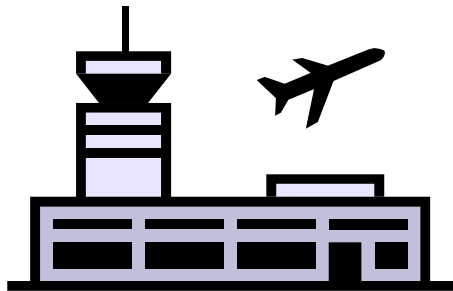
You Are An Ambassador!

- “Ambassador” is usually associated with a dignitary from a country who helps improve relations between their home country and a host country.
- Your ambassador role is to help people get a positive impression of SJC and San José.
- You are a “host” or “hostess” for the airport - to make our guests feel welcomed, comfortable, and glad they came.
- Know the Airport and be ready to assist passengers.
- Every Employee is an Ambassador!



Creating Customer Service Excellence

- Why is customer service important at SJC?
- What are the benefits of giving customers excellent service?
- Characteristics of outstanding service
- How is customer service measured at SJC, and how will *you* and *your business* be measured?
- Proper greetings, thank you, send offs, and other behaviors



- Calming upset customers
- Successful business measures
- Sales and customer satisfaction

How are customers different at SJC than in other situations?

- In a hurry.
- Disappointed – plane was delayed or cancelled.
- Frustrated about long lines going through Security Checkpoints.
- Not enough sleep -- got up early to catch a flight **or** was up late finishing work **or** packing.
- May have an unpleasant reason for traveling (family illness, death, to meet with upset customers, to attend undesirable meeting).
- Don't want to leave loved ones.
- Afraid to travel.



Characteristics of outstanding service providers

- Smile and eye contact -- pleasant greeting
- Friendly conversation, voice tone and body language -- word choice makes a difference
- Thank you and friendly send off:
“Have a nice flight” or “Welcome to San Jose!”
- Know the Airport, give directions if asked
- Good grooming & posture, pleasant demeanor
- Be helpful -- go out of your way for the customer



Examples:

- *Give directions, be clear and concise*
- *If a customer asks for change (in a retail shop or restaurant), provide them change even if they are not buying anything*
- *Get them additional assistance if necessary, even if from another organization*

Greeting Customers

Preferable options for greeting customers:

- *“Good morning / afternoon / evening.”*
- *“How may I help you today?”*
- *“Hello. How are you today?”*

Inappropriate or Inadequate Greetings:

- *“Yo!”*
- *“Next.”*
- *“What do you want?”*
- *“Hi.”*
- *“Hello.”*
- *“Yes?”*
- No greeting.



Why Are Smiles Important?

- Shows you are friendly and willing to help
- Shows you like helping people
- Universal sign of friendly greeting
- Sets up a pleasant transaction
- Helps someone in a bad mood become more pleasant



Why is Eye Contact Important?

- Shows you're focused on the customer
- Shows respect for the customer
- Shows you're a professional
- Cuts down on shoplifting in a retail shop



Giving Directions

- Part of your responsibility is to be able to give directions within the airport. You represent the entire Airport to our customers.
- You aren't expected to know about places beyond the Airport, send the customer to the Information Booth for those questions.
- Know where each airline is located (which terminal, and what gates they generally operate out of).
- Know the shops and restaurants in the terminals.
- Know where the following are (in relationship to your location):



- *Nearest restrooms*
- *Water fountain*
- *Pay phone*
- *White courtesy phone*
- *Information booth*
- *Mail box*

- *Shuttle buses (pick up and drop off)*
- *Car rental agencies*
- *Taxi cab stands*
- *Lost & Found*
- *ATM*

Importance of “Thank You” and a Pleasant Send Off

- It shows you value the customer’s business.
- It shows you are paying attention.
- It gives the customer a good feeling about your operation and about the Airport in general.
- In a retail shop or restaurant, it lets the next customer know his/her turn is coming next.

Examples:

- *“Thank you and have a great day.”*
- *“Thank you. We appreciate your business.”*
- *“Thank you. Have a nice flight.”*
- *“Thank you very much. We hope to see you again.”*

Reasons Customers may be upset:

- They are in a hurry
- They have had a setback (plane delayed or cancelled, secondary security screening, long lines, hungry, frustrated)
- They don't want to be traveling (heavy work load, unpleasant people to visit, don't want to be away from family)

Keys to Calming Upset Customers:

- Listen completely
- Speak respectfully
- Focus on positive actions



Three Steps to Calm Upset Customers

- 1) Acknowledge the customer's frustration and apologize for any inconvenience (even if not your company's fault):
 - *"I'm sorry for the mix up."*
 - *"I'm sorry for the delay."*
 - *"That's too bad, I am sorry that happened, let me help you."*

- 2) Point out options:
 - *"Let me see how I can help you."*
 - *"I can get you a new (item) or refund you. Which would you prefer?"*
 - *"I will rush that order for you."*
 - *"I will be glad to contact to assist you."*

- 3) If needed, state your company's policy as a benefit to your customers:
 - *"We ask for ID with credit cards to make sure no one but you is using your card."*

Voice and Body Language Can Help

- Make sure you have a pleasant tone
- Make sure the speed of your speech is slow enough to be understood
- Try not to be monotone or robotic
- Sound sincere in your concern about resolving the issue
- Have a pleasant facial expression
- Have straight body posture
- Make sure your gestures are positive
- Don't touch an upset customer
- Don't chew gum or eat within view of the customer
- Move swiftly to resolve the issue
- Sighing or cursing are inappropriate



Defusing Defensiveness: Show Empathy, Get Clarification

<i>Fight Starter</i>	<i>Communication Beginner</i>
You're crazy.	I can appreciate what you're saying.
I know how you feel.	I can understand how you'd feel that way.
It's always like this on Fridays.	I can see how you'd be upset.
You're way off base.	Let me see if I understand . . .
You aren't making any sense.	Maybe I misunderstood . . .
That's definitely wrong.	Let me see if I've got this straight . . .
What's your problem?	Please tell me what happened.
<i>Use a Positive Approach when Assisting a Customer who Made a Mistake</i>	
You didn't do it right.	I need a little more information from you . . .
You're wrong.	Maybe I was unclear . . .

Defusing Defensiveness: Show Empathy, Get Clarification

Avoid Giving Harsh Orders

Fight Starter

Communication Beginner

You **have** to ...

It will be better if you . . .
Will you please . . .
You need to . . .
I need you to . . .
Please . . .
It would really help if you . . .

You **should have** done it this way.

If you run into this again, here's how to get what you want . . .

Take Responsibility

It's not my fault/job.

Let me see what I can do to help.

I **can't** . . .

I don't have the authority to do what you ask.
However, let me get my supervisor to help you.

You can . . .

Retail and Food Service

Treat the customer well and increase your sales

- Pleasant greeting and send off, smile, pleasant tone of voice
- Make the customer feel welcome and be helpful
- Invite questions, offer assistance
- Communicate: announce prices, give total price, count out change
- Encourage future business



Protect your company's assets

- Eye contact with each visitor cuts down on shoplifting
- Watch your customers, in a non-threatening, unobtrusive manner
- Follow all company policies, especially with cash handling and processing credit sales
- Maintain a clean and neat environment, welcoming to customers

Retail and Food Service: Closing the Sale

Announcing Total Price

- Look the customer in the eye when you announce the total price.
- Speak clearly so she or he can understand.

Completing the Sale

- Count out the customer's change on a cash purchase
- Make sure you return the credit card to the customer
- Smile and thank the customer

Giving Change (*"can you break this bill for me?"*)

- Part of your responsibility is to give change for anyone who asks for it, whether they buy anything or not.
- Do so quickly and pleasantly.
- Do not act like this is an unpleasant job. You never know who'll come back in a few minutes and make a substantial purchase.



Retail and Food Service: Add-On Sales

Why suggest additional products?

- You're helping the customer by offering additional products or upgrades.
- You're assisting the customer in saving time or money, or being more comfortable for their flight.
- You're helping your company succeed.

Ways to suggest add-on sales?

- Be sure to ask if they need anything else or would like addition or upgrade to item purchased. "Is there anything else I can get you?"
- "Did you find everything you were looking for?"
- "Would you like (something that goes with the item they're buying) a soda with your snack? Water for the plane?"
- "For only \$ X more, you could have a larger size."
- Pose it as a benefit (time or money saver, convenience) for the customer, not for you ("I'm trying to win the sales contest").
- Accept "no" gracefully

How SJC Measures Excellent Customer Service

- Customer surveys conducted by the Marketing and Properties Departments
- Average ticket amount per passenger
- Few complaints lodged with airport management
- Comments from Passengers
- Airport secret shoppers



Your Business Will Be Evaluated On:

All Airport Businesses

- Work area is neat and orderly, public areas inviting and appealing
- Employees are pleasant, knowledgeable, helpful
- Services are provided in a professional manner

Retail and Food Service

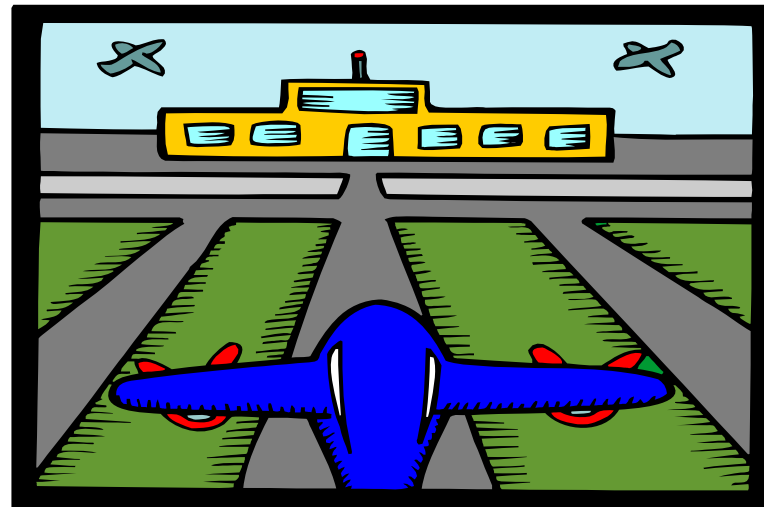
- Area is inviting and appealing
- General cleanliness of unit
- Tables and chairs in area are clean and free of debris
- Condiment stand stocked and clean/free of debris
- Trash cans clean and not overflowing
- Floors free of spills/debris
- Shelves well stocked and neat

What Will You Be Measured On?

- Your business name badge clearly visible to customers
- Eye contact and smile, friendly greeting
- Pleasantness throughout the interaction with customer
- Accuracy of transaction
- Thanking the customer and giving friendly send off
- Going above and beyond to serve customer
- Dealing professionally with any problems
- Product knowledge
- Focus on customer
- Familiarity with Airport services and locations
- Teamwork/cooperation with other employees working at the Airport

Remember . . .

*You don't only represent your company, you also represent the
Mineta San Jose International Airport
and the
City of San José!*





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