

Certified CSR Program with Aviation Food Safety Certification

Preliminary Program

Program Modules and Curriculum

Module I: Online, NATA Customer Service, Safety & Security Training (CSSS)*

Upon registering for the NATA Certified CSR Program, attendees will be given access to this online training course module which must be completed before attending the two day workshop. If this module has previously been completed, a CCSR Course credit will be given to the attendee upon verification.

This online CSSS course includes five individual modules and covers all the fundamentals of working in an FBO or aviation services industry environment. From understanding the types of fuel being sold to the types of aircraft that are serviced, this module also discusses radio usage, aircraft towing procedures, ramp safety and airport security among other fundamental practices, procedures and best practices.

The five sub-modules to be completed include:

- Introduction, LST
- Safety Part 1
- Safety Part 2
- Customer Service
- Security

*Module 1 is only assigned to attendees who registered for either the Certified CSR Program with Aviation Food Safety Certification or the Certified CSR Program Only.

Aviation Food Safety Certification attendees will not be required to complete the online CSSS Training.

Program Day 1: 8:00 AM to 5:00 PM Includes Morning and Afternoon Breaks and Lunch.

Module 2: Program Overview & Customer Service Practical Orientation

In Module 2, we set the table for two interactive workshop days where attendees will gain a customer service perspective on understanding what it takes to create an internal culture that embraces a customer service attitude.

Subjects include:

- Building Long-term Profitable Customer Relationships
- Making the Customer Your Fan
- How to Differentiate Your Company from the Competition
- Ways to Remember Customer's Names
- Setting Service Standards & Bringing them to Life
- Measuring Your Organization's Customer Service Effectiveness
- The One Question You Should Always Ask a Customer

Includes Planned Activities and Practical Exam

Module 3: Interpersonal Skills

In Module 3, attendees will work on honing their interpersonal skills. Communications, teamwork and leadership skills are learned through interactive activities.

- Personal Presentation
- Making a Good First Impression
- Verbal and Non-Verbal Communications
- Proper Phone Engagement
- Teamwork and Leadership Skills
- Personal Greeting and Conversation Guidelines
- Follow -Through and Follow-Up

Includes Planned Activities and Practical Exam

5:30 PM to 6:30 PM: Attendee Reception

Cash Bar and Complimentary Hors d' oeuvres

Program Day 2: 8:00 AM to 4:30 PM Includes Morning and Afternoon Breaks and Lunch.

Module 4: Operational Familiarity & Logistics

In Module 4, attendees will discover how every employee touches a customer in some way as we look at the practical side of bringing a great customer service experience to life within the operational working environment.

- FBO Safety: SMS, ERP & IS-BAH
- Aircraft Fueling and Ground Support
- Fuel and Service Invoicing
- Operations Software Capabilities
- Minimizing Credit Card Fees
- Up-Selling Fuel and Other Services

Includes Planned Activities and Practical Exam

Module 5: Customer Relations

In Module 5, we delve into the world of customer relations, learning what customers want, dealing with conflict and learning how to resolve issues through problem solving. Attendees will experience true-to-life role playing scenarios involving real pilots and real situations.

Subjects include:

- What Customers Want
- Conflict Resolution
- Problem Solving
- Becoming Empowered, A True Stakeholder
- Anticipating Customer Needs
- Cultural Awareness
- Customer Service Do's and Don'ts

Includes Planned Activities and Practical Exam

Awarding of Certificates

Program Day 3: 10:00 AM to 4:00 PM Includes Morning and Afternoon Breaks and Lunch.

Module 6: Food Safety

In Module 6, Air Culinaire will provide attendees with their food safety training and best practices for FBOs.