

Customer Excellence in Air Logistics

Strategies for Sustainable Customer Service

CLASSROOM IN ENGLISH

SALES & CUSTOMER SERVICE

Description

In the dynamic world of air cargo logistics, professional customer service and sustainable customer strategies are essential for long-term business success. This course provides practical insights into building a modern customer care framework, effective stakeholder communication, and the latest innovations and technological developments in the air cargo service sector.

Through interactive exercises, you will gain valuable insights into proven customer communication methods, digital trends, and strategic concepts. Learn how to enhance customer interactions, not only by reducing complaints but also by strengthening customer loyalty, optimizing service processes, and ensuring long-term success. A special focus will be placed on Neuromarketing in customer service, exploring how psychological triggers influence customer decisions and how you can leverage this knowledge to create stronger emotional connections, improve customer satisfaction, and drive loyalty. Additionally, you will receive a **practical toolbox** with templates, checklists, and best practices tailored to the daily work of customer service in air cargo logistics.

This course equips you with the tools to future-proof your customer service, effectively utilize digital opportunities, and gain long-term competitive advantages.

-  AVIATIONNOW.ACADEMY
-  1.150,- P/P EXCL VAT
-  2 DAYS
-  MIN PARTICIPANTS

Who should attend ?

- Airlines, Forwarders and GHAs customer service representatives
- Inside sales professionals in Air Logistics
- Employees in sales and procurement within logistics departments
- Professionals who interact daily with customers, partners, or stakeholders
- Managers and team leaders in customer service and support

AIRFREIGHTACADEMY.COM



Learning Objectives

- Understand trends and innovations in customer service
- Gain insights into the latest developments and technologies in air cargo customer service
- Evaluate the role of AI, automation, and digital platforms in customer support
- Develop and implement a modern customer service concept
- Learn the fundamentals of excellent customer service and integrate them into daily operations
- Design sustainable strategies for long-term customer retention in air cargo logistics
- Consider cultural and social factors in customer interactions
- Develop sensitivity to intercultural differences and global customer needs
- Create adaptive and audience-specific communication strategies
- Apply communication and conflict management techniques effectively
- Analyze and enhance your own communication and conflict resolution style
- Handle customer inquiries efficiently and manage escalations professionally
- Optimize internal and external communication processes
- Actively shape customer relationship and experience management
- Identify customer needs and implement targeted service strategies
- Use complaint management as an opportunity for customer retention
- Deliver successful customer experiences through digital service innovations and social media strategies
- Reflect on your role as a customer service professional in air cargo logistics
- Understand the importance of a service-oriented mindset
- Apply the toolbox to optimize your own work processes

