

# Customer Experience & Relationship Management

## Design next-gen customer experience management

2 DAYS COURSE | MIN PARTICIPANTS | Available Languages: DE+EN

AIR CARGO MANAGEMENT

AVIATIONNOW.ACADEMY

### Description

**Become an expert in delivering outstanding customer experience and relationship management - capabilities that are increasingly critical for long-term competitiveness in the air cargo industry. This course enables participants to elevate their company's customer relationship management (CRM) to a strategic level, building trust, loyalty, and sustainable value.**

Participants explore the foundations of customer service ethics, trust-building, and loyalty, while gaining advanced knowledge in Customer strategies such as Net Promoter Score, loyalty metrics, and CRM systems. The training also covers effective communication, cultural awareness, adaptive selling, and key account management, linked to the principles of the service profit chain. Special focus areas address sensitive cargo segments such as express, pharma, and perishables—where proactive engagement is a decisive success factor. Through lectures, discussions, interactive exercises, and embedded coaching, participants develop practical skills for managing complex customer relationships. Guided reflection supports the creation of a personal leadership roadmap to ensure direct application in their professional role. By the end of the course, participants will be equipped to design and lead customer experience strategies that enhance satisfaction, retention, and long-term customer value in a competitive cargo environment.

### Target group

- Employees of Air Cargo logistic companies with customer contact
- Managers and Sales Executives
- Key Account Managers, Reservation Staff

**Class location:** Classroom training in Europe or Dubai, or worldwide in-company

**Included:** course material, certificate

### Learning objectives

- Gain an overview of the principles of excellent customer service
- Build trust and apply service ethics to strengthen loyalty and understand social styles and cultural differences of airline customers
- Communicate and collaborate with customers effectively, using verbal and nonverbal techniques
- Apply key aspects of customer service across the organization
- Develop customer loyalty, create customer lifetime value (CLV), learn to measure and apply Net Promoter Score (NPS) and loyalty metrics
- Set up and manage CRM systems with modern tools and components
- Understand key account management, client power, and strategic categorization
- Explore decision processes, adaptive selling, and purchasing behavior
- Obtain and act on customer feedback to refine service programs
- Apply CX strategies for specialized handling (express, pharma, perishables) Engage customers proactively with communication strategies
- Create a personal leadership roadmap through embedded coaching

### Course outcomes

- Comprehensive understanding of customer experience leadership and strategic relationship management in the air cargo industry
- Ability to leverage customer insights to increase satisfaction, loyalty, and long-term value creation
- Practical expertise in CRM systems, loyalty measurement, and customer-focused performance management
- Final leadership milestone as Module 6 of the Future Leadership Accelerator Program, reinforcing customer-centric transformation and sustainable competitive differentiation

