

Air Cargo Operations Customer Service incl. Customer Visit

Driving operational excellence through customer experience and service performance

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

AIR CARGO SALES & CUSTOMER SERVICE

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Description

Customer service in air cargo is no longer limited to communication and responsiveness—it is a critical component of operational performance, customer retention, and business success. This workshop provides a practical and operationally focused understanding of customer service within air cargo environments, where time pressure, complexity, and service expectations require structured, reliable, and performance-driven interaction with customers.

Participants receive insights into how customer experience is shaped by operational execution, including shipment handling, irregularities, delays, and coordination across stakeholders. The course connects customer interaction directly to service reliability, operational performance, and long-term business relationships. A strong focus is placed on managing customer interactions in real operational situations. Participants learn how to handle challenging scenarios, manage expectations, and communicate effectively in high-pressure environments while maintaining control and professionalism. A key component of the program is the preparation and execution of a structured customer visit. Participants develop the ability to plan, conduct, and follow up on customer interactions in a professional and outcome-oriented way, strengthening trust, transparency, and long-term partnerships.

Target group

- Airline, cargo airline and ground handling operations and customer service staff
- Freight forwarders and logistics professionals managing customer interactions
- Professionals involved in service delivery and customer-facing operational personnel
- Operations supervisors, team leaders and performance managers
- Key account managers and customer relationship professionals

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

Included: course material, certificate

Learning objectives

- Understand customer service as an operational performance factor within air cargo logistics systems
- Analyze how operational execution directly influences customer experience and service perception
- Manage customer interactions effectively in time-critical and high-pressure operational environments
- Handle irregularities, delays, and service disruptions with structured communication and control
- Improve service reliability and consistency through better coordination and process understanding
- Strengthen communication skills for complex B2B interactions within the air cargo supply chain
- Align customer expectations with operational capabilities and service realities
- Apply structured approaches to manage complaints, escalations, and service challenges
- Understand the role of customer relationships in long-term business performance and retention
- Prepare, structure, and conduct professional customer visits with clear objectives and outcomes
- Improve follow-up processes to strengthen transparency, trust, and continuous relationship development
- Enhance collaboration between operational, commercial, and customer-facing functions

Course outcomes

- Improved ability to manage customer interactions in operational environments with confidence and control
- Enhanced service reliability and customer satisfaction through better communication and coordination
- Stronger customer relationships and improved alignment between operational delivery and customer expectations

