



THE ART OF BEING A GOOD HOST AS **CUSTOMER CARE PERSONNEL**

Written by Benedict Gasu
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There is nothing better than visiting a vendor, no matter how small or big it is, for him/her to astonish. There is a thing but very visible difference between customer service and customer. The difference between these two is what every customer yearns to experience because to same, they are one and same thing. In Aviance, particularly Passenger Handling Department, the ultimate goal is customer care. This write up is a brief on the Passenger Handler goal for of all staff.

Various people have tried to distinguish between these two qualities and some have also said they mean the same thing. To the extent that other schools of thought have been developed which include customer satisfaction, customer experience, customer focus, customer loyalty etc.

Customer service has been defined by Stevens Tina as one's ability to meet the needs of a customer." Wikipedia also explains customer service as a "...provision of service to customers before, during and after purchase. The perception of success of such interactions is dependent on employees who can adjust themselves to the personality of the guest". In other words, I come to buy water from you and all you do is avail me the water I need, and I pay for it, thank you and off I go. In our industry, a passenger is en route New York and purchases a ticket; all they expect is to come check in and get their boarding pass with their bags tagged. When customers get these basic things they pay for, then we are talking about customer service. But the question is, is that good enough to make the customer want to come back? May be yes and maybe not.

Customer care on the other hand has been explained to be how well customers are taken care of while they intermingle with a brand. Instead of just going through the motions and making a sale, customer care is primarily "...caring for customers, listening to their needs, and finding the right solution". Ron Kaufmann defines as "...one's ability to constantly and consistently exceed the needs of a customer". Both definitions are consistent with the fact that satisfying a customer or availing a customer's basic needs is not good enough; what is imperative is exceeding their expectations – the **"waow"** factor. According to Kaufmann's definition, there has to be some ingredients to obtain customer care. These ingredients include:

"ability" – training or skill

"constantly and consistently" – not one off. Part and parcel of you

"exceed" – not do the basic things as is done by everyone. Give options to the customer

From the above explanation, customers get excited and love to return to buy the same product when the people who serve them have the ability to give them the basic things they have paid for, secondly the expect a good level of timeliness when there will not be a disappointment and this must be consistent. If they will get the same thing from anywhere, then they do not need to experience you but anyone else who sells the same product. Passenger Handling Department's ultimate goal, invariably that of Aviance, is to leave a very exciting mark on the mind of the customer so he/she comes back. How do we leave such indelible mark for a customer to do a repeat purchase of our product? Very simple.

We treat our customers as our **GUEST, CARE** for them and **LEAD** them to their destination.

As our **GUEST**; we **greet** them; **use** their names and or titles when we address them; we maintain professional **eye** contact; we **smile** at them and above all show them appreciation for doing business with us by **thanking** them.

As an art, we **CARE** for our customers. In this regard, we provide **credible information** to our customers, **assure** them of whatever information we give them; show them how **reliable** we are by always sticking to our timelines and ultimately **empathize** with their needs so as to tailor our services to twinset them.

We exist to ensure we **LEAD** our customers to their destination of choice. Knowing "assumptions are the termites of relationship", -Henry Winkler, we spend quality time **listening** to the customers so we can appreciate their needs and resolve them. When we appreciate what they tell us, then we **explain** to them exactly what there is or are available to them. Where need be, we **act quickly** so our customers do not feel they are dealing with people who do not know what they are about. In sum, we **deliver** as per our promise to our customers.

In delivering, we consider our forms of communication, product knowledge, titivating, apparent service gap, patience, attention to details and a lot more. We value feedback from our customers as that is the basis for assessing how we are performing and further tailor our subsequent training towards achieving our goals. Thus we value all our customers especially our "...unhappy customers who are" our 'greatest source of learning" according to Bill Gates.

Customer care is really an art that we as a Department hold steadfast to, so as to enable us maintain a repeat purchase of our customers by the various qualities explained above. Treat your customer as a king today and you will be their prince or princes tomorrow. Remember never to tell the customer what he/she wants, just understand what he/she wants by listening to him/her and you are on the road to customer care satisfaction.



MANAGING YOUR FINANCES **IN 2021**

Written by Winnifred Quainoo - Lead Agent
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To gain total financial freedom in 2021, managing your finances should be your topmost priority. Putting your finances in order gives you peace of mind to focus on other important things in life.

Below are five (5) important tips to help manage your finances.

1. Make a budget and stick to it: One of the best things about budget is that, it helps you to know your money. It will help you know how much money you have, how it is used, allocations, plans and much more. It brings about self-awareness regarding your money and helps make the right move. More importantly, you should stick to the budget to avoid borrowing to cover your expenses.

2. Make savings a lifestyle: Make it a habit to save at least 10% of what you earn each month, and this should be done before you make any expenses. You can do this by placing a standing order on your account for monthly deductions to be made and reduce borrowing as much as possible. Saving money is incredibly important. It gives you peace of mind, expands your options for decisions that have a major effect on your quality of life and eventually gives you the option to retire early.

3. Build an emergency fund: these are funds set aside for rainy days or unforeseen circumstances such as a job loss, illness, death, major repairs to a home especially during this COVID 19 pandemic. Having an emergency fund will cushion you during these times.

4. Pay off debts - in your monthly budget, make provisions to pay off debts. This way you can reduce your debts gradually on a monthly basis. Pay off debts with higher interest rates first. And yes, you will have a goodnight sleep if you don't owe.

5. Seek Investment advice: if you have little or no knowledge in finance or investments, seek advice from an expert to reduce your risk of losing your investment(s) entirely.

• It's not too late to manage your finances. Start today!!!!

IS PARENTING LEADERSHIP?

Written by Winnifred Quainoo - Lead Agent (Passenger Handling Department)



Leadership according to former US President Dwight D. Eisenhower is “The art of getting someone else to do something you want done because he wants to do it”. What I find fascinating about Dwight’s definition on Leadership is how of no doubt, it is exactly what applies to Parenting. To all the parents out here, isn’t that exactly what you are trying to achieve with your children every second around the clock? Leaders will also nod in affirmation that, it is basically the same with the relationship they have with their subordinates or staff.

Now let’s flip the card to what Parenting is. We already know that primarily, Parenting is the process or the state of being a parent. However, a little probe into the definition of Parenting reveals according to Wikipedia that, “Parenting is the process of promoting and supporting the physical, emotional, social and intellectual development of a child from infancy to adulthood. It refers to the intricacies of raising a child not exclusively for biological relationship”.

On record, it is quite unfortunate that both parents and leaders have had some failures in trying to have their children and staff cooperate and do as it is asked of them. The absence of such adherence can put pressure on the existing relationship. It is a desperate desire of parents to get their children to do exactly what is instructed without resorting to shouting, reminding and nagging. I am sure leaders on the other hand will find it a safe haven if subordinates apply directives and stick to instructions without fail. Without any argument, being a good parent is much like being a good leader; in that, there is the necessity to create a guide for those under your charge to excel. It is crucial to have interest in their development and show confidence in their abilities.

There should be the provision of tools they will need to overcome obstacles and succeed. So considering the underlying roles in Parenting and Leadership using their definitions as point of reference, it is acceptable to view Parenting as a form of Leadership. In so many ways, one can put Parenting and Leadership side by side under the same umbrella because of the similar practices embedded in them. I would love you to tag along as I walk you through few similar practices both possess.

Let’s first talk about **Vision and Strategy**.

In every workplace and home, it is essential to have a clear vision (expectations and goals). Vision allows both the parent and leader to look ahead and anticipate possible problems before they arise. Strategy on the other hand is what enables us to plan how to deal with Leadership and Parenting challenges on the occasions they will arise. Planning ahead prevents the anticipated challenges from occurring in the first place. That is why both leaders and parents are less reactive to these challenges when they arise because of the strategies laid down for such times.

Additionally, Leading by Example reminds leaders and parents of their key role as role models. Here, the adage “do as I say and not as I do” should not be applied if parents and leaders want to be tagged the best role models. Children and subordinates are negatively or positively affected by their authority’s personality and training skills. Those under their charge unconsciously emulate them. Integrity and Trust are integral elements needed for connection in every human relationship because it is almost impossible to create a sense of safety without them.

Trust is essential and Integrity is crucial to establish such strong connection since they go hand in hand. In the family setting, a child can never open up to his parents if he does not trust their judgment and counsel to guide his life’s journey. In the same vain, leaders need to trust the integrity and capabilities of staff to assign them tasks and continue delegating towards productivity. Until subordinates can trust the office of their leader, they on the other hand can never seek for guidance to help them succeed in their roles.

Effective Two-Way Communication is important at the workplace and home because this is what enables a team and a family to function effectively. Whether speaking to staff or children, the key to effective communication is to ensure that we reduce commands, orders and reminders. They should rather be replaced with a more effective alternative. A point can be made calmly without anger; as shouting causes people to go into “fight or flight” mode.

This makes it more difficult for them to do as we have asked them to. Similarly, the best leaders and parents always know how to listen to the team or children respectively and allow the interaction and “creative juices” to flow rather than stifling them.

In conclusion, areas like: **Emotional Intelligence, Ability to Motivate and Inspire, Being Directive and Participative** all go to support the fact that Parenting is Leadership in every sense. In whatever position we will find ourselves therefore; be it a leader or a parent, let us play our roles effectively with this mindset for the good of those we are mentoring and the community we operate in at large.