Airport Service Quality (ASQ) Training Course

Professional Development Training Course Outline

Category	Aviation and Airport Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Airport Service Quality (ASQ) is the global benchmark for measuring, managing, and improving the passenger experience across airports. Airport Service Quality (ASQ) Training Course equips participants with practical knowledge and industry-leading strategies for enhancing customer satisfaction, service excellence, operational efficiency, passenger journey optimization, digital transformation, airport hospitality, service innovation, stakeholder collaboration, and performance management. Participants will gain the competencies required to implement internationally recognized ASQ frameworks, improve airport competitiveness, strengthen passenger loyalty, and achieve sustainable service excellence in today's highly competitive aviation environment.

The course integrates global best practices, customer-centric service models, smart airport technologies, passenger feedback analytics, service recovery techniques, operational excellence, quality assurance, sustainability principles, and continuous improvement methodologies. Through practical case studies, interactive discussions, simulations, and performance evaluation tools, participants will develop the skills necessary to exceed passenger expectations while supporting regulatory compliance, airport branding, commercial growth, and long-term organizational success.

Programme Curriculum

Airport Service Quality (ASQ) Training Course

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Course Objectives

By the end of this course participants will be able to:

1. Understand global Airport Service Quality (ASQ) standards and frameworks.
2. Enhance passenger experience using customer-centric service strategies.
3. Apply digital transformation solutions to improve airport services.
4. Measure service performance using ASQ performance indicators.
5. Strengthen customer satisfaction through proactive service delivery.
6. Implement effective passenger feedback and complaint management systems.
7. Improve service recovery and customer retention techniques.
8. Develop operational excellence for seamless passenger journeys.
9. Promote airport hospitality and professional customer engagement.
10. Utilize data analytics for service quality improvement.
11. Integrate sustainability into airport service management.
12. Benchmark airport performance against international best practices.
13. Develop continuous improvement plans for service excellence.

Organizational Benefits

- Improved passenger satisfaction ratings.
- Enhanced airport reputation and global competitiveness.
- Increased operational efficiency.
- Stronger customer loyalty and retention.
- Improved commercial revenue opportunities.
- Better employee engagement and service culture.
- Effective performance monitoring systems.
- Enhanced regulatory compliance.
- Improved stakeholder collaboration.
- Sustainable continuous service improvement.

Target Audience

- Airport Operations Managers
- Customer Service Managers
- Terminal Supervisors

- Airport Duty Managers
- Quality Assurance Officers
- Airline Customer Service Personnel
- Ground Handling Supervisors
- Aviation Regulators and Consultants

Course Duration: 5 days

Course Modules

Module 1: Introduction to Airport Service Quality

- ASQ framework and international standards
- Passenger expectations and changing trends
- Customer experience fundamentals
- Airport service performance indicators
- Service quality principles
- Case Study: Singapore Changi Airport ASQ Excellence

Module 2: Passenger Experience Management

- Passenger journey mapping
- Touchpoint optimization
- Passenger communication strategies
- Accessibility and inclusive services
- Service personalization techniques
- Case Study: Hamad International Airport Passenger Experience

Module 3: Customer Service Excellence

- Professional customer engagement
- Managing diverse passenger needs
- Effective communication skills
- Complaint handling techniques
- Service recovery strategies
- Case Study: Incheon International Airport Customer Service

Module 4: Performance Measurement and ASQ Benchmarking

- ASQ performance metrics
- Passenger satisfaction surveys
- Data interpretation and reporting
- Benchmarking methodologies

- Continuous improvement planning
- Case Study: Zurich Airport Quality Performance

Module 5: Digital Transformation in Airport Services

- Smart airport technologies
- Digital customer engagement
- Self-service solutions
- Artificial Intelligence applications
- Passenger information systems
- Case Study: Helsinki Airport Smart Passenger Services

Module 6: Operational Excellence and Service Delivery

- Integrated airport operations
- Queue management optimization
- Cross-functional coordination
- Service process improvement
- Risk-based service management
- Case Study: Hong Kong International Airport Operational Excellence

Module 7: Leadership and Service Culture

- Building customer-focused teams
- Leadership in service excellence
- Employee motivation techniques
- Stakeholder collaboration
- Organizational culture development
- Case Study: Dubai International Airport Service Leadership

Module 8: Continuous Improvement and Future Trends

- Innovation in airport services
- Sustainability and green airports
- Emerging passenger expectations
- Future ASQ developments
- Developing improvement action plans
- Case Study: Amsterdam Schiphol Airport Continuous Improvement

Training Methodology

- Interactive facilitator-led presentations.
- Group discussions and collaborative learning.
- Airport service quality simulations.
- Global airport case study analysis.
- Practical ASQ performance assessment exercises.
- Passenger journey mapping workshops.
- Role-playing customer service scenarios.
- Individual and group assignments.
- Experience sharing and peer learning.
- Action planning and course evaluation.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com