

# *JIREH AIR TICKET SOLUTION*

## LESSON PLAN

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INTRODUCTION TO AIR TICKETING

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IATA AND GDS

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## COURSE 1:

### INTRODUCTION TO AIR TICKETING

#### 1.1 INTRODUCTION :

The history of aviation spans more than two thousand years. The Dream of flying came true after invention of first flying machine. From the earliest forms of aviation, such as kites and efforts at tower jumping, through supersonic and hypersonic flight by propelled, heavier-than-air jets. This machine was started using by Europe and US between the two World Wars as commercial air transport. In 50's when civil air transport started it was not as pleasant as it started with tragedy. After realising from these accidents, companies took it as opportunity of learning and new jet engine aircrafts had been designed. These incidents also allowed them to think about parameters such as size, range, and speed as well as fuel efficiency. Commercial air travel began in 1914, when Tony Jannus piloted the world's first scheduled passenger service between Tampa and St Petersburg. Despite the fact that commercial aviation did not take off immediately, throughout the 1920s, a growing number of enterprises attempted to capitalise on this milestone, with varied degrees of success. Air travel has now become a normal and practically vital aspect of people's lives throughout the world whether developed or developing nations. Despite the fact that many aspects of air travel have altered, airfares have worked in the favour of both customer as well as service providers.

1.1.1 The Early Days IATA : A sense of organised body was felt to aid customers in developing a safe, functional, efficient, inexpensive, and dependable air transportation network, which resulted in the development of international organisations. Initially the IATA (International Air Transport Association) was started as small entity which grows gradually. However, until 1939 it was limited to a European dimension later Pan American joined to it. After WW-II immediately started handling worldwide responsibilities with a more systematic organization and a larger infrastructure. This organization's main purpose was to encourage regular and safe air travel for the benefit of the people. It was suggested that an international organisation be established to promote air commerce and analyse the challenges involved with air travel. It was also a concern for collaboration among air transport companies involved in international air transport, either directly or indirectly. As it was hard to convince the traveller to access air transport, the organisation had to invest their focus on safety and reliability of airline operations. The highest standards in air navigation, an airport infrastructure and flight operation was required for that. After ICAO (International Civil Aviation Organization) that coordinated regional air navigation and support for airports and operational aids in countries which could not themselves afford such services came into existence on 4 April 1947, IATA provided vital inputs.

1.2 IATA : International Air Transport Association is an association of airline traders around the world promoting cooperation in ensuring the safety, the security and the reliability of air services.

1.3 NON IATA TRAVEL AGENCY are agencies who are not accredited by the International Air Transport Association. Only registered in a country, they can work hand in hand with IATA travel agencies.

1.4 IATA TRAVEL AGENCIES are agencies who are registered both in a country and IATA, those agencies have the authority to issue tickets.

#### 1.5 DETAILS ON TICKET :

Tickets, regardless of their type, provide the following information:

- The passenger's name
- The issuing airline
- A ticket number, including the airline's three-digit code at the start of the number
- The cities between which the ticket is valid for travel
- Flight for which the ticket is valid (unless the ticket is "open")
- Baggage allowance. (Not always visible on a printout but recorded electronically for the airline)
- Fare. (Not always visible on a printout but recorded electronically for the airline)
- Taxes. (Not always visible on a printout but recorded electronically for the airline)
- The "Fare Basis", an alphabetic or alphanumeric code that identifies the fare
- Restrictions on changes and refunds. (Not always shown in detail, but

1.6 ISSUANCE OF A TICKET: An IATA ticket is a document issued by a travel agent or airline to confirm the purchase of a passenger's itinerary.

1.7 VOIDING AN E-TICKET: A ticket might be voided if a mistake was made, such as the wrong credit card was used to issue the ticket or the passenger's name was incorrect.

1.8 REVALIDATING AN E-TICKET: Only change in a date, without changing the routing, class and fare.

1.9 REISSUE OF AN E-TICKET: This means a change in routing, date and fare, whenever we reissue we have a new ticket number displayed after the process is done.

1.10 REFUND OF AN E-TICKET: A process of refunding the money to the passenger because they don't longer need to travel. There are two types of refunding

Full refund: this type of refund is for totally unused ticket.

Partially refund: while this type of refund is half sector used refund.

## Course 2

### GDS, ENCODING AND DECODING

GDS: A Global Distribution System, or GDS, is a worldwide reservation system that acts as a conduit between travel bookers and suppliers, such as hotels, other accommodation providers and other travel related services.

The GDS communicates live product, price and availability data to travel agents and online booking engines for automated transactions.

A Global Distribution System is often used to tap into the corporate travel market because it has the ability to present hotels, flights, and car rentals in one simple interface providing convenience for users.

Whether your hotel is struggling to attract enough attention from travellers, or the guests you're attracting aren't the correct audience group, signing up to a global distribution system (GDS) might be a worthwhile option for your hotel's business.

The main 'big three' legacy GDS systems:

- Amadeus
- Travel port (that owns systems Galileo, World span and Apollo)
- Sabre

ENCODING & DECODING: Encoding is essentially a writing process, whereas decoding is a reading process. Encoding breaks a spoken word down into parts that are written or spelled out, while decoding breaks a written word into parts that are verbally spoken.

Airline codes: In GDS where we work with commands only, we have to write two letter code of an airline.

Airport codes: can be displayed in GDS in three letters, NB: city code is not necessarily an airport code.

Country code: can also be displayed in two letters.

2.1 Passengers: - passengers are travelers which in our case those who travel by air .We have three types of travelers

Adult: 12 years old and above

Child: In between two and twelve.

Infant: lesser than two years old.

NB: - also fare pricing goes accordingly

2.2 Seats are frequently equipped with further amenities. Airline seats may be equipped with a reclining mechanism for increased passenger comfort, but they differ according to the comfort zone into three those are economy class and business class and first class.

### Course 3

#### Status of an air ticket:-

(a) = Status codes that may only be set by an airline, provided that the change is permitted in accordance with IATA resolution 20.60 or IATA resolution 722f as applicable.

(c) = Status codes that may be set by either a CRS or an airline.

Whenever a CRS changes the status to one marked with a (c), the status immediately prior to the change must be O (open for use).

Whenever an airline internally changes the status to one marked with a (c), the status immediately prior to the change may be any status, provided that the change is permitted in accordance with IATA resolution 20.60 or IATA resolution 722f as applicable.

(i) = Status code O that may be set by a CRS only at the time of ETKT issuance. It may be set internally by an airline at any time for any change from another status code to O, provided that the change is permitted in accordance with IATA resolution 20.60 or IATA resolution 722f as applicable.

(d) = U - Unavailable: Indicates Interim status (airport control, checked-in, irregular operations, lifted/boarding, refund taxes/fees/charges only, suspended, unavailable).

(e) = Y - Refund Taxes/Fees/Charges Only: Indicates the validating carrier has determined the coupon is no longer available for use as ticketed, applicable taxes/fees/charges may be refunded and considered as closed status.

(f) = Z - Closed: Indicates the Validating Carrier has determined the coupon is not available for use. This is a final status, no follow-up action is permitted.

(g) = A FIM (Flight Interruption Manifest) is issued by the airline when the airline has to involuntarily reroute a passenger due to flight cancellation or major flight delay.

#### Coupon status Description

A	Airport control
C	Checked in
E	Exchanged/Reissued
F	Flown/Used (a)
G	Converted to FIM (g)
I	Irregular operations (a)



L	Lifted/Boarded (a)
N	Notified
O	Open for use (i)
P	Printed (c)
Q	Revoked by the airline (a)
R	Refunded (c)
S	Suspended (a)
T	Paper Ticket (c)
U	Unavailable (d)
V	Void (c)
Y	Refund Taxes/Fees/Charges only (e)
X	Print Exchange (a)
Z	Closed (f)
1	Ground Transportation Voucher

### 3.2 Fare Calculation:-

Amidst all this chaos, finding the best deals on flight bookings can easily help you plan your holiday perfectly. You might have tried numerous strategies and plan changes to get the best deals on flight bookings. If you are a frequent flyer, you might often be curious about how is airfare calculated. Beneath the final airfare quoted to the customers, there are different values that don't meet the human eye. You might be scouring the internet, choosing low season dates, opting for flexible travel dates, adding stopovers or checking different websites. However, to help you understand the airline ticket pricing, you need to understand it from the airlines' point of view.

Airlines have 3 travel classes: First Class, Premium Economy and Economy. Further, these travel classes are divided into booking classes which refer to the type of ticket. The type of ticket in the

booking classes is based on the refund policy, cost of changing and other factors. Seats of each booking class are divided into different fare buckets. e.g. There might be 100 seats in Economy, so each fare bucket might have 10-20 seats.

The reason behind different booking classes and fare buckets is profit maximisation. Airlines take into consideration the flying patterns of leisure travellers and business travellers. Leisure travellers book their tickets way in advance and are flexible with dates, which helps them buy cheaper tickets. On the other hand business travellers have a set date they need to fly on and make spontaneous last-minute bookings. Hence they are also willing to make bookings at any given cost. As the departure date arrives closer, airlines don't lower their prices but in fact, they get more expensive. E.g., airlines will have more profit by selling 50% of the tickets at the base price and the prices gradually increase as each fare bucket gets full rather than selling 85% of the flight at the base price.

However, in the very end, when all the tickets haven't been sold out, airlines open them up at discounted prices to at least recover the basic flight cost.

The main factor determining airline pricing is seat availability and demand. If the number of seats available on a particular route is less, prices will be higher and vice-versa. Holiday seasons or school breaks see higher demand making flight tickets expensive.

Your final ticket price is made up of the following things:

Base Fare: Basic fare to commute from point A to point B.

Taxes and Airport Fees.

Fuel Surcharge: Additional fuel charge in case of a surge.

Service Fee To Issue: Fee collected for service provided.

Food: Whether inflight meal is included in the price.

Seat Selection: Pay to select your preferred seat.

Baggage: Pay for your extra baggage.

## Course 4

What company isn't looking to improve customer satisfaction in today's highly competitive marketplace? Customers who give you a 5 on a scale of 1 to 5 are six times more likely to buy from you again than those who "only" give you a score of 4.8. Customers are the lifeblood of an organization. Their satisfaction is closely linked to retention (and its less attractive sibling, churn),

repeat business, and the positive word of mouth that attracts new customers.

To satisfy customers, you simply have to resolve their issues and do it quickly. Easier said than done.

At minimum, customers expect to be listened to and understood, taken seriously, treated with respect, and to receive timely action. To earn top Net Promoter scores or 5s on a CSAT survey, you have to do more.

In this eBook, we'll talk about some core principles of customer care that drive strong customer satisfaction scores. There are, of course, essential

skills that should be demonstrated by anyone in a frontline customer service position, and Impact

Learning Systems has a lot of information to offer you in that arena. But for now, our focus is on five key

principles that are relevant to anyone who manages or trains a customer service team.

## Overview

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The following principles derive

from work performed with many

organizations to assist them in their

efforts to establish a culture of worldclass service. The principles outlined here are key to that endeavor—regardless of industry. Of course it's difficult to pare it down to only five principles—certainly there are many more that can be considered—but this should provide a good starting point for anyone trying to build and maintain a strong customer care culture in their own organization.

## Introduction

If you can resolve an issue or fix a problem of a complaining customer, it is 80% likely that the customer will come back and make a purchase again.

Did You Know?!

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The concept of “customer care” needs to be distinguished from “skills.”

## “Customer Care” Defined

There are some essential skills that should be demonstrated by anyone in a frontline customer care position, and Impact Learning Systems certainly has a lot of information to offer you in that arena, but for now, let's focus on some key principles that are relevant to anyone who manages or trains a customer care team, as well as to the customer care representatives themselves.

After each principle, some relevant questions to reflect on will be introduced. The aim is to help you assess whether this principle is being put into practice in your own

organization. Let's take a look.

## Customer Care

(noun) The work of looking after customers and ensuring their satisfaction with your business and its goods or services.

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### Customer Care Principle #1

The first principle is that to customers, frontline representatives are the company. Customers don't usually know or see what goes on behind the scenes, so their impression of your organization stems from what

we call "customer touchpoints." These customer touchpoints occur any time a customer comes into contact with

your company and uses that experience to form an impression of your organization.

Frontline employees, whether they're communicating face-to-face, on the telephone, or via e-mail, are in direct and constant communication with your customers. An investment in the skills and knowledge of these employees is very much an investment in the customer experience.

To ensure that these customer touchpoints are leaving a favorable impression, here are a few questions for you to consider:

❑ Do frontline employees view themselves as ambassadors of the organization?

❑ Are they trained in communication skills?

❑ Are they empowered to do the needful (within reason) for customers?

❑ Are you aware of the various customer touchpoints that occur in your organization?

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## Customer Care Principle #2

Studies have shown that a strong link exists between employees' job satisfaction and the quality of customer

service those employees provide. (Really no surprise there.) Customer care—whether that means selling shoes or

fixing servers—is an intrinsically rewarding profession. Simply put, it feels good to be of service to someone, to

make something good happen to another person. This is the kind of attitude that motivates employees to create a

strong culture of customer care. But it doesn't typically happen unless the employees themselves feel valued by their

company and satisfied with their jobs. It may sound obvious, but it's worth noting:

If employees aren't satisfied on the job, they're usually not motivated to

demonstrate a high level of customer care.

At best, they'll do just enough to get by.

The following are some key questions to ask yourself about employee satisfaction at your organization:

❑ What is the turnover rate for your customer-facing employees?

❑ How do you measure employee satisfaction and motivation?

❑ When employee satisfaction is low, what do you do about it?

❑ Do performance issues in your organization stem from an employee's attitude or from his or her

skill level?

Your answers to these questions will tell you what's needed in order to build a culture of strong customer care.

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## Customer Care Principle #3

The third key principle of customer care is to show customers that they're valued by your

company. Many organizations make the mistake of assuming that customers know this. Of course, the most

important aspect of showing customers that they're valued is to take care of their needs or requests in a timely,

efficient, and correct manner. At each and every customer touchpoint, maintain a mindset of earning the business

and trust of customers. Never take it for granted.

But customers have needs that go beyond the transaction. They want to be appreciated and respected. They want

to feel that your company's customer care philosophy is just that: Care. So it doesn't hurt to tell them directly. Before

ending a call or a face-to-face visit, employees should take a moment to tell the customer that their business is

appreciated. It can go a long way.

Here are three questions to keep in mind:

❑ If you were a customer of your organization, would you feel valued?

❑ When closing a call or other type of customer transaction, are employees expected to thank customers for their business?

❑ Do customer-facing employees understand the importance of earning a customer's trust and loyalty on an ongoing basis?

The good news is, putting this principle into action is usually a pretty simple step.

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#### Customer Care Principle #4

All too often, companies place a strong emphasis on external customer care while losing sight of the fact that internal customers matter just as much. Why? Because somewhere down the line, the service you provide to an internal customer will show up in an external customer transaction. An internal customer is any employee who depends on the timing, quality, and accuracy of your work in order for them to succeed in their own work. Those organizations in which a customer

care culture is truly embedded do not make distinctions about internal and external care. Each employee's mission is simply to demonstrate excellence with each and every task.

To help you assess the level of internal customer service in your organization, ask yourself the following questions:

- ☐ Do your employees know who their internal customers are?
- ☐ Are employees measured on the service they provide to internal customers?
- ☐ Do they recognize that everyone in the organization is a service provider?

If you feel that you might need work in any of these areas, the next principle can help.

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#### Customer Care Principle #5

You cannot expect people to perform to expectations until you've given them the knowledge and skills to do just that. If you're serious about embracing a culture of customer care, you need to educate employees as to what this notion looks like on the job. It shouldn't be taken for granted that employees know what goes into good customer service—internal or external. They may have some good instincts, and they may each take certain measures that they personally feel will provide good service, but this hopeful and hodgepodge approach isn't enough. Providing them training in both your company's customer care philosophy and in their job-specific service skills is a huge and all-important step. Once employees have been trained, it's essential for them to be held accountable for putting the skills into practice on the job. This, of course, means strong and consistent coaching on an ongoing basis. Finally, once you've trained employees and held them accountable for putting their training into practice on the job, be sure to reward them for their success.

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## Formula for Success

Here at Impact Learning Systems, we believe that strong performance in the area of customer care is a matter of a

simple formula:

Training + Coaching = Success

The questions that follow will help you to assess where you stand in those two disciplines:

- ❑ Do employees know what's expected of them?
- ❑ Do they have the knowledge, skills, and competencies to provide great service to internal and external customers?
- ❑ Do supervisors and managers provide regular, constructive, and skilled coaching to employees?
- ❑ Are employees rewarded for their success?

If your answer to any of these questions is no, it's time to take a look at your training and coaching and possibly move them up the priority list.

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Principle #1: To customers, frontline employees are the company.

Principle #2: Employee satisfaction matters!

Principle #3: Show customers they're valued. Don't assume they know it.

Principle #4: Internal customer care is as important as external customer care.

Principle #5: Train your staff to deliver great service—and hold them accountable.