

Provide GEMS Service (16 hrs)

COURSE OVERVIEW

The Provide GEMS Service module aims to prepare participants to provide “extra mile service” to their customers. The programme will focus on the importance of having the right service mindset and going the extra mile benefits themselves as well as the organisation. Participants will also gain confidence in serving their customers by identifying customer needs, applying effective communication techniques and understanding the types of service behaviors that truly delight the customer.

Course Content:

1 Prepare for GEMS Service

The participant will learn to demonstrate professional grooming and project a good image of their organisation and Changi Airport. He or she will also learn to project confidence through verbal and non-verbal communication with customers.

2 Go Beyond First Impressions

The participant will learn to engage the customer with appropriate greeting, initiate conversation to understand customer’s needs and provide value-added information on product and services. He or she will also learn to observe the cultural differences of customers, and be alert to their verbal and non-verbal cues.

3 Go the Extra Mile Interactions

The participant will understand the importance of gaining competitive edge through heightened service awareness by going the extra mile for customers. He or she will learn to undertake a holistic approach in providing customers with customised solutions or alternatives, as well as to perform service recovery in a calm and professional manner.