



AIRLINE CALL CENTER TRAINING COURSE TEXTBOOK

TABLE OF CONTENTS

Introduction	1
Module 1 – Introduction to the Airline Industry	
1.0 Introduction to the Airline Industry.....	5
1.1 History	6
1.1.1 The Beginning of the Airline Industry	6
1.2 The Industry Today.....	10
1.2.1 Alliance and Codeshare Agreements.....	11
1.2.2 Frequent Traveller (Loyalty) Programs.....	16
1.3 Aircraft Overview	21
1.3.1 Types of Aircraft	21
1.4 Security and Safety	25
1.4.1 Airport Security	25
1.4.2 Airline Safety	28
1.5 Distribution Methods.....	34
Module Summary.....	41
Module 2 – Introduction to Airline Call Centre Sales and Services	
2.0 Introduction to Airline Call Centre Sales and Services.....	43
2.1 Evolution and Use of Call Centres	44
2.1.1 Your Career in the Airline Call Centre	44
2.1.2 The Concept of Call Centres.....	48
2.1.3 Advantages of Call Centres	48
2.2 Communication and Organisational Structure.....	51
2.2.1 Competitive Advantage.....	51
2.2.2 Organisational Structure	51
Module Summary.....	56
Module 3 – World Geography	
3.0 World Geography	57
3.1 Continents, Countries and Cities.....	58
3.1.1 Basic Geography of Continents.....	58
3.1.2 International Cities and Countries	60
3.1.3 Country, City and Airport Codes.....	69



3.1.4 Itinerary Planning Using Airport, City & Country Codes.....	73
3.2 Hubs, Spokes, Routes, and Gateways	78
3.2.1 History of Air Regulations and the Airline Deregulation Act of 1978.....	78
3.2.2 Definition of Hubs, Spokes, Routes and Gateway Cities.....	79
3.3 Time Zones.....	84
3.3.1 12-hour and 24-hour Clocks.....	85
3.3.2 World Time Zones.....	86
3.3.3 Standard Time Zones and Local Time.....	86
Module Summary.....	91

Module 4 – Sales and Customer Service Concepts

4.0 Sales and Customer Service Concepts.....	93
4.1 Begin With the End in Mind	94
4.1.1 The Five Buying Decisions.....	96
4.1.2 What Are We Selling?.....	97
4.2 The Sales Conversation.....	101
4.3 Conversation Techniques.....	106
4.3.1 Handling Objections	106
4.3.2 Tips for Handling Objections	107
4.3.3 Mindset.....	108
4.3.4 The Twelve Phone Skills	109
Module Summary.....	132

Module 5 – Airline Tickets, Fares, and Payments

5.0 Airline Tickets, Fares, and Payment.....	133
5.1 The Ticketing Process	134
5.1.1 Electronic Tickets (ETKT).....	135
5.1.2 Paper Tickets Used at the Call Centre	138
5.1.3 Types of Airline Travel Documents	140
5.1.4 How are Tickets Issued?	142
5.2 Tariffs, Fares and Specified Routings	147
5.2.1 Fares, Rates and Tariffs and the Passenger Air Tariff Edition (PAT)	148
5.2.2 Specified Routings.....	154
5.2.3 Global Areas.....	154
5.3 Payment and Taxes.....	169
5.3.1 Taxes, Fees and Charges	169
5.3.2 Forms of Payment	172
5.3.3 Completing the Ticketing Process.....	173



Module Summary.....	179
Module 6– Reservation Sales and General Inquiries	
6.0 Reservation Sales and General Inquiries.....	181
6.1 Schedule and Availability.....	182
6.1.1 What a Journey Entails	182
6.1.2 Direct Versus Non-Stop Flight.....	182
6.1.3 Inventory Management.....	183
6.1.4 Classes of Service.....	183
6.1.5 Availability Display, Schedule Display and Fare Display	184
6.2 Create the Passenger Name Record (PNR)	192
6.2.1 Passenger Name Record	193
6.2.2 PNR Ownership and Fulfilment	206
6.2.3 Additional Information for the PNR.....	208
6.3 General Inquiries	212
Module Summary.....	219
Glossary	221