



GROUND CUSTOMER SERVICES MANAGEMENT

TB 201 Airline Business and Ticketing



THE IMPORTANCE OF PROVIDING THE GROUND SERVICES

- Aircraft ground handling defines the servicing of an aircraft while it is on the ground and (usually) parked at a terminal gate of an airport.
- The major categories of ground handling services are ;
- Cabin Service
- Catering
- Ramp Service
- Passenger Service
- Field Operation



CABIN SERVICE

- The primary aim of this service offering is to ensure passenger comfort. While cabin cleaning comprises the bulk of the effort, it also includes tasks such as replenishing onboard consumables (soap, tissues, toilet paper, reading materials) and washable items like pillows and blankets.



CATERING

- Catering includes the unloading of unused food and drink from the aircraft, and the loading of fresh food and drink for passengers and crew. Airline meals are typically delivered in Airline service trolleys. Empty or trash-filled trolley from the previous flight are replaced with fresh ones. Meals are prepared mostly on the ground in order to minimize the amount of preparation (apart from chilling or reheating) required in the air.



RAMP SERVICE

- Guiding the aircraft into and out of the parking position (by way of aircraft marshalling),
- Towing with pushback tractors
- Lavatory drainage
- Water cartage (typically non-potable for lavatory sink use)
- Air conditioning (more common for smaller aircraft)
- Air start units (for starting engines)
- Luggage handling, usually by means of belt loaders and baggage carts
- Gate checked luggage, often handled on the tarmac as passengers disembark



- Air cargo handling, usually by means of cargo dollies and cargo loaders
- Catering trucks
- Refueling, which may be done with a refueling tanker truck or refueling pumper
- Ground power (so that engines need not be running to provide aircraft power on the ground)
- Passenger stairs (used instead of an aerobridge or air-stairs, some budget airlines use both to improve turnaround speed)
- Wheelchair lifts, if required
- Hydraulic mules (units that provide hydraulic power to an aircraft externally)
- Deicing



PASSENGER SERVICE

- This includes services inside the airport terminal such as:
- Providing check-in counter services for the passengers departing on the customer airlines.
- Providing gate arrival and departure services. The agents are required to meet a flight on arrival as well as provide departure services including boarding passengers and closing the flight.
- Staffing the transfer counters, customer service counters and airline lounges.



FIELD OPERATION

- This service dispatches the aircraft, maintains communication with the rest of the airline operation at the airport and with Air Traffic Control.



DUTY LOCATIONS

- **Check-in counter**
- Check-in counters are located at the landside concourse in the passenger terminal. Passengers proceed to the check-in counter where the airline ground staff issues their boarding passes and accepts their baggage. Each airline with scheduled flights at the airport is assigned check-in counters, which can be managed either by their own ground staff or through a handling company, such as a local airline.
- Apart from check-in counters, passengers may also obtain their boarding pass through **self-check-in services**.
- Nowadays, passengers can **check-in online** via the airline's website on their computers or through mobile phones by themselves.



- **Airport ticketing**
- Airlines also provide ticketing sales services within the airport terminal. The ticketing office provides reservation and ticketing-related services to the passengers. With the ease of using electronic tickets today, many airlines have closed their city offices, due to ticketing issues resolved through the internet or the call center. Airport ticketing is also a point of sales where passengers require an immediate purchase of tickets and other cash handling activities such as paying excess baggage fees.



- **Boarding gate**

- The boarding gate is where passengers turn in their boarding passes and proceed to board the aircraft. It is located within the **airside departure area** after the security and immigration section. The main duties for the GSA at the boarding gate are
 - - check the passenger's identification
 - - collect the passengers boarding pass
 - - make boarding announcements,
 - - keep passengers updated of the flight status.
 - - print out the flight manifest for the flight attendants before the flight is ready for departure. The GSA must determine that all passengers with boarding passes are on the plane and if not, arrange for the removal of checked-in baggage belonging to the missing passengers.



- If the aircraft is assigned to park at the terminal, there will be a jet bridge connecting the terminal to the aircraft. On the other hand, when the aircraft is parked at a remote bay, passengers are connected by ground transportation, normally via buses to and from the terminal to the aircraft parking area, some small airport allow passengers to walk from the terminal and board the aircraft via the apron.



- **Waiting area**
- Depend on the design of the airport. New airports usually have a gate area with seating located next to the departure gate or an enclosed waiting area designated for flights as for smooth and quickly boarding.



- **Airline and Airport Lounge**

- Located in the airside area, different airlines provide different facilities within their lounges, which might include meals or snacks, beverages, meeting rooms, reading materials, shower rooms, and internet services.
- The primary responsibilities for GSA in the lounge include answering general enquiries, resolving reservation issues, and handling reconfirmations for upcoming flights or for seating assignments or special requests.
- Airline lounges today are often shared by different airlines so that they are in a better position to maximize their resources, such as One world and Star Alliances.



- **Arrival**

- Arrival hall is a location that the passengers enter after disembarked. The main responsibilities for GSA to prepare for the arrival passengers are
 - -notifying passengers of new travel information
 - -providing assistance to passengers who have connecting flights
 - -handling reserved wheelchairs
 - -providing baggage carousel information
 - -guiding the flow of passengers.



- **Transfer counter**
- This counter is similar to a check-in counter but it located within the arrival airside area. The counter provides check-in service to passengers who have connections flight but don't hold an onward boarding pass. This check-in service helps connecting passengers to get checked-in at the airside area without having to go through customs, immigration, and quarantine for checking in check-in concourse. No baggage acceptance facility is available at the transfer counter.
- GSA are required to review the passengers' baggage claim receipts to ensure that the passengers' checked baggage are tagged to the final destinations before they are allowed to board the aircraft.



- **Lost and found**

- The lost and found department is located in the baggage carousel or baggage claim area. Usually, there is an office or a counter for passengers to report lost bags. It is the airline responsible for lost bags. The responsibilities for the GSA are
 - - helping passengers to fill out the 'tracing and locating lost baggage' form
 - - returning lost baggage to the passengers
 - - settling lost baggage compensation claims
 - - arranging baggage repair if the baggage was damaged while under the custody of the airline.



- **Weight and balance**

- The responsibilities of the department are to ensure that the aircraft's weight is below the maximum allowable weight and that it is evenly distributed. Weight and balance plays an important role for flight operations, ensuring that the aircraft is not overweight. This assists pilots to prepare the flight plan and ensures that the aircraft has sufficient fuel for the journey.



- **Load control**

- The responsibility of the department is to prepare flights for check-in. Load control duties are
 - - editing of flights one day prior to departure to provide seating arrangements for groups who have not had their seats pre-assigned.
 - - contacting the catering department or catering company to order meals for all passengers on board a flight, including those with special dietary requests.
 - - other services, such as Oxygen for a passenger with a documented medical need, are required on the flight. It is the load control office's responsibility to contact the mechanical department to arrange for the necessary setup to be installed for the flight on the following day.



THE CHARACTERISTIC OF GROUND SERVICE STAFF

- 1. Communication: This skill means the ability of listening, writing and speaking effectively. For Airport ground staff position, this skill is a very critical element which contributes for business success.
- 2. Planning/Organizing: Supervisor is not only to inspect and manage work but also to make the project, estimate, scheme in detail, deploy the plan and finish it before dead line. One important requirement for this skill is the efficiency means that meets the goal-setting.



- 3. Flexibility: This skill requires the ability of controlling multiple assignments and tasks in which you can identify their important level then decide which should be done first, which should be last. You also need to adjust the tasks to suit with real condition and assignments.
- 4. Interpersonal abilities: For a Airport ground staff, you have to contact with your boss, staff, customers and others. So the interpersonal abilities are very important. It helps you to keep a good relationship between them and manage your time efficiently.



- 5. Problem-solving: During working, there are many problems including unexpected issues that requires the ability of control and deal with them quickly and efficiently. It means that being a Airport ground staff, when cope with problem, you need to collect information, analyze situation, point out solutions and apply them to solves perfectly in reasonable time.
- 6. Teamwork: Being a supervisor, to finish the work with highest result you need to work with many group, therefore, the ability of team-working is not an exception. So besides working individually you also can work in group in a professional manner to make sure that the tasks can be competed.



- 7. Responsibility: It is regular requirement. For position of Airport ground staff you also come to office on time, work and take responsibilities in given time.



INTERACTING WITH AIRPORT PARTNER SERVICES

- **Airport authority**
- The airport authority is a management organization that manages an airport. This authority is responsible for the operation and maintenance of all the facilities within the airport terminal. GSAs are communicate with the airport authority department such as issuing extra counter rental due to high travel demand and baggage carousel changes.



- **Immigration**

- The main duty of immigration at an airport is to control the movements of citizens and visitors into and out of the country. This is the area where the passengers are required to present their passports for document checks and have their passports stamped with the arrival or departure date.
- Immigration officers have the authority to refuse a passenger entry to or exit from a country. Immigration counters are located on both the departure and arrival levels of international airports.
- GSA communicates with immigration officers regarding passengers who do not hold proper documents to enter the country. In the event that a passenger is refused entry, airline agents are required to assist him or her to return to the original country.



- **Customs**

- An airport is a 'port' or border where governments are concerned with controlling the inflow and outflow of goods in terms of both safety and collection of duty fees. The responsibility to the customs department whereby all baggage arriving at international airports are required to go through customs. The customs area is located at the airside area after the baggage carousel, before the passengers head out to the meeting area. GSAs often communicate with customs regarding passengers delayed bags. It is the GSAs responsibility to clear customs on behalf of the passengers who are not available for the customs clearance process.



- **Airport security**
- This department is responsible for screening passengers as well as airline and airport personnel and their belongings before they enter into the restricted area of the terminal building. This is always located at the intersection between the airside and landside in the departure area. The airport security is also located at the airside arrival area where transferring passengers are required to proceed after receiving their boarding passes at the transfer counter.



- **Law enforcement**
- Usually the police- is responsible for ensuring the safety of all airport users and airport property. Law enforcement is to be contacted when
 - -there is a threat to passengers, staff, or airport property
 - -the instances of flight-related incidents that involve dealing with any passenger whose behavior cannot be controlled or who is breaking any law.



- **Airport clinic**
- On-the-spot medical treatment services are provided at the airport clinic. The clinics are located within the airport terminal for sick or injured passengers or staff who required immediate medical attention.
- **Tax refund office**
- Value-added tax (VAT) is a form of consumption tax that the taxation office of the country collects when purchase is made. Many governments offer tax refund programs to motivate tourist purchases.
- **Embassy and consulates**
- GSAs may need to interact with representatives of an embassy regarding documentation issues: passport visa and other documentation.