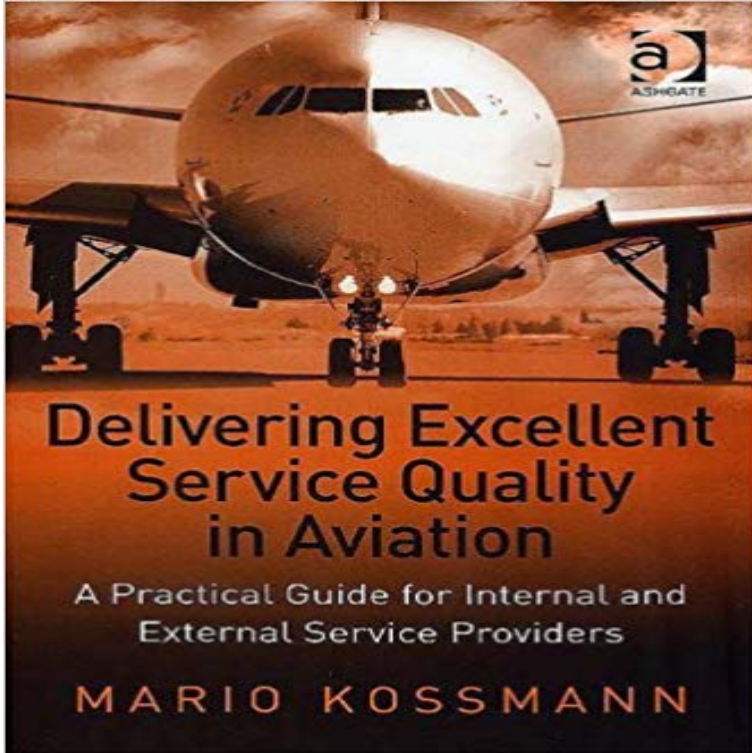


Delivering Excellent Service Quality in Aviation: A Practical Guide for Internal and External Service Providers



A practical and realistic guide for both external and internal service providers in an aviation context to implementing an effective way to control the service quality as perceived by their customers, *Delivering Excellent Service Quality in Aviation* is essential for those service providers that are not yet systematically managing their service quality. Offering a step-by-step and easy to understand framework, it also enables those service providers that are already proactively managing their service quality to build new techniques into current practice for maximum effect. By using this guide, decision-making as well as budget and capacity planning can be optimized and justified to any stakeholders in the service operation. Customer satisfaction can be improved considerably over time and, thereby, profits (or budget allocation for internal service providers). Crucially, the improvements the book provides can be systematically measured and easily disseminated throughout the organization, leading to increased levels of motivation amongst staff.

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