

FSO210 Creating Customer Experience

Situational Drill:

*A toddler is left unattended by his parents
and allowed to run up and down the aisle over and over again.
The child is screeching in glee; passengers are not nearly as
amused.*

A PREVIOUS STUDENT

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As I am sure there are plenty of ways to navigate this type of scenario, the first thing that comes to my mind is safety first and then customer service. Although, travel can be a fun and exciting time for some, it can also be a very stressful and confusing time for others.

We, the airline (Air Seneca), want everyone to enjoy themselves and although most of us would rather not be the bad guy and bearer of bad news there comes a point when a line needs to be drawn.

Keeping in mind the greater passenger population, general public “common courtesy” and reflecting as if I was a traveling passenger in this situation observing, I know I would get a smile on my face out of seeing the child all happy and excited for a couple moments. But when they seem unattended, obnoxiously loud where it is obvious the parents are doing nothing about it and others around are not amused then something needs to be said. Not only from a customer service point of view but also from an airline emergency safety point of view.

Addressing the situation can be tricky but showing some empathy, a little compassion, and confidence behind “general” safety protocol then we might be able to facilitate this scenario.

After a few moments of the child running around and if there were no “obvious” parents close by I would walk right up to the child and try to engage with them – showing a little compassion. Ask them general fun child-like questions and then ask them to take my hand “to go see something cool” and walk with them in the aisle to find the parents. I know a Public Address announcement can be made. Along the walk I would be asking

about the child's name, age etc. so I was ready for the PA announcement.

Once the parents claim the child (I hope), I would address the parents and stress the importance of general airline safety – showing confidence in the knowledge in general emergency safety protocols and a little empathy for parents traveling with children.

Saying something along the lines of:

“It was so cute to see your child running up and down. Enjoying themselves. So exciting for them. And although we love to see your child having a blast... Unfortunately, it is starting to interrupt our airline safety protocol. “

If the parents object

I would continue to state that:

“In a case of an emergency, or turbulence; people move VERY quickly around here, and I know I would be terribly terrified if I got separated from my child in the mad commotion of an airport emergency. Your child could be hurt by ALL these adults as they might not see such a little child.

So many things could go wrong for the child and for the airport. I am so sorry that I have to be the one to ask you to please keep the child at a safer proximity and at a lower volume level as some passengers are trying to sleep. May I offer your child something to

play with? Or some snacks to keep them occupied?”

Offering something to the parents and child will provide the customer service aspect. It will let the parents know that while safety is the most important issue now, keeping the child happy is also something I am thinking about as well.