SHORT COURSE / COURSE OUTLINE

Travel Agency Customer Service Excellence

Build practical skills for everyday travel-industry situations.

Duration	Units	Assessment format
12 learning hours	4	30 questions / 60 minutes

Who this programme is for

Travel agency and tourism customer-facing teams.

Duration and learning approach

The published course duration is a programme-specific learning allocation. The 80/20 TQT rule for levelled qualifications is not applied to this course. Confirm the delivery timetable and assessment arrangements before enrolment.

The learning plan includes reading, demonstrations, practical work and feedback. Time spent reading a page is not the sole measure of learning; keep evidence of completed activities.

Programme information and enrolment

Delivery, evidence and assessment

Online learning

Use the programme materials and practice activities in sequence. Compare your output with the feedback and record the decisions you would revise.

ATP-supported learning

Where delivered through an ATP, agree the timetable, access arrangements, feedback and assessment dates with your provider.

How to use the learning materials

Begin with the unit outcomes. Study the mapped explanations and worked examples, then produce the activity evidence before opening suggested answers. Record the source, calculation or reasoning behind each decision. Revise the output after feedback. A completed reading checklist does not by itself demonstrate that an outcome has been achieved.

Mock and final examinations

Multiple-choice examination: 30 questions, 60 minutes.

Mock examinations are formative practice. Use feedback to revisit the linked units; a mock score does not award a certificate. Final examinations assess the specified knowledge and applied decisions through the configured question format. Practical outputs develop skills that multiple-choice questions alone cannot directly demonstrate. Confirm the available final assessment, supervision, submission and scheduling arrangements in the learner portal or with WTTA/your ATP.

Evidence integrity and support

Use fictional customer details for practice. Identify your sources and distinguish supplied case assumptions from real operating rules. Submit your own work, keep a record of revisions, and request reasonable learning or assessment arrangements through the published learner-support procedures. Current supplier and official requirements take priority over training examples.

WTTA learner policies and support

Unit and duration map

Unit	Learning hours	Mock questions	Final questions
1. Service standards	3	4	6
2. Managing enquiries	3	3	9
3. Quality monitoring	3	6	10
4. Customer loyalty	3	2	5

International application

Activities use varied travel, destination and service contexts. Transfer the method rather than copying a fictional price or local assumption. Check geography, seasonality, traveller requirements, supplier conditions and source dates whenever the itinerary changes.

Resource access

Syllabuses are public. The linked teaching materials and practice environments require access to the corresponding programme. Keep the unit and outcome codes below in your learning log so feedback can be traced to the syllabus.

UNIT 1 / 3 HOURS

Service standards

Learning outcomes

- U1.1 - Translate a service promise into observable standards.

- U1.2 - Identify checks and ownership at each customer-journey handover.

Content and scope

Turn a promise into a service standard

A useful standard describes the action, the target and the person responsible.

Design the service process

Map the enquiry before setting a target.

Set targets without creating false promises

Targets must distinguish working time, urgency and supplier dependence.

Reference: the language of service management

Use each term precisely when setting expectations and recording work.

Practical application

Evidence task

Use only these fictional facts, prices, people and rules. This exercise creates no booking, payment, travel permission or formal examination result. The agency works Monday to Friday, 09:00-17:00 Bahrain time. Routine enquiries must be acknowledged within two working hours after receipt; the clock pauses outside those hours. Acknowledgement does not mean supplier resolution. All six routine records below have reached their acknowledgement deadline.

- Write a standard for a quotation request. Include scope, target, owner, evidence and an exception procedure.

- Map five stages from receipt to confirmed customer understanding.

- Write separate acknowledgement and resolution standards for a supplier-dependent request.

- Write one accurate record sentence for each of six terms.

Review criteria

- 2 points: Working minutes are E1 90, E2 135, E3 60, E4 90, E5 150 and E6 150, correctly pausing overnight. Award 1 if partly correct and 0 if missing or incorrect.

- 2 points: Only E1, E3 and E4 are on time: 3/6 = 50%; quotation accuracy is separately 5/6 = 83.3% to one decimal. Award 1 if partly correct and 0 if missing or incorrect.

- 2 points: The E5 record preserves the missed promise, keeps supplier input pending and assigns Nora and a next-update time. Award 1 if partly correct and 0 if missing or incorrect.

- 2 points: The message acknowledges the inaccurate quote and missed update without promising unverified supplier completion. Award 1 if partly correct and 0 if missing or incorrect.

- 2 points: Actions address ownership, acknowledgement independence and baggage checking, with owners and review dates. Award 1 if partly correct and 0 if missing or incorrect.

- 2 points: Later rates are 80% and 90%, improving by 30 and approximately 6.7 percentage points; sample limitations are explained. Award 1 if partly correct and 0 if missing or incorrect.

Mapped learning resources

Turn a promise into a service standard

Design the service process

Set targets without creating false promises

Reference: the language of service management

ISO 10002: complaints-handling guidance - public abstract

UNIT 2 / 3 HOURS

Managing enquiries

Learning outcomes

- U2.1 - Prioritise enquiries using urgency, impact and promised response times.

- U2.2 - Maintain an accurate needs record and track unresolved supplier checks.

Content and scope

Manage an enquiry from first contact to handover

A clear enquiry record prevents customers from repeating their story and colleagues from making conflicting promises.

Triage and clarify incoming enquiries

Urgency is determined by travel impact and timing, not the loudest voice.

Write usable records and handovers

A colleague should be able to act from the record without reconstructing the entire conversation.

Reference: a complete enquiry record

A structured record gives the next colleague a practical starting point.

Practical application

Evidence task

Use only these fictional facts, prices, people and rules. This exercise creates no booking, payment, travel permission or formal examination result. The agency works Monday to Friday, 09:00-17:00 Bahrain time. Routine enquiries must be acknowledged within two working hours after receipt; the clock pauses outside those hours. Acknowledgement does not mean supplier resolution. All six routine records below have reached their acknowledgement deadline.

- Draft a five-line handover note for an unanswered supplier request with a customer deadline tomorrow.

- Classify three fictional enquiries by deadline, impact and next action.

- Improve an incomplete note: “Customer called, supplier pending, please handle.”

- Complete the template for the missed-quote workshop, using fictional details.

Review criteria

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Mapped learning resources

Manage an enquiry from first contact to handover

Triage and clarify incoming enquiries

Write usable records and handovers

Reference: a complete enquiry record

ISO 10002: complaints-handling guidance - public abstract

UNIT 3 / 3 HOURS

Quality monitoring

Learning outcomes

- U3.1 - Calculate a service measure with a defined denominator.

- U3.2 - Investigate recurring failures before recommending an improvement.

Content and scope

Monitor quality and fix the root cause

Quality monitoring should show whether service is accurate, complete and dependable-not merely fast.

Sample and score service evidence

A quality checklist turns a general impression into repeatable checks.

Investigate root causes and verify improvement

An improvement is complete only when its effect is checked.

Worked example: read a service dashboard

Percentages need a denominator and a clear definition.

Practical application

Evidence task

Use only these fictional facts, prices, people and rules. This exercise creates no booking, payment, travel permission or formal examination result. The agency works Monday to Friday, 09:00-17:00 Bahrain time. Routine enquiries must be acknowledged within two working hours after receipt; the clock pauses outside those hours. Acknowledgement does not mean supplier resolution. All six routine records below have reached their acknowledgement deadline.

- Design a small quality checklist and one improvement measure for repeated inaccurate quotes.

- Create six checks and score three fictional records.

- Write a cause, corrective action and effectiveness check for missed update promises.

- Calculate 15 of 25 on-time replies and 22 of 25 accurate quotes.

Review criteria

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Mapped learning resources

Monitor quality and fix the root cause

Sample and score service evidence

Investigate root causes and verify improvement

Worked example: read a service dashboard

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UNIT 4 / 3 HOURS

Customer loyalty

Learning outcomes

- U4.1 - Plan relevant follow-up with appropriate consent.

- U4.2 - Evaluate retention activity without confusing satisfaction with repeat purchase.

Content and scope

Build loyalty through reliable follow-up

Loyalty grows when customers can trust the agency's advice, records and commitments.

Practice workshop: recover a missed commitment

Bring the four chapters together in a realistic service-recovery task.

Follow up without misusing customer preferences

Service contact and marketing contact have different purposes.

Review the complete customer experience

Reliable service is judged across the journey, not a single pleasant conversation.

Complete case: maintain trust after two failures

Combine reliable recovery with evidence-based prevention.

Practical application

Evidence task

Use only these fictional facts, prices, people and rules. This exercise creates no booking, payment, travel permission or formal examination result. The agency works Monday to Friday, 09:00-17:00 Bahrain time. Routine enquiries must be acknowledged within two working hours after receipt; the clock pauses outside those hours. Acknowledgement does not mean supplier resolution. All six routine records below have reached their acknowledgement deadline.

- Write a brief follow-up message after resolving a service error without pressuring the customer to buy again.

- Produce the four short records, then explain how you would check the improvement after one week.

- Separate three fictional contacts into service reminders and promotional messages.

- Create a journey review and identify two strengths and two evidence-based gaps.

- Produce a customer message, corrected record and two-action improvement plan.

Review criteria

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Mapped learning resources

Build loyalty through reliable follow-up

Practice workshop: recover a missed commitment

Follow up without misusing customer preferences

Review the complete customer experience

Complete case: maintain trust after two failures

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