FLIGHT TRAINING

CUSTOMER EXPERIENCE *WORKSHOP*

AOPA | YOU CAN FLY
FLIGHT TRAINING



Learn the Strategies & Techniques for Providing Your Students an Exceptional Flight Training Experience

Your students are talking about their flight training experience. Do you like what they're saying?

In today's world of social media and online reviews, there is no greater proponent than excited customers. But dissatisfied customers can send your business into a tailspin.

Turn your students into advocates by delivering exceptional customer experiences. Every time. Learn how at AOPA's one-day **Customer Experience Workshop** designed just for for flight instructors.

WHY SHOULD I ATTEND?

This one-day workshop is designed to help flight instructors address the challenges unique to the flight training environment.

Wed., Jan. 29, 2020

You Can Fly Academy at AOPA Headquarters (FDK)

411 Aviation Way Frederick, MD 21701

PRESENTED BY

Keith West, Sr. Director,
Flight School Business Support

COST: FREE!

REGISTRATION

Limited to 30 participants
Register today at **aopa.org/ftworkshop/rsvp**

FOLLOWING COMPLETION OF THE WORKSHOP, YOU'LL BE ABLE TO:

- Meet or exceed customer expectations
- Recover from service failures and build even greater customer loyalty
- Develop and implement service standards
- Create a culture of customer service excellence
- Minimize the impact of common issues like maintenance downtime and weather delays

WORKSHOP SCHEDULE

UNDERSTANDING THE CONCEPTS

- Principles of Performance Excellence
- Culture and Behaviors—Defining the Customer Service Philosophy
- Customer Satisfaction and Loyalty
- Building Relationships—The Importance of Each Interaction
- Humanizing Customer Service
- Great Customer Service—Concepts and Applications

LEARNING AND DOING

- Best Practices in Customer Service
- Service Recovery and Difficult Customer Situations
- Practical Applications

WHAT ATTENDEES ARE SAYING

"Excellent material, exceptionally well-presented. Lots of great techniques to implement."

"Thank you, AOPA, for offering this workshop. I expect it will make a difference in my school."

"This training was extremely engaging. I really feel this was a benefit to me."

PLACES TO STAY | EAT & DRINK | THINGS TO DO

Enjoy the evening with new colleagues and visit Downtown Frederick—where hip meets historic every day. The **Visit Frederick** website has a wealth of information on places to stay, restaurants, things to do, and more.

REGISTER NOW

aopa.org/ftworkshop/rsvp

Seating is **limited to 30** participants. Register today!

PLEASE NOTE

This workshop will be recorded and made available as a video presentation to flight schools and instructors. Workshop participants will be required to sign a model consent and release.