

# *Castle & Cooke* AVIATION



Principles of Customer Service Calendar



*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Smile in person.**

It makes you more approachable and  
fosters a good working relationship.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIRST  
WEEK OF  
**JANUARY**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Smile on the phone.**

Customers can hear it in your voice!  
Make their experience as pleasant  
as possible.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**JANUARY**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Please and thank you.**

Manners matter when conversing  
with internal and external customers.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
**JANUARY**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Thank customers for their business.** Never forget: they chose to do business with you; they didn't have to. End EVERY customer conversation with a sincere "thank you."

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FOURTH  
WEEK OF  
**JANUARY**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Remember names.**

All people want to feel like they matter. The quickest route to making someone feel valued is to remember their name.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIFTH  
WEEK OF  
**JANUARY**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Listen.**

Always actively listen to your internal and external customers. Truly process what they have said before you respond. Focus on the message, not on what you want to say next!

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIRST  
WEEK OF  
**FEBRUARY**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Repeat the customer's concern.**

This tells him or her you actively listened and care about the issue. It may even help diffuse any intense, negative emotions. Don't say you understand ... *show* customers you understand by paraphrasing.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**FEBRUARY**





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**AVIATION**

## Principles of Customer Service

### **No waiting.**

Never leave your customer on hold for more than 30 seconds. If the interruption is that important, take down your customer's phone number and get right back to him or her as soon as you are finished putting out whatever fire caused you to eject from the conversation in the first place.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
**FEBRUARY**

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Principles of Customer Service

**Follow up.**

Take responsibility and follow up on all requests you receive, even if a coworker completed the task for you.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FOURTH  
WEEK OF  
**FEBRUARY**

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**AVIATION**

Principles of Customer Service

**Shake hands with customers.**  
Create nonverbal immediacy by  
warmly welcoming customers  
with a handshake.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIRST  
WEEK OF  
**MARCH**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Dump the script.**

The thing about scripts is that they can be memorized. You know the essence of what it is you need to say. Now you need to customize it so that it addresses the needs and desires of your customer.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**MARCH**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Warm welcome.**

Always greet customers warmly and sincerely when they walk in the door. This means a big smile, a hello using their name and a handshake. If you're able, get out from behind the counter and greet them at the door.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
**MARCH**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Your best customers leave quite an impression.** Do the same and they won't leave.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FOURTH  
WEEK OF  
**MARCH**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Provide clear answers.**

Be confident and concise, but not curt, when answering questions. Offering confusing answers may just frustrate your customers.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIRST  
WEEK OF  
**APRIL**

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**AVIATION**

Principles of Customer Service

**Slow head-nodding shows attentive listening.** Show you care and assure your customers they're being heard.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**APRIL**



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Principles of Customer Service

**Look confident.**

Use good posture and put your  
shoulders back.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
APRIL

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Follow up.**

Whenever handling customer complaints, always follow up after the complaint has been resolved. Follow through on all commitments.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FOURTH  
WEEK OF  
**APRIL**

*Castle & Cooke*  
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Principles of Customer Service

**Speak slowly and clearly.**  
Help your customers understand  
you to avoid miscommunication.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIRST  
WEEK OF  
MAY

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Principles of Customer Service

**Look your best—you will feel better.** Consider how you want people to perceive you.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
MAY

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Principles of Customer Service

**Engage.**

Find a connection and get the customer to talk. This will help foster a positive relationship and a better experience.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
MAY

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**AVIATION**

Principles of Customer Service

**Use the customer's name.**

This is another form of immediacy that enhances a customer's experience at your location.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FOURTH  
WEEK OF  
MAY**

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**AVIATION**

Principles of Customer Service

**Never multitask when speaking with a customer—no one is good at multitasking.** You must actively listen to ensure you have processed everything the customer has said.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FIFTH  
WEEK OF  
MAY**

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**AVIATION**

Principles of Customer Service

**Humble yourself.**

Yes you are the guru. Yes you are the guide. But you can also be wrong and, in those cases, be quick to apologize. Then fix it.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIRST  
WEEK OF  
JUNE



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Principles of Customer Service

**Keep your email short, friendly and professional, but do not be curt.** One or two word emails are universally perceived as impolite.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**SECOND  
WEEK OF  
JUNE**

*Castle & Cooke*  
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Principles of Customer Service

**Double check that you have correctly used “there/their/they’re,” “it’s/its” and other commonly confused words.**

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**THIRD  
WEEK OF  
JUNE**



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## Principles of Customer Service

**Always spell customer and company names correctly**—that means not getting creative about how you capitalize them. Do it the way the company does every time.

It's a sign of respect and attention to detail.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FOURTH  
WEEK OF  
JUNE**

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Principles of Customer Service

**Learn a new word a week to  
enhance your vocabulary.**  
Start with terminology related to  
your business.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FIRST  
WEEK OF  
JULY**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Friendliness.**

Be generous and  
give smiles unconditionally.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
JULY

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Connect with your customers.**  
Stay in constant contact with your customer. The days of keeping customers at arm's length are long gone. Get connected and stay connected.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
JULY

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Principles of Customer Service

**Team thinking.**  
My actions affect everyone  
in my organization.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FOURTH  
WEEK OF  
JULY**

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**AVIATION**

Principles of Customer Service

**Be Patient.**  
Separate your feelings  
from the situation.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FIFTH  
WEEK OF  
JULY**



*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Self-control.**

Treat each customer interaction separately regardless of how bad the previous one was.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIRST  
WEEK OF  
**AUGUST**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Willingness to improve.**

There is always room for improvement and it always pays to invest in yourself.

Find a free workshop on public speaking, business writing or customer service to enhance your education, or volunteer your time as a mentor or tutor to enhance the education of others.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**AUGUST**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Be proactive.**

Ask how you may be of service.

Better yet, anticipate his or  
her needs.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
**AUGUST**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Relax.**

That's the only way to truly make a connection with your customer.

Tension and anxiety disrupt the natural flow of interpersonal vibes.

When you are relaxed, you can listen more attentively and provide good solutions for your customer.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FOURTH  
WEEK OF  
**AUGUST**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Stay visible and available,  
but do not hover.**

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FIRST  
WEEK OF  
SEPTEMBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Be present.**

Focus on the customer in front of you and find ways to enhance his or her experience.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**SEPTEMBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Never judge a book by its cover.**  
All customers deserve attention  
regardless of age or appearance.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
**SEPTEMBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Leave all food and beverages in  
the break room.**

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FOURTH  
WEEK OF  
SEPTEMBER**



*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Learn to read body language to  
see if a customer could use  
some help.**

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FIRST  
WEEK OF  
OCTOBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Be a real person.**

It's uncomfortable dealing with someone who is all business all the time. Show your customer that you are multi-dimensional. Be business, but be laid back, too.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**OCTOBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Smile as you are saying goodbye.**  
Encourage the customer to  
come again.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
**OCTOBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**If you can, give people more than  
what they expect.**

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FOURTH  
WEEK OF  
OCTOBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Friendly greeting.**

Customers should be greeted when they walk in the door.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIFTH  
WEEK OF  
OCTOBER

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**If a customer makes a request for something special, do everything you can to say “yes” (never say “no”).**

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

**FIRST  
WEEK OF  
NOVEMBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Let them rest assured.**

Customers want to feel confident in your ability to guide them through the fray. Let them know that you have their best interests in mind. Be present, communicate often and always follow through.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**NOVEMBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Always tell your customer what you CAN do for him or her.** Do not begin by telling him or her what you CAN'T do.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
**NOVEMBER**



*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Write a note.**

Few actually do this anymore, but every now and then send a handwritten thank you card to a customer. This simple, little, gracious act will make you a customer service star!

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FOURTH  
WEEK OF  
**NOVEMBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Be mindful of your attitude.**

Is the glass half empty or half full?  
Is customer service an opportunity  
to serve or a necessary evil?

Whatever your perspective, your  
customer will sense your attitude.  
Service is an opportunity to engage  
your customer and create  
positive experiences.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIRST  
WEEK OF  
**DECEMBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Take the high road.**

Angry emails happen. When they do, respond with grace, diplomacy and a touch of humility.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

SECOND  
WEEK OF  
**DECEMBER**

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Eye contact.**

Never stare at someone for more than 7 seconds while you are speaking with them. Briefly look away and then back at them.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

THIRD  
WEEK OF  
**DECEMBER**

# Castle & Cooke AVIATION

## Principles of Customer Service

**Make your customer feel important.** Value proposition, market positioning and other business jargon aside, the fastest way to anyone's heart is to make them feel important. Your customers are no different. Make them feel important and you will put yourself leaps and bounds ahead of your competitors.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FOURTH  
WEEK OF  
DECEMBER

*Castle & Cooke*  
**AVIATION**

Principles of Customer Service

**Use a pleasant tone.**

Sound like you love it! You should sound like you enjoy what you do and like you are ready to do business. Keep your tone energetic, crisp and clear. Speak at a moderate speed—not too fast and not too slow. Be interested.

*See course materials on [avfueltraining.com](http://avfueltraining.com) for more helpful tips.*

FIFTH  
WEEK OF  
**DECEMBER**