

Fall/Winter 2018

AIR CANADA
LEAD CUSTOMER SALES AND SERVICE AGENT
JOB DESCRIPTIONS

INDEX

JOB OVERVIEW Page 2

REGULATORY EXPECTATIONS Page 2

CUSTOMER SERVICE STANDARDS Page 2

OPERATIONAL EXPECTATIONS Page 3

ROLES AND RESPONSIBILITIES:

TIMATIC LEADS Page 3
TIMATIC LEADS

GATE LEADS Page 4
MAINLINE GATE LEAD (DOM, INTL, & TB)
JAZZ REGIONAL GATE LEAD (DOM & TB)
737 GATE LEAD

CONNECTIONS LEAD Page 5



JOB OVERVIEW

A Lead Customer Sales and Service Agent (CSSA) will provide leadership and oversight to the team of CSSAs working in their area and will deliver customer service excellence at the airport through each touch point of a customer's journey. A Lead agent will report daily to their area Customer Service Manager (CSM) and be available on radio to receive calls and address issues as they arise. A Lead agent will be empowered to make day-of operational decisions that are in the best interest of the customers, the frontline CSSAs, and the Company. As the driving force behind the front line CSSA team, a Lead agent will be relied upon to maintain the highest standard of operational integrity through confident leadership and a strong knowledge of day-to-day Customer Service operations.

REGULATORY EXPECTATIONS

- Attend a briefing at the beginning of every shift
- Ensure a valid Dangerous Goods card is carried at all times while on duty
- Air Canada employees are subject to the Air Canada Code of Conduct which sets out the guidelines and expectations for how Air Canada employees conduct themselves ethically within the context of their employment at Air Canada
- Promote compliance at all times to safety and security activities in the workplace
- Lead agents are required to read, acknowledge, and confirm readership of all policies and procedures bulletins issued by Customer Service Development in ACpedia
- Follow all standard operating procedures (SOP) as outlined in ACpedia and/or local process documents

CUSTOMER SERVICE STANDARDS

- Offer all customers a bilingual greeting "Hello/Bonjour"
- Brand ambassadors; model our Flight Path
- Communicate with **care** and **class** through confident clarity, expert knowledge, and a warm manner
- Act as a brand ambassador by delivering customer service excellence
- Agents are to act as brand ambassadors by delivering customer service excellence; model our Flight Path:
 - **Our Ambition** – to be a Top 10 Global Airline in everything we do and have made a promise to our customers and to each other that we will treat everyone with 'Care & Class'
 - **Our Guiding Principle** – to 'Fly Every Mile in our Customer's Shoes'
 - **Our Core Behaviors** – *Safety First, Always; Win as One Air Canada; Glowing-Hearted Hospitality; Fly the Flag.*
- Agents are to adopt our customer service standards at every touchpoint from the lobby to the departure gates, to the arrivals and all connection areas in between
 - Greet each customer with a warm "Hello/Bonjour, welcome to Air Canada"
 - Use the customer's name at least once during interaction
 - Always return items in hand with eye contact
 - Thank the customer for choosing Air Canada and invite them back



- Ensure Premium customers are recognized and offered priority service
- Be empowered to 'take action' to resolve customer issues in real time and act according to the best interest of both the customer and the business
- Professional appearance; always adherence to uniform brand standards. How you look, act and carry yourself is an important part of our brand image and what our customers remember about us.

OPERATIONAL EXPECTATIONS

**** Based on day-of operational requirements, Lead agents may be assigned during their shift to work ANY area their qualifications support. ****

In addition to the specific duties outlined in the below Job Descriptions, Lead agents will also be responsible for the following:

- Maintain a clear understanding of activities/events in all areas of the operation which impact day-of operations
- Provide support and deliver briefings as required to CSSAs
- Proactively monitor flights impacted by IROPs and liaise with area CSM/MO to understand recovery plan and identify solutions
- Identify Premium customers to ensure priority handling
- Leads must have a clear understanding of the layout of the customer processing areas in the main lobby, post security in the departure gates (including Ramp Direct, and Jazz operations)
- Identify customers that require special assistance and ensure proper handling
- Attend to ad hoc requests as directed by the area CSM or MO
- Motivate and engage colleagues to build a positive and healthy working environment
- Acknowledge individual and team successes through recognition programs (i.e. Shine, Award of Excellence)

TIMATIC LEAD ROLES AND RESPONSIBILITIES

Timatic Lead:

- Maintain up-to-date knowledge of Timatic policies and procedures
- Be visible and present in the lobby area to respond to Timatic queries from Customer Sales and Service Agents (CSSAs) and to oversee the check-in operation
- Be available on the Check-in radio frequency to assist and resolve Timatic issues that occur anywhere within the terminal
- Monitor international flights to identify passengers who require a Schengen visa and comment their DCS accordingly
- Be present at all flights identified by the MO that require documentation oversight and resolve any Timatic issues
- Provide support and deliver briefings as required to CSSAs assigned to ticketing, groups, or lobby CCT, as well as any functions regarding technical issues or customer concerns
- Liaise with the groups set-up agent when required and proactively plan the day's groups check-in schedule to ensure a seamless customer experience
- Work in partnership with CSMs/MOs to investigate and resolve both operational and customer service-related issues in the lobby area

GATE LEAD ROLES AND RESPONSIBILITIES

Mainline (DOM, TB, & INTL) Gate Lead:

- Work in partnership with CSMs/MOs to investigate and resolve both operational and customer service related issues
- Communicate staff requirements and redeploy staff at the request of the area CSM or as operationally required
- Be visible and present at the departure Gates to proactively resolve customer issues and respond to queries from CSSAs within the area
- Provide support and deliver briefings as required to CSSAs regarding technical or operational issues and customer concerns
- Maintain a clear understanding of activities/events in all areas of the operation which impact day of operations
- Monitor and plan for key focus flights to ensure on time performance.
- Liaise with area CSM to identify key MTAs that require additional staff/support.
- Liaise with area CSM to identify flights with COB and SSR handling requirements
- Be empowered to make ad hoc decisions as they pertain to the day-of operation that are in the best interest of both our customers and the company
- Proactively monitor flights to identify potential denied boarding customers/over sales and coordinate solutions
- Provide support to CSD agents for rebooking/hotel/recovery requirements
- Provide guidance and briefings to CSSAs for customer handling locations, baggage recovery plans and customer movement during IROPs
- Coordinate rebooking/recovery activities with PAT team, Connections CSM, Ticketing/Lobby and ITT Leads

Jazz (DOM & TBR) Gate Lead:

- Work in partnership with CSMs/MOs to investigate and resolve both operational and customer service related issues
- Communicate staff requirements and redeploy staff at the request of the area CSM and contact Deployment if additional assistance is required
- Be visible, present and support at the Jazz Customer Service Desk to proactively resolve customer issues and respond to queries from CSSAs within the area
- Provide support and deliver briefings as required to Jazz CSSAs regarding technical or operational issues and customer concerns
- Monitor and plan for key focus flights to ensure on time performance.
- Liaise with area CSM to identify key MTAs that require additional staff/support.
- Liaise with area CSM to identify flights with COB and SSR handling requirements
- Proactively monitor flights to identify potential denied boarding customers/over sales and coordinate solutions
- Proactively monitor flights impacted by IROPs and liaise with area CSM to understand recovery plan and identify solutions

737 Gate Lead:

- Work in partnership with CSMs/MOs to investigate and resolve both operational and customer service-related issues pertaining to the Rapid Air product
- Communicate staff requirements and redeploy staff at the request of the area CSM or as required
- Be visible and present at the departure gates for 737 operated flights to proactively resolve customer issues and respond to queries from CSSAs within the area

- Provide support and deliver briefings as required to CSSAs regarding technical or operational issues and customer concerns
- Maintain a clear understanding of activities/events in all areas of the operation which impact day-of operations
- Monitor and plan for key focus flights to ensure on time performance
- Liaise with area CSM to identify key MTAs that require additional staff/support
- Liaise with area CSM to identify 737 operated flights with COB and SSR handling requirements
- Be empowered to make ad hoc decisions as they pertain to the day-of operation that are in the best interest of both our customers and the company
- Provide support at the Domestic Customer Service Desk as required
- Provide guidance and briefings to for customer handling locations, baggage recovery plans, and customer movement during IROPs
- Coordinate rebooking/recovery activities with PAT team, Connections CSM, Ticketing/Lobby and ITT Leads

CONNECTIONS LEAD ROLES AND RESPONSIBILITIES

Connection Lead:

- Be visible and present in the terminal to proactively resolve connection customer issues and respond to queries from CSSAs
- Work in partnership with CNX CSM to investigate and resolve both operational and customer service related issues
- Proactively identify and oversee inbound arrivals that will require extra support
- Proactively identify and oversee inbound arrivals that will require passenger DCS, rebooking rework.
- Liaise with deployment and CSMs to optimize staffing numbers, especially during operational needs resulting in misconnects or increased connection volumes
- Liaise with PAT, ITT, ITPC to identify and proactively plan all misconnects
- Liaise with PAT, ITT, ITPC to identify and proactively plan all tight connections
- Liaise with PAT, ITT, ITPC to identify and proactively plan all connection baggage concerns
- Liaise with PAT, ITT, ITPC and CNX STOC to identify and proactively plan all flights requiring delay or hold
- Proactively monitor inbound flights impacted by Irregular Operations (IROP) and liaise with area CSM/MO to understand recovery plan and identify solutions
- Coordinate rebooking/recovery activities with the agent at the Rework Desk, PAT, ITT or ITPC