

Design Document

TOPIC	AUDIENCE	LEARNING OBJECTIVES	MODALITY	MEASUREMENT
1. Introduction to Care New Zealand customer De-escalation Policy (CALM)	Front-line airport and in-flight customer-service roles (<i>check-in, boarding, baggage, service-desk, and cabin crew</i>).	After completing this e-learning course, airline customer service staff will be able to: • <i>Recall</i> and <i>apply</i> the Care New Zealand CALM model to de-escalate a range of customer conflict scenarios.	E-learning training & Job Aid	Staff knowledge test: e.g drag and drop
2. C: Check the Customer Category	Front-line airport and in-flight customer-service roles	After completing this e-learning course, airline customer service staff will be able to: • <i>Recognise</i> and <i>distinguish</i> between unhappy and rude customers.	E-learning training	Post-module knowledge check: scenario based
3. A: Actively Listen & Acknowledge	Front-line airport and in-flight customer-service roles	After completing this e-learning course, airline customer service staff will be able to: • <i>Demonstrate</i> active listening and acknowledgment techniques that validate customer emotions and clarify concerns.	E-learning training	Post-module knowledge check: scenario based
4. L: Lead with Empathy	Front-line airport and in-flight customer-service roles	After completing this e-learning course, airline customer service staff will be able to: • <i>Demonstrate</i> leadership with empathy in response to each situation. • <i>Ask</i> positive open questions. • <i>Identify</i> possible solutions to problems.	E-learning training	Post-module knowledge check: scenario based
5. M: Maintain Boundaries (or Move Away)	Front-line airport and in-flight customer-service roles	After completing this e-learning course, airline customer service staff will be able to: • <i>Identify</i> when to seek supervisory support. • <i>De-escalate</i> appropriately • <i>Apply</i> respectful boundaries to protect your own wellbeing.	E-learning training	Post-module knowledge check: scenario based
6. Putting CALM into practice	Front-line airport and in-flight customer-service roles	After completing this e-learning course, airline customer service staff will be able to:	In person workshop	Learner reflection or journaling activity describing how they

-
- *Apply* the four stages of CALM in a range of real life scenarios.

applied CALM in their role.

Customer ratings over time.

7. Takeaway Flight Card

Front-line airport and in-flight customer-service roles

After completing this e-learning course, airline customer service staff will be able to:

- *Revise* CALM terminology for fluency and confidence when dealing with customers.

Job Aid

Download and reference job aid; confirm via brief follow-up quiz or discussion.
