



2026 – Spring / Summer

LEAD CUSTOMER EXPERIENCE SPECIALIST (LCES) JOB DESCRIPTION

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This icon will show all new items added onto the Job Descriptions.



VERBIAGE LEGEND

Hub Control Centre (HCC)	Formerly known as STOC
Hub Customer & Baggage Flow	Formerly known as CNX STOC
ITO / ASO	In-Terminal Operations / Airside Operations
PMM	Passenger Movement Team
RM Ops	Revenue Management Operations
SOC	Systems Operations Control
CJM	Customer Journey Management

JOB OVERVIEW

A Lead Customer Experience Specialist (LCES) provides leadership and support to Customer Experience Specialists (CES) at the airport, ensuring excellent customer service throughout the customer journey. They report daily to the Operations Manager, stay connected via radio to handle real-time issues, and are empowered to make operational decisions that benefit customers, staff, and the company. As the frontline team leader, the LCES upholds high operational standards through confident leadership and strong knowledge of terminal operations.

REGULATORY EXPECTATIONS

-
- Attend ITO briefing at the beginning of every shift.
 - A valid Dangerous Goods card must be carried while on duty.
 - Always promote compliance to safety and security activities in the workplace.
 - Required to read, acknowledge, and confirm readership of all ACpedia policy/procedure updates, and local bulletins/documents.
 - Follow all standard operating procedures (SOP) as outlined in ACpedia and/or local process documents.
 - As with all Air Canada employees, all Leads must follow the Air Canada Code of Conduct, which outlines the ethical standards and expectations for behavior in the workplace.
 - Reassign and delegate Specialists as per Operational requirements.

CUSTOMER SERVICE STANDARDS

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- Offer all customers a bilingual greeting - "Hello/Bonjour."
 - Communicate with Care & Class through confident clarity, expert knowledge, and a warm manner.
 - Function as a brand ambassador by delivering customer service excellence and 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.*
 - Adopt our customer service standards at **every** customer touchpoint.



- 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 - acting in the best interest of both the customer and our company.
- Use **Care & Class** service delivery toolkit to prioritize the customer especially those in disrupted situations using the 4 main focus points:
 - *Get the Customer Moving.*
 - *Creating Magical Moments.*
 - *Service Recovery.*
 - *It's not our fault, but it is our problem.*
- Adhere to **Uniform Style Standards**. How you look, act, and carry yourself is an important part of our brand image and what our customers remember about us.
- Be familiar with the *Air Passenger Protection Regulations (APPR)*.
- Familiarize & Respect the *Accessible Transportation for Persons with Disabilities Regulations (ATPDR)* requirements when assisting our Accessibility Assistance customers.

OPERATIONAL EXPECTATIONS

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

- **Provide support and oversight of all area functions/processes as outlined in the general CES Job Descriptions**
- Must pick up a **radio** at the beginning of the shift.
- Be available on the **radio frequency pertaining to their area** to assist and resolve issues that occur anywhere within the terminal.
- Maintain a clear understanding of activities/events in all areas of the operation which impact day-of operations.
- Have a clear understanding and knowledge of all SOPs, Safety regulations, APPR and ATPDR rules and stipulations including all related processes.
- Provide support and coordinate with other Leads when necessary.
- Deliver daily briefing when requested by Management and any functions regarding technical issues/CM support or customer concerns.
- Proactively monitor flights impacted by IROPs and liaise with Management, CJM, SOC (PMM), and Revenue Management to understand recovery plan and identify solutions.
- Identify Premium customers to ensure priority handling.
- Have a clear understanding of the customer processing area (lobby layout, and post security including CSDs, Gates, Ramp Direct, and Jazz operations).
- Identify customers that require Accessibility Assistance and ensure proper handling.
- Attend to 'ad-hoc' requests as directed by management.
- Motivate and engage colleagues to build a positive and healthy working environment.
- Acknowledge individual and team successes through recognition programs (i.e., Shine).
- Empower frontline through Care & Class.
- Guide and teach CESs.



- Read and acknowledge all ACpedia bulletins and ensure ADL/Dangerous Goods/ATPDR training is up to date.
- Redeploying & delegating staff as per Operational needs and relaying information to OM on duty as they may need to adjust their staff.
- Identify & communicate with Management as well as Customer Relations of any issues or concerns that may have arisen throughout the shift.
- Have a complete understanding of the **Automated Customer Recovery** tool and utilizing the **Agent UI** through SmartSuite.

ROLES AND RESPONSIBILITIES

***** Note:** *LCES will be responsible to assist and support any/all work areas (Lobby, Gates, CCT, Connections) and may be assigned other duties during their shift, based on day-of operational requirements. ****

LOBBY:



- Lobby leads will bid by area (DOM/INT or TBR).
- Domestic/International Lobby Lead primary focus: Aisles 1, 2, 5 and 6.
- Transborder Lobby Lead primary focus: Aisle 8, 11 (including CCT) and 12.
- Secondary focus for all Lobby Leads **as assigned by OM**.
- Maintain up-to-date knowledge of Timatic policies and procedures.
- Provide support to **ALL** functions within the Lobby.
- Be visible and present in the lobby area to respond to all CESs queries and oversee the check-in operation.
- Monitor Check-in/lines and cut-off times; liaise with management for increased staffing when required.
- Monitor international flights to identify customers who are double dipping and may require a Schengen Visa as well as adding a HIGH priority comment to their CPT accordingly.
- Proactively identify and monitor oversold flights with potential denied boarding customers and **review DB/DG** customer list:
- Ensure Lobby CES are affixing the *ACF502-BLK Bulk Tag* onto the bag(s) of those VOLY customers on the DB/DG list.
- Liaise with the management to proactively plan the day's groups check-in schedule when required.
- Work in partnership with management to investigate and resolve both operational and customer service-related issues.
- Be aware of the U.S. Metering Process as it is a responsibility of the TBR lobby lead.
- Communicate staff requirements & redeploy staff within lobby operations.
- Assist CES in accurately completing required documentation (e.g., ACF510J, ACF557, UMR, AVIH forms) and ensure proper procedures are followed in various operational situations.
- Monitor customers **traveling with pets** to high-risk countries that have specific pet requirements. **Add a HIGH-priority comment ('at Check-In') to the CPT** when applicable (e.g., Portugal, India, China, Japan).
- Monitor Accessibility Assistance waiting area and coordinate with the CCT OM to ensure customers are efficiently processed.
- Ensure CES are using the **Passenger Scanning Application** to track customers along their journey within the terminal.
- Ensure CCT customers are being treated with Care & Class.
- Ensure customers are taken through security based on priority (connection/flight time).



- Ensure customers requiring transfer assistance (WCHC) are processed in a timely manner and brought to their gate with at least 10-15 minutes prior to POS boarding.
- Identify & monitor flights arriving with heavy SSR activity.
- Redeploy staff when operationally necessary within the CCT positions.

NEW

CONNECTION OPS:

- **Primarily situated in HCC.**
- Identify any groups or known limitations affecting a flight that need to be communicated to CNX HCC, CJM, PMM, ITO MO/OMs, Deployment, CNX Teams (OPS Support, ITPC Rework, PAT STAR).
- Liaise with CNX HCC, CJM, Deployment and CNX Teams (OPS Support, ITPC Rework, PAT STAR) **to identify and proactively plan** any misconnects, tight connections, baggage concerns and those flights requiring delay or hold.
- Liaise with PMM to send **INTL CNX alerts to up-line stations** so they can monitor customers who need extra verification.
- Be **visible and present in the terminal** to proactively resolve issues pertaining to connecting customers and respond to questions/inquiries from CESS.
- Work with CNX HCC to **investigate/resolve both operational & customer service-related issues.**
- Proactively **monitor inbound and outbound flights**—especially those requiring extra support or impacted by IROPs—and work with the area OM/MO to understand recovery plans and identify solutions.
- Monitor any flights that may **not** have ACR to ensure customers to are offered their eligible Standards of Treatment.
- **Collaborate with the ASO CNX Lead**, to ensure customers are making their connections and/or any baggage concerns.
- **Coordinate rebooking/recovery activities** with ITPC Rework, PAT STAR or OPS Support duties.
- Perform CNX related **briefing** information to staff when required.
- Collaborate with Deployment and CNX HCC to optimize **staffing levels** based on operational needs and **redeploy** staff within CNX positions when operationally required.
- Responsible for **preparing for the next day's** handover/start-up materials (print roster, late arrivals list, relay any operational related information/updates that could impact the next day's OPS and relevant to the AM Lead.)

GATE OPS:

- **Customer & Operational Support:**
 - Provide visible support at Gates and CSDs to assist CESSs, address customer concerns, and support disruption handling, including rebooking, hotel/meal, and recovery needs.
 - Make real-time decisions in the best interest of customers and the company.
 - Guide and brief CESSs as needed on customer handling, baggage recovery, and customer movement during irregular operations.
 - Be present at all flights flagged by management for documentation oversight and resolve Timatic issues.
 - Maintain awareness of events impacting day-of operations.
 - Oversee flights departing from the **E-gates** and be familiar with the E-gate process (gate set-up/flow).
 - Proactively remind Gate CES to stage customers.

NEW



- Collaborate with CNX HCC to investigate/resolve **both** operational & customer service-related issues.
- Coordinate rebooking/recovery plans with other leads and management to optimize staffing, especially during IROPs and/or increased misconnections.
- Liaise with CNX HCC, CJM, and PMM to identify and proactively plan all misconnects, tight connections, baggage concerns and any flights requiring a delay/hold.
- Coordinate rebooking/recovery activities with the CES assigned to ITPC Reword, PAT STAR, or OPS Support.
- **Flight Monitoring & Planning:**
 - Monitor and plan for key flights (Crew Critical, OSA, Notice of Intent, Focus Flights) to ensure on-time performance.
 - Identify and oversee flights requiring additional staff/support including oversold flights, MSDT (minimum scheduled design time), COB and SSR handling.
 - Input COB flight comments proactively.
 - Proactively monitor inbound/outbound flights impacted by Irregular OPS (IROP) and coordinate recovery plans with management.
 - Use Power BI to track and review flight activity.
 - Scrub flight for international travelers to identify known document issues (e.g. visa requirements) – *See Proactive Scrubbing*.
 - Add flight banner/headers for all high-risk flights with strict **Pet Requirements/Documentation** (India, Portugal, China & Japan) – *See Proactive Scrubbing*
 - Proactively identify and monitor oversold flights with potential **denied boarding customers**.
 - Review the **DB/DG** customer list
 - Attend flights that require extra support (new gate CES, downgrades required, MSDT, etc.)
 - Ensure Gate CES is prepared/familiar with the DBC process/procedures.
 - Guide Gate or CSD CES if they have questions/concerns regarding the DBC process.

Proactive Scrubbing:

- **INT Lobby Lead:**
 - Monitor customers **traveling with pets** to high-risk countries that have specific pet requirements.
 - **Add a HIGH-priority comment ('at Check-In') to the CPT** when applicable (e.g., Portugal, India, China, Japan).
- **INT Gate Lead:**
 - Perform Secondary Scrubbing of customers travelling with pets to all high-risk countries (India, Portugal, China and Japan)
 - Add a **High Priority comment** (at the Gate') to CPT of customers travelling with a pet of these flights to ensure they are shown on the Ineligible list to confirm travel documents.
 - Remind INT CSD CES to add a **Gendec Pick-Up** reminder to all international flights on CM.
 - Review **INAD** bookings for international flights and remind Gate CES of the pouching process.
 - Add **High Priority** gate comment on INAD CPT to remind Gate CES to pouch and deliver documents to IFS.
- **INT PM Gate Lead:**



- Scrub all **next-day** flights (pertaining to their respective area) to identify oversales and note potential re-protection options in the flight comments on CM.
- Add flight banners/headers for all **next-day Germany** flights for passport signatures for the following day.
- **INT AM Gate Leads:**
 - Perform Secondary Scrubbing to all **day-of** flights to ensure nothing changed overnight.
 - Review all **day-of** Germany flight for banner/header passport signature reminder.
- Flag and add a **High Priority** comment to local YYZ customers who could potentially have a documentation issue (passport/visa/double-dipping, etc.)
 - High Priority comments (select 'at Check-in only' from the drop-down) will inhibit web/kiosk check-in resulting in customer proceeding to CIA for further doc checks.

