RUNNING HEAD: FINAL PROJECT – BRAND POSITIONING

**CONTACT POINT FAILURES: AIRLINES INDUSTRY**

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The target customers of the airlines industry may be characterized as clients who depend on the airlines to provide them basic services that could be accumulated into: the airline’s capacity to bring them to their correct place of destination at the right time, with the highest quality of service, in the most convenient and safest method, and for the most reasonable price. These are important considerations of the target customers when choosing among the players in the airlines industry. An airline that makes these type promises but does not deliver its promise can neither maintain existing customers gain potential customers. The most common service failures committed by airline companies are discussed further in the next section of this paper.

**Key Contact point failures that need to be addressed**

a. Pre–flight contact failures may include issues such as: false advertising, reservation problems, overbooking of flights, fare and flight misinformation, flight cancellation /delay, and flight diversion.

Some airlines go to the extent of creating the best facade of their services through very attractive advertisements that are unbelievable at times. Other common problems are caused by wrong information in the reservation outlets, causing a lot of confusions to the customers.

b. In–Flight failures may include such issues as: attitude of ground and cabin staff, poor quality of food, rude customer service, poor response to a service failure, and some technical problems. Some airlines commit in-flight failures because they give more importance to pre-flight activities during which the services are paid by the clients. After payment, the services provided are not given much attention anymore. This would result to inability of the airline company to retain its customers in favor of competitors.

c. Post–Flight failures may include such issues as lost luggage, attitude of ground staff/rude customer service. This stage is important - the experiences of the customers will really be instilled in their minds (they will even word- mouth the said experiences to others.

**Suggested improvements**

1. Recovering service failure immediately. This should be coupled with ensuring that service personnel are professional in their actions.

2. Offering alternative options that meet customer requirements. Customers may also be presented with some forms of tangible compensation for some inadequacies.

3. More effective communication with customers to provide feedback on certain concerns, to offer explanation or explanations for the problem regarding service.

4. Sincerely apologizing for the service failure. The sincerity of the management should be instilled in the minds of the customers.

**How will customers benefit from the said improvements in the services**

1. Customers would be aware of the real situation and this will lessen confusion due to uncertainties and ambiguities.

2. Customers would feel the sincerity of the management in trying to meet their expectations and requirements. There will be a higher chance for them to understand the situation.

3. An assurance that their needs are filled.

4. Assurance that they are safe, including their personal belongings such as luggage and the like.

**Statement of Brand Positioning**

An airline that provides the highest quality of service responsive to the needs of the customers in a manner that is most effective, efficient, safe, and timely.

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