


## **CRM OF IndiGo Airlines**

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### **About Indigo**

IndiGo commenced operations on 4 August 2006.

Zoomtra.com is an authorized partner of Indigo Airlines.

Highly profitable and fastest growing airline in India.

A pure low cost carrier.

All economy 180 seat aircraft.

They serve 22 cities within India with 188 daily flights.

99.91% technical reliability.

Comprehensive power by hour (PBH) and maintenance agreements.

Strong Management.

### **Meaning of CRM in Airlines Industry**

- CRM is the process of managing detailed information about individual customers and carefully managing all customer "touch points" to customer loyalty.
- Managing the "touch points"

### **CRM strategies**

Online reservation system

Separate accounts for member, agency and corporate

24/7 multilingual call centre

Proper schedule available on the website

Baggage Tracer

Well trained and groomed in-flight crew and most importantly on-time performance.

Cheap Fares

Ancillary Services

Food and Beverages are allowed inside the flight

IndiGo offers new, comfortable, air conditioned buses.

Notification by SMS in case of flight delay

Refund is available in case the flight is delayed by more than two hours

Booked ticket through SMS and rescheduling of tickets in case of urgency .

## **CRM strategies**

Offering low fares to stimulate demand.

providing a safe and on-time service.

Increasing ancillary revenues .

For leisure travellers , it offers a ticket package called Value Flier & bundled hotel offerings .

CRS system for reservation .

Positioning as 'common man'

Reference: <http://seminarprojects.com/Thread-crm-of-indigo-airlines#ixzz2hrUhhGZY>

# **“ANALYSIS OF SERVICE QUALITY OF INDIAN AIRLINES LTD.”**

## **SIGNIFICANCE OF STUDY**

This project will accomplish to provide better the service quality to the passengers. These Flying services of the Indian airlines are divided into three stages-(pre-flight, in-flight, Post-flight services) and I found that the passengers of the Indian airlines has satisfied with service quality of Indian airlines. The aim of the company to provide the better services quality to passengers and the management in particular is very much responsible for this. Through passengers of the airlines the management is getting proper information about the services which are providing at pre-flight, in-flight, post-flight. And to find out the areas where the company needs to improve to service quality of the airlines.

- From this study, Indian airlines have come to know about the passengers has satisfied with services.
- From this study the passenger perceptions of service quality of airlines.
- To assess the level of satisfaction of passengers on exiting passengers facilities provided by airlines.
- To provide an effective marketing scheme to passengers.

- This information is a good guide to management as it brings out the strengths of the company and the areas where the company needs to improve the service quality.

## **AVIATION INDUSTRY PROFILE**

### **HISTORY OF INDIAN AVIATION INDUSTRY:**

The first commercial flight in India was made on February 18, 1911, when a French pilot Monseigneur Piguet flew airmails from Allahabad to Naini, covering a distance of about 10 km in as many minutes.

Tata Services became Tata Airlines and then Air-India and spread its wings as Air-India International. The domestic aviation scene, however, was chaotic. When the American Tenth Air Force in India disposed of its planes at throwaway prices, 11 domestic airlines sprang up, scrambling for traffic that could sustain only two or three. In 1953, the government nationalized the airlines, merged them, and created Indian Airlines. For the next 25 years JRD Tata remained the chairman of Air-India and a director on the board of Indian Airlines. After JRD left, voracious unions mushroomed, spawned on the pork barrel jobs created by politicians. In 1999, A-I had 700 employees per plane; today it has 474 whereas other airlines have 350.

For many years in India air travel was perceived to be an elitist activity. This view arose from the “Maharajah” syndrome where, due to the prohibitive cost of air travel, the only people who could afford it were the rich and powerful.

In recent years, however, this image of Civil Aviation has undergone a change and aviation is now viewed in a different light - as an essential link not only for international travel and trade but also for providing connectivity to different parts of the country. Aviation is, by its very nature, a critical part of the infrastructure of the country and has important ramifications for the development of tourism and trade, the opening up of inaccessible areas of the country and for providing stimulus to business activity and economic growth.

## **CONCEPTUAL DISCUSSION**

### **SERVICE QUALITY**

The concept of services quality its importance has grown in recent years for years for two main reasons. Firstly, we are starting to understand the total concept of service more and are now better able to define what is meant by quality of service. Secondly, researchers are determining ways that service quality can actually be quantified or measured.

Measuring service quality gives marketers a tangible tool to use when developing strategies for marketing services.

The concept of Quality is very important to marketers because quality drives the development of all marketing strategies. This means that quality must also be a major focus of all marketing strategies for service.

The service quality can be measured on the following five dimensions:

- Reliability : The ability to perform the promised service dependably and accurately.
- Tangibles : The appearance of physical facilities, equipment, personnel and communication materials.
- Responsive- : The willingness to help passengers and provide promptness service.
- Assurance : The knowledge and courtesy of employees and their ability to convey trust and confidence.
- Empathy : The caring, individualized attention provided to the passenger.

## **SERVICE QUALITY MODEL**

Effective services marketing is a complex undertaking involving many different skills and tasks. Executives of services organizations have long been confused about how to complicated topic in an organized manner. This text was designed around one approach: viewing service in a structured, integrated way called service quality model.

The gaps model position the key concepts, strategies and decisions in services marketing in a manner that begins with the passenger and builds the organization's tasks around what is needed to close the gap between passenger expectation and perceptions. The

integrated gaps model of service quality, which was first overviewed in the part 1 opener, is shown in fig.

The central focus of the gaps model is the passenger gap, the difference between passenger expectation and perceptions. Firms need to close this gap-between what passengers expect and receive-in order to satisfy their passenger and build long-term relationships with them. To close this all-important passenger gap, the model suggests that four other gaps-the provider gaps-need to be closed.

The following four provider gaps, shown below the horizontal line in fig. are the underlying causes behind the passenger gap:

**Gap 1: Between management perception and passenger's Expect**

**Gap 2: Between Passenger-driven service design and standards and Company perceptions of passenger expectation**

**Gap 3: Between service delivery and external communications**

**Gap 4: Between perceived service and expected service**

**Gap 5: Between Service delivery and Passenger-driven service design and standards**

## **PASSENGER EXPECTATION OF SERVICE QUALITY**

Passenger expectations are beliefs about service delivery that function as standards or reference points against which is judged. Because passenger compare their perceptions of performance with these reference points when evaluating service quality, thorough knowledge about passenger expectations is critical to service marketers. Knowing what passenger expects is the first and possibly most critical step in delivering quality service. Being wrong about what passenger want can mean losing a passenger's business when another company hits the target exactly. Being wrong can also mean expending money, time, and other resources on things that don't count to the passenger. Being wrong can even mean not surviving in a fiercely competitive market.

Among the aspect of expectation that need to be explored and understood for successful services marketing are the following:

- What types of expectation standards do passengers hold about services?
  - What factors most influence the formation of these expectations?
  - What role do these factors play in changing expectations?
  - How can a service company meet or exceed passenger expectations?

**Objectives are to:**

- Recognize that passengers hold different types of expectation for service performance.
  - The sources of passenger expectations of service, including those that are controllable and uncontrollable by marketers.
  - Acknowledge that the types and sources of expectations are similar for end passengers and business passengers, for pure service and product-related service, for experienced passengers and inexperienced passengers.
  - Delineate the most important current issues surrounding passenger expectations.