

“THE STRATEGIES OF AIRBLUE CONTRIBUTING TO ITS CUSTOMERS’ SATISFACTION”



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Abstract

The purpose of this research study was to investigate if the customers of Airblue were satisfied with the strategies used or the services provided to them by Airblue. We identified a number of services that represent the different strategies used by Airblue for satisfying its customers. The periodic improvements and making these services attractive can ultimately have a great influence on its customer's satisfaction. These strategies include E-ticketing, Paperless operations, Staff behavior, Reservation system, Food quality, Comfort\Interior onboard and pricing & discounts offered.

Our study reveals that the customers were satisfied with most of the services offered by Airblue to their customers but there were some unexpected results too, like the customers were not satisfied with the quality of food provided onboard and also with their 24 hours helpline. Further, we have mentioned some other complaints by the customers of Airblue like the baggage loss and the flight delays and have provided some recommendations to the management of Airblue to rectify these complaints.

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