

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div><div>✓</div><div>The customer segmentation that merely takes into account the passengers' travel objectives.</div></div> <div><div>✓</div><div>Airlines will divide their clientele into several seating categories, such as economy, business, and first class.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div><div>✓</div><div>Low-cost travel has taken the lead in recent years in place of onboard smoking, opulent service, and premium class flights.</div></div> <div><div>✓</div><div>Artificial intelligence will play a role in how goods are distributed and how customers are served.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><div>✓</div><div>Instead of imposing indirect taxes, they can impose small-scale</div></div> <div><div>✓</div><div>For each type of aircraft operated, the operator is required to give operations staff and the flight crew access to an aircraft operating manual that details normal, abnormal, and emergency flight operations.</div></div>	Explore AS, differentiate into BE, understand RC
	<div><div>✓</div><div>C Airline and aircraft safety, emergency exit seating not provided. difficulties linked to low flying aircraft, pilot licensing, etc.</div></div> <div><div>✓</div><div>Issues relating to low-flying aircraft, pilot licensing, emergency exit seating, and other related topics are not provided.</div></div>	<div>tickets.</div> <div><div>✓</div><div>Revenue from airport taxes is used for facility maintenance so customers has to pay the taxes.</div></div>	<div>cost carrier segments.</div> <div><div>✓</div><div>Applied technology of behavior change based on these laws and principles.</div></div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>In the airport, airlines have problem solvers known as Customer Service Representatives who can handle a variety of issues right away. There will be issues if they don't accomplish that.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div><div>✓</div><div>The examination of the steps taken when a person or group makes a decision that matches customer behavior and solves an issue. To fulfill needs and desires, one may acquire, use, or discard goods, services, concepts, or experiences.</div></div> <div><div>✓</div><div>Airlines are stepping up their game with technology and are trying not just to meet customer expectations but exceed them.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div><div>✓</div><div>Allow customers to search for flights and choose their travel</div></div> <div><div>✓</div><div>Network airlines still rely heavily on offline agency distribution, and low cost airlines are starting to embrace it as well.</div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div><div>Prior to it, customers in the airline business will file complaints with customer service..</div></div> <div><div>Customers have the right to file a complaint if airline customer service does not act appropriately.</div></div>			
<div>✓</div> <div>✓</div>				