

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- ✓ The customer segmentation based only on dividing the passengers by the purpose of the trip.
- ✓ Airlines will segment their customers by class of seating, such as economy class, business class and first class.

6. CUSTOMER CONSTRAINTS

CC

- ✓ Instead of smoking onboard, luxurious service, and premium class flights, low-cost travel is king now.
- ✓ Artificial intelligence will come into play in the way to distribute products and the way to service customers.

5. AVAILABLE SOLUTIONS

AS

- ✓ Instead of giving indirect taxes they may give tax with low amount.
- ✓ The operator shall provide operations staff and flight crew with an aircraft operating manual,for each aircraft type operated, containing the normal, abnormal and emergency procedures relating to the operation of the aircraft.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- ✓ The cumulative impact of direct and indirect taxes in aviation is one of the big problem for customers .
- ✓ Not available airline and airplane safety,emergency exit seating .
- ✓ Customers with itinerary changes, flight reservations and questions about customer loyalty programs should be done.

9. PROBLEM ROOT CAUSE

RC

- ✓ Customer should know about how to reserve tickets and norms and regulation before entering into it,because regulation will periodically.
- ✓ Revenue from airport taxes is used for facility maintenance so customers has to pay the taxes.

7. BEHAVIOUR

BE

- ✓ Push and pull factors have a positive and significant effect on switching behavior from both segments low-cost carrier and full-service carrier segment.
- ✓ Applied technology of behavior change based on these laws and principles.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

- ✓ Airlines have trouble-shooters at the airports, usually called Customer Service Representatives, who can take care of many problems on the spot. if they are failed to do that there will be problem.

4. EMOTIONS: BEFORE / AFTER

EM

- ✓ Before that customer will complaint to customer services in airline industry.
- ✓ If the customer service of airline industry did not take correct action they have the rights to complaint a file.

10. YOUR SOLUTION

SL

- ✓ The study of the processes involved when individuals or groups select, purchase, use, or dispose products, services, ideas, or experiences to satisfy needs and desires
- ✓ Airlines are stepping up their game with technology and are trying not just to meet customer expectations but exceed them.

8.CHANNELS of BEHAVIOUR

CH

- ✓ Allows customers to easily search in online for flights to and from their chosen destination and will compare prices from different
- ✓ Offline agency distribution remains an important channel for network airlines,and has been gaining popularity with low cost airlines too

Identify strong TR & EM