

How has Aer Lingus attempted to put its customers at the forefront of its business development?

Aer Lingus has anxiously attempted to become even more customer-focused since 1996, when the company realized its new strategy to “put people first in its marketing programmes”.

Aer Lingus competes in the transatlantic long-haul sector, within the European Union, in the UK market and domestically within Ireland. With the arrival of the low-cost airlines, Aer Lingus decided to compete in the full service segment, focusing on the premium business class. As the company believes that the ability to satisfy its target customers presents one of their most competitive advantages, the company wants to put the customer at the forefront of its business such as in the case of the Continental Airline. To realize this aim, the company must increase its already strong emphasis on quality and service. One essential role to increase the service quality is their personnel, especially recruitment, attitudes, training, abilities, and motivation. On the other hand, the environment such as the terminal, the aircraft, and the booking point are important factors. Aer Lingus enter with low price operation. With the Irish rival Ryan Air Strong Position in the segment and Aer Lingus heritage of friendly services. The Company opted instead to compete in the full services segment. The same customer fly with both Aer Lingus and Ryan Airlines but on different occasion. Aer Lingus is a people and as such believes its future depend on its ability to satisfy its target customer which give edge to its competitors.

To what extent has the airline built up an understanding of its customers' perceptions and expectations?

The elements of the service quality mix are an important consideration for airlines in deciding on the level of service provision offered by their airline. This study aims to determine passenger expectations of service quality as perceived by airline managers working at long haul airlines operating.

Aer Lingus target market in business travel. For such customer price per seat no tended to be an overriding decision variable selecting in airline. Concern such as frequency and time of flight, punctuality, ease of airport access, route destination and speed of boarding/disembarkation have been core factor to increase customer perceptions and expectations..Aer Lingus introduce few innovation in business class e-ticket , larger seats, free newspapers and drinks. The more increasingly is to provide even more seamless travel.

In what ways the role of personnel central to the airline's operations and marketing strategy?

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Why must the airline's marketing mix focus on more than the traditional 4Ps?

The four Ps are the four essential factors involved in marketing a good or service to the public.

These are the four Ps: the product (the good or service), the price (what the consumer pays), the place and promotion

The concept of the four Ps has been around since the 1950s; as the marketing industry has evolved, the concepts of people, process, and physical evidence have become important components of marketing, too.

Product refers to a good or service that a company offers to customers. Ideally, a product should fulfill an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand.

How has the airline defined its differential advantage?

Aer Lingus strategy centers increased differentiation in the market places with the right package service and product at competitive prices. Aer Lingus has been a unique airline as it transitioned from a full-service airline to a low-cost carrier and is currently positioned as a value hybrid airline.

Aer Lingus to revert to the full service legacy model; the low fares created by the Ryanair phenomenon are ingrained in the Irish market place, there is a very low proportion of business travel in its markets, and it is on the periphery of Europe. Aer Lingus is indeed positioned somewhat more “up-market”. The following advantages are described in the case study:-

Increase in customer purchase power

Enter into new strategic partnerships

Possibility to increase market share

Expand to new routes

Enter into global airline alliances

Full service to the customers with good quality

Dual app

Approach to its capacity

management

To what extent is this sustainable?

Aer Lingus has arguably been the hardest hit of all the legacy carriers by the rise of the new generation. Aer Lingus will conduct its business in an environmentally responsible manner across all flight operations and corporate facilities. They were getting substantial aid from their respective governments, something that Aer Lingus is not getting, at least outside of wage subsidies, thus leaving the Irish carrier more at risk.

Complying with all environmental legal requirements and other relevant obligations.

It fulfills the customer requirements and expand new routes

It provides dual approach to its capacity management

It provide cost based reduction and value adding processes (Product development)

Partnerships

Why is it difficult for a service business such as Aer Lingus to identify a differential advantage over its rivals?

Aer Lingus started to use the marketing slogan “arrive before you depart” to promote the facility. A core target market for Aer Lingus is business travel and most rivals offers e-ticketing, large seats, free newspaper and drinks. An internet-based reservation system is inexpensive to develop and maintain when all the aircraft in a fleet are identical, there is only one cabin class, tickets are not refundable, and passengers can’t reserve seats. The company had offered a 40% discount on the lowest price the customer could negotiate with its rivals.

Strategies that help an established player coexist with low-cost rivals can work initially, but as consumers become more familiar with low-cost options, they tend to migrate to them. In the airline, pc, and retail industries, the segment choosing to pay less for fewer benefits has grown rapidly.