

Southwest airlines internet exercise

Business



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Southwest Airlines highlights quality, speed and low fare as their competitive strategy. The quality provide by the firm is not a mirror image of their service fair, instead their first priority is their customer and the firm's good quality service has earned them a good name among the customers. For instance, they don't charge first and second checked bags, don't charge change fees, offer point-to-point service between cities, provision of Wi-Fi and mobile boarding passes too nationwide. Furthermore, the airline with its speed and reliability has able to engage customer satisfaction, but they have renewed their relationship with Varolii Corporation to promptly reach customer, employees and pilots with crucial and timely information. The third aspect is their most famous one and that is low fares, for they provide customers with flexible and different packages, which includes budgeted fares for particular destination and they also offers weekly saving program where they constantly inform customers on new low cost deals regarding hotel, car and air service.

These aforementioned factors are also basic element for management strategy, for the employee and staff of the firm are managed in such a way that they are motivated to provide customers with all three elements. Moreover, in the face of rising fuel prices, security issues and customer expectations, Southwest has employed the three elements to keep their ranking in the top ten best US airlines.

As to the last part, I have travelled in the Southwest Airlines and, since I had travelled for urban cities, the experience was good and satisfying for me.

Regarding other airlines, such as Emirates the quality, speed and service are <https://assignbuster.com/southwest-airlines-internet-exercise/>

very appropriate and excellent, however, their major drawback is their high cost, which makes them inaccessible to price sensitive customers and those travelling within a country.

Bibliography