

Dragonair service management case study

[Business](#)



It needs high startup cost and professional technology. However, there are some low-cost airlines develop fast. That would be a threat for Dragon. As Dragooning is a regional airline company in Asia, there are a lot of competitors such as Bangkok Airways and Silkier.

According to ' The World Top 100 Airlines', in 2013, Dragooning was voted as twenty-three. However, it dropped to twenty-eight in 2014. (Ashtray, 2014)

In the report, it will analyze Dragon service operation and its quality. Also, It will find out the Improvements that Dragon could be better In services operation.

Service blueprint In the following is the service blueprint of Dragooning. It shows all the procedure of he customers experience when they participate the Dragooning service.

Besides, it shows the tangible and Intangible parts of the service process which are provided from Dragon. According to Clack's theory, there are three aspects of service design. They are concept, package and process. (Slack N. Et al, 2007: 115-116) Applying on Dragooning, The concept of Dragooning is to satisfy the customers through the well-trained employees to provide excellent and caring service.

It alms to ensure that the passengers' experience Is enjoyable and comfortable. The balloon Is to be the world's best regional airline serving China and beyond. The missions are safety as the top priority, offer the exceptional service to the customers and build a loyal, productive and caring workplace to the employees. (Dragooning, no date) The Dragon package of the service is include the core service, which Is the air transport service, also

<https://assignbuster.com/dragonair-service-management-case-study/>

It provide flight attendants to assist the customers boarding and landing procedure and deliver the food, beverage, blanket and pillow etc. S the blueprint shown. As for the process, the blueprint shown that before the customers boarding on the plane, there are some mechanics to ensure the plane is safe, also before the meal livery, the staff would prepare the food in the back stage.

Dragon gleaned all Ingredients are according to customers relented. Dragon Is attaches great importance to passengers. For instance, it provides seasonal menus and upgraded the in-flight entertainment system to satisfy customers' wants.

Service design should concern of three important functions, they are marketing, human resource management (HARM), and operations. These three areas should be cooperated together to achieve the efficiency.

(Muddied P. And Pierre A. , 2006: 48) Dragon's service design understanding would be evaluated in the following. Service Setting Service setting is about the physical evidence, according to Hoffmann Role of physical evidence, there are four roles as below. Packaging the service Dragooning provides a positive image to customers.

It built up the professional service and flight safety images.

It ensures Also, Dragooning promises to work with the long- term sustainable development. Organizational culture and climate According to Harrison and Hands types of organization culture (Muddied P. And Pierre A. , 2006: 34) Dragooning is classified to the support culture. It provides caring and

responsive service to the customers and satisfies their requirements. Besides, Dragooning provides the professional image to customers.

For example, Dragon's uniform design reflects professional and modern outlook and it ensures every staff are well-trained to handle the emergency problems. As for the organizational climate, Dragooning also concern about the employees development. It understands that employees are the important elements of the company. They are represent the company and help to provide quality service to customers. In the press releases, Dragooning won the silver award of Team Award- internal Support Service (Dragooning, 2015). It offers diversified programs to train up heir staffs.

According to Slacks The stages of design, the service design process would be measured by five operation performance objectives, they are quality, speed, dependability, flexibility and cost. The Surjection model There are four factors that of the surjection model, they are serviceable, contact personnel/service provides, other customers and organization and systems. These factors are directly affect customers' service experiences. The serviceable is about the service environments designed by physical evidence. There are four roles of the serviceable which are packaging the service, facilitating