Customer Service-Marketing

Critical Thinking: Airline Customer Service

Objective:
Create a report that summarizes the current status customer service in the airline industry.  As a marketer for a major airline, your company is facing difficulty providing acceptable service to the passengers and needs to find a way to emphasize the positive features of your airline’s service.

Requirements:
Successful Critical Thinking Exercise will be three (3) to five (5) pages in length and incorporate the information and knowledge gained in the course addressing the areas defined in the Case and Rubric.

Success Criteria:
Think of yourself as a newly hired executive or consultant to the firm. Existing management is overwhelmed by the current situation and wants to make changes that will address the issues. They need an analysis of the situation, recommendations, and a plan to improve which insures the viability and profitability of the organization.

**What is a report?**
Reports, like essays, are a common way of assessing students. Business reports generally focus on a specific problem or case study. Business reports**,** for example**,** are often addressed to a client (e.g. manager) and make recommendations. Reports always use section headings and take an objective perspective.

There is a logical development expected in any report. The sections that are required in a report can vary depending on what type of report it is. It is important to understand your audience to determine which sections are required.***Title Page – Introduction – Discussion – Conclusion.***

**Recommendations**
If the purpose of the report is to suggest actions that should be taken they should be summarized and include how they should be implemented and monitored.