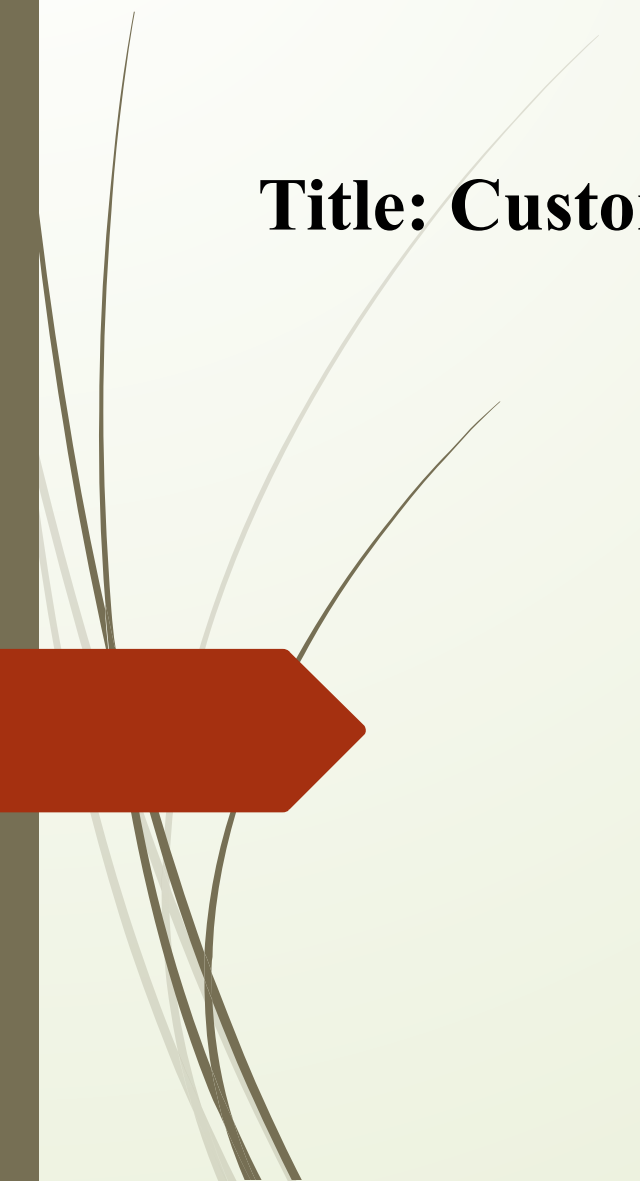




Title: Customer Relationship Management & Emerging Themes

[Part 2]

Introduction

- Evaluation and analysis of part 1.
- Discussion about the process adopted for part 1.
- Interview questions relating to the existing skills.
- Interview questions in relation to part 1.
- Recommendations suggested for the industry.



(Gamage, et al., 2023)

Overview of part 1



(Jafri, et al., 2023)

- Determination of the ethical and sustainability policies of British Airways.
- Impact of the ethical and sustainability policies on improving customer experience.
- Link between the concept of quality and the process of improving customer relationship management (Gamage, et al., 2023).
- Use of quality management theories to improve customer relationship.
- Recommendations for enhancing the customer relationship management (Liu and Chen, 2023).

Process adapted for part 1

- Report writing process has been utilised for part 1 (Jafri, et al., 2023).
- Different articles and literatures have been collected for analysing the industry.
- Data and information which are reliable and accurate have been collected.
- Use of bullet points in order to explain each and every concept easily (Jafri, et al., 2023).
- Use of simple languages and vocabulary for explaining the concept.



(Gamage, et al., 2023)

Interview questions



(Jafri, et al., 2023)

- **Question 1:** What are the essential transferable and understanding skills for professional practice?
- **Answer:** Communication skills, decision making skills, leadership skills and problem-solving skills (Liu and Chen, 2023).
- **Question 2:** What are the opportunities which have been identified after completing the work?
- **Answer:** It is determined that British Airways have been able to improve customer relationship with the help of its ethical and sustainability policies.
- **Question 3:** What are the conclusions and finding determined in relation to the work?
- **Answer:** It is clearly evident that theories of quality management has helped in enhancing customer relationship management (RAHMAN, 2023).
- **Question 4:** What are the limitations and challenges taking place in the industry?
- **Answer:** Sometimes obstructions take place in order to provide best experience to the customers.

Recommendations suggested for the industry

- British Airways operating in the aviation industry should focus on maintaining service quality.
- It is recommended to ensure zero wastage of resources (Siregar, et al., 2023).
- It is essential that changes should be undertaken within the industry.
- Training and development facilities should be arranged for the human resources in the aviation industry.
- Efforts should be put forward in order to use creative business processes (Gamage, et al., 2023).



(Gamage, et al., 2023)



Conclusion

- Interview questions relating to the existing skills.
- Determination of the ethical and sustainability policies of British Airways.
- Use of quality management theories to improve customer relationship.
- Different articles and literatures have been collected for analysing the industry.
- It is determined that British Airways have been able to improve customer relationship with the help of its ethical and sustainability policies.

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