A Tale of Two Airlines: A Comparative Case Study of High-Road Versus Low-Road Strategies in Customer Service and Reputation Management

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ABSTRACT

**Southwest Airlines - "The Somebody Else Up There Who Loves You"**

**RESULTS – ALL NULL HYPOTHESES WERE REJECTED**

**CONCLUSIONS**

Southwest customers rated significantly higher (α=0.05) than Ryanair customers on:

- Overall rating
- More willing to recommend airline to a friend
- Cabin Comfort
- Cabin/Staff Service
- Food
- Overall value

Price is a big factor to customers.

Low prices and low expectations of customer service offered by Ryanair did not result in positive customer perceptions. Customers expected fair treatment and fair processes that were not “mean spirited.”

Customer service programs add value and are important to customers.

**REFERENCES**


