

Report: Managing Quality in Hospitality (EasyJet)

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EXCEUTIVE SUMMARY

EasyJet is one of the finest domestic airlines which offer its services at least expansive price range. It was launched in 1995 and since then it is providing its services and have gained popularity among the people of UK. However, it has captivated the market but unfortunately it is unable to rule the hearts of people. This report is based on the reviews provided by the customers using online forums like Trustpilot and Trip advisor and provides detail analysis about the problems and inconveniences faced by customer during the flight hours. Moreover, this report put the lights on the available useful resources, along with the effect of benchmarking to improve the quality standard provided by the flight. Also, capabilities and competence that the company possesses to improve the quality of the services will also be revealed. In the end, there are a number of recommendation based on the principle of quality management systems are also given.

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Report - Managing Quality in Hospitality of EasyJet

INTRODUCTION

In March 1995, a businessman came up with an idea to launch a super airline as cheap as possible in order to facilitate the travelers around the world. Stelious Haji-Laonnou was 28 years old only when he laid the foundation of the world cheapest airline and named it EASYJET. The first flight was scheduled for 10 November 1995 from London-Luton to Glassglow (Ross, 2017) and the plane which was used for the very first flight was leased from British Airway. Till then easyJet doesn't own its personal jets but on 10th April 1996 the airline owned airplanes for the fluency of their airline service. After the ownership of the airline's personal airplanes the very first flight departed from Palma de Mallorca on 15th July 2004.

The idea behind the service was to offer the cheapest and affordable rates to the customers who travel often. This airline follow a 'no frill' approach which means to keep the prices as low as possible all the un-necessary things are removed from the flights. Due to this approach many of the customers got attracted and gave it a shot but were truly disappointed by the facilities and amenities that were not even present there. A number of customers provided reviews on the online platform like Trustpilot and Trip advisor (Geiger, 2016) and showed their rage and fury about the low quality services they are offering. Most of the customers are really very disappointed with the provision of the services however some are in between.

According to the customer listed his graveness on Trustpilot says:

“Rude Cabin Staff,

They really push you into an argument and provoke you.

Also, they will never let you use the bistro voucher that you pay for.”

One more customer on Trip advisor says:

Although the flight was delayed for takeoff, we only arrived in Southend a little later than expected. Also the pilots gave us details of temperatures back in London and also told us of the route we would be taking and what we would go across. They spoke again during the flight and all communications from both the cockpit and cabin staff was audible, unlike the flights on some other airlines

Problems in the Air Line

As easyJet follows the no frill approach, there are a number of things are eliminated from the flight and thus result in the poor quality service. This flight is capable to connect Europe covering all the major and minor cities but un-fortunately food is not provided by the staff on longer flights. Moreover, most of the customer have complained about the rude behavior and extra charges and wrong information provided by the airline. According to the customer:

“After getting to the boarding gate, I had to pay for my hand luggage it was stated on the internet at booking that you can take a hand luggage according to specifications of course and a handbag or laptop bag....needless to say this is not true. They charged 60 EUR at the boarding gate for my hand luggage. Maybe make it clearer when booking EasyJet as there was numerous people that got the unfortunate news at the boarding gate.”

Other than that, according to the reviews of the customers, they claimed that easyJet over booked the flights which causes customers who are already on the board problems. In addition, the rude behavior of the staff and argument on each stage has also been reported by the customer who had chosen the flight for their journey (Ingason, 2015). Also, the promised compensations and discounts are also been ignored and without any information and communication with the

customers flights are cancelled just before few hours, which causes so much inconvenience to the customers.

All in all, poor customer care, frequent delays, cancellation of the flights at eleventh hour, no quality check, unavailability of refreshments during long flights, untrained staff resulting to rude behavior, the ignorance of provided compensations and discounts, along with the un happy customer, is what the easyJet is known for (Fileri, Alguezaui, and McLeay2015).

Capabilities and Competence to Improve Quality

EasyJet is one of those leading airline which offers services at affordable rates. This is the airline which is pocket friendly and has more than 279 aircraft with the workforce of 12,000 members with 3,291 pilots and 7,547 cabin crew staff and owns over 500 routes. EasyJet gives a quality administration at focused costs and has a brisk turnaround time of not exactly of 30 minutes to prepare their flights for the following takeoff that causes them in giving the quality administration referenced before that is dependable, bother free and effective.

This flight service also offers services such as travel ticket less, travel with assistance, and also allows its golden customers to shift their flight according to wish but before the departure to offer their services (Kontriková, 2018). With all the internal and external factors that makes easy jet a competitive with other flights there are a number of opportunities on which easyJet can work to improve its quality. The primary appealing courses that had high number of flyers was ending up increasingly more focused as contenders who offered benefits in similar courses were exceedingly aggressive on costs and had a noteworthy effect of pressurizing to push down the cost Easy stream charged structure its clients hence making these courses less

gainful as the edges were set at exceptionally low dimensions to draw in more deals in these courses and schedule openings.

There were a tremendous and an expanding number of Football fans going towards UK and because of globalization numerous corporate faculties have begun to base their organizations all through their fundamental area which thus offers ascend to an expansion in air travel that is financially savvy, proficient and speedy (Noe, Hollenbeck, Gerhart and Wright, 2017). In this way there were numerous openings associating the real urban communities in Europe up for simple get to expand their deals.

Cost isn't just the premise they can contend. This conveys to another goal, reliability. EasyJet flies to both essential and auxiliary airplane terminal with high recurrence. Traveling to primary air terminal is to give comfort, optional air terminal to keep away from postponements, high turnaround and cut working expense, and high recurrence every day is to empower voyagers to pick reasonable booked flight and burden more travelers (Yoo Sigala and Gretzel, 2016). Ryanair just travels to optional air terminal to keep cost low with least flight recurrence.

EasyJet give comfort to its client through direct offers of ticket through the organization site. This gives their known buyers no wavering about booking on the web and decision is offered 24 hours per day, seven days a week and decreases are offered for setting up for the web (McManus, 2016). Travelers are likewise given the best passage accessible on each flight which is cited one way. This implies the best cost for the most advantageous flight can be gotten both ways, advancing the round excursion cost for the traveler. They also offers extensive range of services based on the provision of the accommodation of the customers they desired for, for

example arranging hotels for stay, provision of parking inside the airport, free of cost car rentals, travel guides and information related to the place they are planning a visit, and many more.

In principle, it alludes to the capacity of easyJet to offer a wide assortment of administrations to their travelers. With the expanding request of business voyagers who are under spending control, easyJet is the correct choice who serves the market with quality administrations. EasyJet is presently serving both, relaxation and business voyagers, which Ryanair don't have. Ease, high trustworthiness and adaptability in giving their administrations are the principle aggressive variables distinguished in this examination.

If easyJet analyzes these capabilities and work on them, surely it will help to improvise the quality of the services and help them to satisfy the customers.

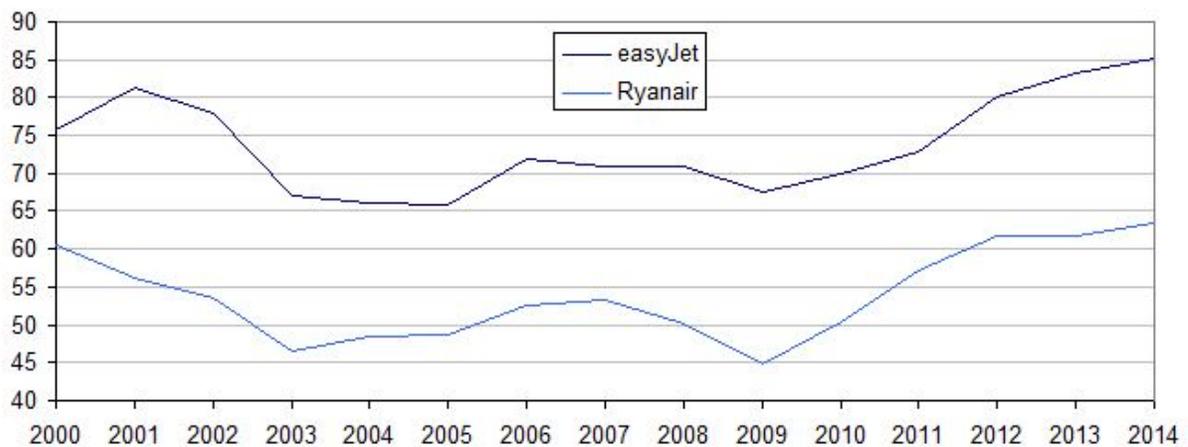
BENCHMARKING

Benchmarking is the technique to analyze the company's performance by comparing it to other companies which are offering same services as them (Lawton, 2017).

Impact of Benchmarking On Easy Jet and Its Effect on Quality

Based on the following statement Ryanair is known to be the rival of easyJet and they are head to head in terms of offering the services and gain the customers loyalty. There are many factors when comparing to the rivals out of which one is the revenue generation comparison. Below is the figure which depicts the effect on the revenue generated by the following airlines till 2014(Balliauw, Meersman, Onghena and Van de Voorde, 2016).

Ryanair and easyJet average total revenue per passenger (EUR) 2001 to 2014*



Source: CAPA - Centre for Aviation, company reports

Examination of the money related outcomes revealed by the two aircrafts demonstrates that Ryanair has created all out income per traveler (counting all ancillaries) that has been not as much as that of easyJet by somewhere in the range of 22% and 33% in the course of recent years. In schedule 2014, finishing with the quarterly outcomes as of late detailed by both, Ryanair's normal income per traveler was 27% beneath easyJet's (EUR63.6 versus EUR86.5). This means that customers, despite being unhappy tend to prefer easyJet (Gilligan, 2017) and this is how; revenue is generated by the airline. Domestic travelling has turned out to be profoundly aggressive and concerning easyJet they need to contend with many driving contenders just as numerous different contenders who fly on a limited number of littler courses. These contenders can limit Easy planes' estimating strategy by offering focused rates where Easy stream has a littler overall revenue.

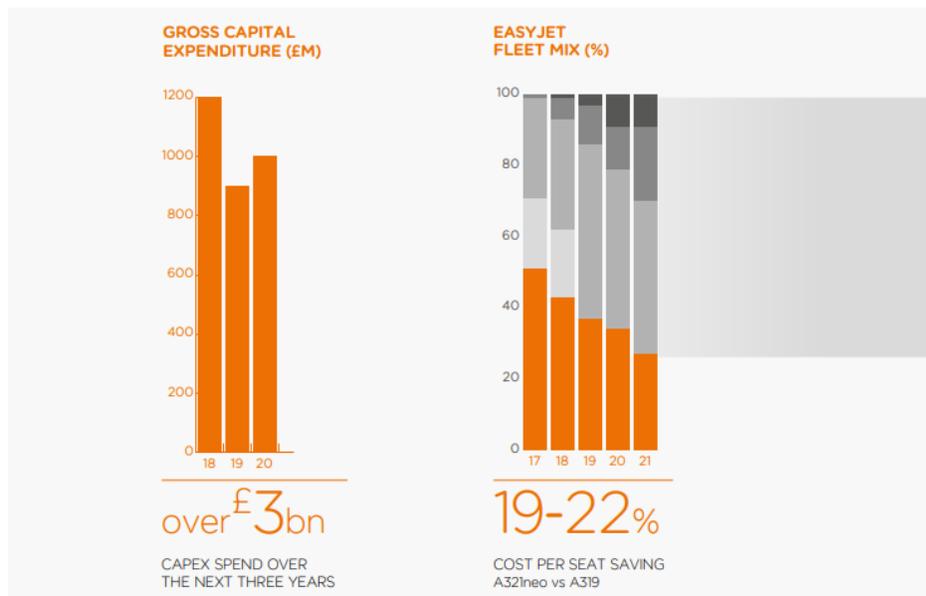
EasyJet adopts value based approach which means it offers the services as the lowest possible fares and then compares with the provision of the quality of services. Customers tend to accept low quality services when they have to pay cheap (Oborune, 2016). This theory is based

on the comparison of survey where customers were offered to pay high prices and gain high quality services, they fall back. By targeting both the attributes; leisure and business travelers, easyJet provides best services to the customers. When compared the baggage policy with its competitor Ryanair, it was found that the cost that is charged by easyJet was comparatively higher but to ease the customers, they offer no limitation for the hand carry (Flouris, and Oswald, 2016). Also, they got excellent booking criteria on which rather charging per customer they charge per booking. Another facility that is provided by easyJet is they offer to the business travelers is they are allowed to check-in any flight without paying any extra fees. Also, Explorers are pulled in to various qualities, named as execution goals. Voyagers with spending control will liable to utilize either easyJet or Ryanair; both offer a focused low cost. Ryanair guarantee a normal £34 per 600km (Abdullah, Chew and Hamid, 2016), easyJet guarantee £45. EasyJet isn't as shoddy as Ryanair's, however voyagers have an alternative to go at various occasions around the same time. EasyJet's alternatives are progressively obvious and clearer contrasted with Ryanair. However the baggage policy is not favorable for the customer, but other luxuries are enough to satisfy the customer's need (Carey, Bhattacharyya, Kehl, Matukas, Pentella and Schuetz, 2018).

Moreover, another strategy that is adopted by easyJet to minimize the cost effect on customers is bidirectional supply chain along with outsourcing strategy. In attempt to cut the cost easyJet outsource many things like magazines, maintenance of the aircraft, food if provided, even the online booking facility is outsourced (Gottschalck and Günther, 2017). EasyJet focuses on its primary idea and therefore, it adopts all the available strategies that help in minimizing the cost.

Financial Capabilities to Improve the Quality

However, easyJet is one of those airlines which offers their services at reasonably low prices and therefore it can be assumed that it might be financially un capable to support its staff but, here is the fact that easyJet is growing rapidly and have all the resources to improve the quality of the staff. As per the easy Jet annual report 2017, it is performing well on the charts (Kılıkış and Kılıkış , 2017).



easyJet plc Annual report and accounts 2017

The airline owns more than 300 aircraft, with 12,000 people working with them. Out of which more than 3,000 are pilots and about 8,000 are cabin crew members. Furthermore, easyJet is strong capital wise as well. With 5 billion Euros market capitalization and 357 million Euro cash in hand. easyJet use its client relationship the executives abilities, driving income by expanding client dependability and actualizing its more extensive advanced procedure(Min and Min, 2015). Our undeniably refined utilization of information will empower us to keep on making travel simple and reasonable in the more drawn out term.

They have enough useful resources but wrong allocation cause the deficit in quality. If they utilize all the resources that are available, with sticking to the idea of offering cheap price range they can also improvise they quality of the service they offer to the customers (Duan, Chen, Houthoof, Schulman and Abbeel, 2016).

RECCOMENDATION

According to the above analysis it is observed that despite of having useful resource easyJet is not able to avail all the perks and provide benefits to the customer. The easyJet focuses only on the prime idea to offer cheapest price rates but tend to ignore the main concern that is customer satisfaction. If the airline focuses on the idea to provide benefits by providing refreshment and food during long hours it can gain customer's loyalty. Soothing the customers when the company's entirely relies on the reviews of consumer is essential. Strong leadership, positive process approach, continuous improvement in the quality of services along with maintain the standards, efficient decision making that is beneficial for both the consumer and the company, and relationship management with the customer is to be considered when easyJet wants to improve the quality of the services and reduce all the negativity that is already in the market. By focusing more on customer rather than the prime idea the company is going to perform well in the near future. EasyJet should consider all the reviews that are provided by the customer during their journey in order work on the improvisation the company's credibility.

CONCLUSION

Concluding the above report, the easyJet is able to generate revenues and gain the popularity in the market but is unable to rule the heart of the customers. Customer's bad experience reflects that company should focus more on the relationship management in order to satisfy the

customer's need. Moreover company is able to generate enough revenues and is performing well on chart but somehow not given enough services to the customers. It is not like that the company is insufficient with the financial resources that it cannot fulfill the demands of the customers but the company is truly capable for doing so, not proper use of the resources causes the customers inconveniences however it can be optimized on focusing the problematic area and come up with the useful solutions.

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