Singapore Airlines: Safety Program And Companies Feedback

Executive Summary

The determination of this report is to critically examine the Singapore Airline Company. Throughout the ten years. Aviation industry becomes larger on a rapid pace because of development, As a result, SIA (Singapore Airlines) took benefit of this increasing aim to increase its revenue and profit even if the rivalry was becoming profound stronger. Certainly, thanks to a profound good authority that takes a part to make this Airline Company grown which is (Singapore Airways) active than its opposition. The company concentrate on a high quality client service by bringing professional management into it and by using new technologies and building of a strong firm or brand. Further, they put money in other based Airline companies that are related to them in terms of planes depend on technologies and innovations.

SIA (Singapore Airlines) plan is to make all the development to control and assure a high client comfort. As well as transporting people from one place to another, SIA providing airline food services, terminal and courier services. Simultaneously, SIA has also an outer plan of development, even if the government has the greater number in the authorized shares, government share the loss and the investment with different partners. In addition, they attempted to be better than others always everywhere. It was the first Airline that flies commercial aviation flight with the A380 bus in 2007 and have the record for the great distance scheduled commercial aviation flight, with a flying time of over 18 hours one way.

In this era, SIA is one of the famous aviation company in terms of profound good services; they have won the award of the finest luxury class in the world in 2007. They also have the luxury suites that no other airlines consist in their a380 aircraft buses.

Besides, in terms of profit, SIA has the 10th biggest revenue with over $10,831 million of gross in March 2008. Nevertheless, we can see that SIA airlines have a profound strong team and management because it is the 3rd ranking company in terms of revenue with over $1,389.4 million in March 2008.

Nonetheless, As the middle of this year, the aviation industry is going down because of some grounds. In a free market, the success or failure of every aviation company is largely known by the standard of service it supplies (joseph Pillay, Chairman SIA, Harvard Business School, 1989b). Most aviation companies attempt to attain the same agreement were not quite able to match the service reliability set and achieved by SIA (Singapore Airlines). Large number of airline companies had to face the possible denial between costs and prices, and maintaining client focus and delivering client service. Moreover, as all aspects of company, the financial catastrophe affects a lot of aviation companies. Indeed, because of investors becoming disinclined and picky between aviation companies, airline companies cannot develop their pursuit profound well. Also, we are in surroundings of saving money, less people are travelling, some managers used to travel in lower classes instead of business. Price of gas even if in this era thanks to the catastrophe is relatively cheaper, the cost hit a surge of $147 per barrel in July 2008 and had a big crash on the revenue of various aviation companies. As worried SIA group

still have improved their gross this year. Nevertheless, they are still making an operating revenue, it is decreasing for 6 months, but they are still more competitive than their opposition in the critical point.

1 Introduction

Aviation companies are observed to be the fastest way of transport from place to another. It is one of the emerging industry providing clients with a good quality service. Aviation industry all over the world is facing threats from different attacks or any wide grow disease for instance SARS, which affects its revenue greatly. This leads to bankruptcy and a big amount of loss in gross in aviation companies.

Although all these needs, aviation companies have recovered their ability and continue giving its state-of-art service. It is comping up with the new innovative methods and technologies to satisfy their clients all over the world. Attacks on twin towers had affected the aviation industry after two years it has come to its normal condition. It was the learning experience for aviation industry all over the world and now they are giving first importance to their security department.

In this era, airline companies slash their fares and prices because of the increasing competition, but their excellent quality of service has not affected this so far.

Aviation companies have produced a huge affect in customers mind as the ultimate supplier of all the services.

Aviation industry struggle to achieve market share and sustain revenue in today's fiercely competitive and economically demanding surroundings, they must make new ways to manage their client's relationship to optimize customer faith and gross. The impacts of the global financial decline and the aftermath of the assaults of 11th September have had a serious impact on the economy and viability of the airline. While this attack also affected the US and various European markets, Airlines around the world are both striving to recover and enhance profitability. Many have focused on cost reduction operational improvements, but the customers cannot be ignored. Airlines must encourage to preserve their competitive advantages and long-term profitability

The instant focus airlines on price cuts is to make activities more effective Many airlines, however, turn to client relationship management (CRM) as a instrument to manage client relationships and services. Unfortunately, they have not maintained CRM as a holistic approach in many instances, but instead considered it synonymous with their frequent flyer program. In order to manage the customer more effectively across all sectors of service, airlines must change their approach to customer relationship management in many ways.

2 Singapore Airlines

Singapore Airlines is a global company dedicated to providing air transportation services of the highest quality and to maximizing returns for the benefit of its shareholders and employees. Singapore airlines was created in 1947, on May 1st. its name then was Malayan Airways Limited (MAL). Its first flight was between Singapore Kallang Airport and Kuala Lumpur, Ipoh and Penang, servicing three times a week. In 1963, when the federation of Malaysia was born,

the company changed its name from Malayan Airways to Malaysian Airways, to later change again to Malaysia-Singapore Airlines (MSA) in 1996. In 1972, (MSA) split in two companies Singapore Airlines and Malaysian Airlines system (since renamed Malaysia Airlines).

Singapore Airlines has modern 106 aircrafts with not more than a age of six years old that makes the aircraft company one of the most youngest and most fuel efficient of any major airline. In 2012, the airline has 13893 employees and serves 63 destinations in 35 countries, in Asia, Europe, North America, the Middle East, the South West Pacific, and Africa. Its primary subs remain Singapore. In 2011-2012 Singapore airlines carried 17 million passengers and its total revenue reached a little more than $9 billion (USD).

Singapore Airlines earned a reputation as an innovative market leader, combining a quality product with excellent service. Good inflight service is the biggest milestone of its reputation for customer service and hospitality.

The attention that Singapore airlines gives its customers, symbolized by Singapore Girl (SIA stewardesses), has earned the airline many industry and travel awards, including conde Nast Traveller's "Best Global Airline "award for twenty-one consecutive years, Travel and leisure's "Best International Airline" award for 14 consecutive years.

- 1970s: first to offer free headsets, free drinks and a choice of meals in economy class
- 1984: first to fly nonstop London-Singapore
- 1991: first with inflight telephones
- 1997: first to launch audio/video on demand
- 2001: first to launch inflight trial of email
- 2004: world's longest nonstop flights
- 2007: launch customer for the A380
- 2009: first to have iPod and iPhone connectivity in economy class

2.1 Safety Program

The Singapore safety program aims at strengthening safety as a key value and promoting a higher knowledge and awareness of safety concepts and attempts of the company to manage safety. This provides workers a better understanding of their positions and their contributions to greater safety standards in the business. The program covers: Introduction to safety, effective safety management, safety culture and our approach and commitment to safety. Every employee is enrolled in the safety program and takes a refresher assessment test every three years. Singapore Airlines place the greatest importance on the safety of their customers and employees and they do their utmost to provide and maintain a safe and healthy work environment

- They seek to anticipate and eliminate risks that can lead to personal injury or disease and/or property and equipment loss or harm
- Take accountable measures to ensure that equipment and facilities are maintained in the best possible way
- Encourage employee security awareness to avoid accidents and injuries

2.2 Group Strategy

- Focus on core airlines business
- Hold key stakes in airline-related services (e.g. aircraft maintenance, repair and overhaul) in order to control quality and safety standards
- Supplement organic growth through strategic stakes in other airlines and related businesses that provide additional sources of income

2.3 Companies Feedback

Singapore Airlines the flag carrier of Singapore, continues to rank among the best airlines in the world. Singapore Changi airport is the primary base for flights to over 60 locations in more than 30 nations. The airline has a wide ranging fleet and cabin categories include the ultra-luxurious suites of Singapore airlines (only accessible on the A380 airbus), first class, business class, premium economy class and economy class. Singapore Airlines is a member of star alliance and has codeshare partnerships with more than 36 other airlines. Kris flyer is the frequent flyer program of the Singapore airlines group. Members who attain gold or PPS club statuses, as well as Suites/first/Business Class passengers have access to the silver Kris or star alliance gold lounges located across the network.

3 Conclusions & Recommendations

Singapore Airlines offering an outstanding example of continuous improvement in the face of wide spread global competition, a business can never afford to stand still. This case study showed how Singapore airlines seeks to enhance customer service and how it continually strives to enhance customer service.

Singapore airlines has been able to distinguish its product effectively by continuously offering advantages to satisfy the requirements of contemporary air travelers, whether they are children or young people, a tourist, a business traveler, a fil star or a prime minister by steadily improving the quality of products by using the world’s best designers and chefs, Singapore Airlines is able to create the synergetic benefits that stem from working with the best employees in the world. While passengers are invariably delighted with Singapore Airlines, they can be sure that Singapore Airlines to make their next flight even better.

References

1. A short Introduction to Singapore Airlines https://whatsupintheair.wordpress.com/2012/11/06/a-little-introduction-to-singapore-airlines/
2. Story of Singapore Airlines https://www.singaporeair.com/en_UK/au/flying-withus/our-story/our-heritage/
3. Singapore Airlines risk management framework https://www.singaporeair.com/saar5/pdf/corporate-info/riskmanagementframework.pdf
4. Reviews of Singapore Airlines https://www.glassdoor.com.au/Reviews/Singapore-Airlines-Reviews-E3379.htm