



**BANGKOK AIRWAYS BOUTIQUE AIRLINE  
IAL 3407 CUSTOMER RELATIONSHIP MANAGEMENT  
AND PASSENGER SATISFACTION SURVEY**

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## **Bangkok Airways Boutique Airline**

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### **Abstract**

Asia”Boutique Airline Bangkok Airway has been using slogan Asia’Boutique Airline since 2004 when the company celebrated 36th anniversary. Distinguished Bangkok Airways from other airlines are its initiatives to new routes linking cultural heritage sites focus point characteristic of Asia’Boutique Airline Bangkok Airways. To operate its own three airports and offer exclusive service to all passengers.

Asia’Boutique Airline Bangkok Airways distinguishes with six main pillars. The operations of the company are highly capital intensive. It is the only airline, perhaps in the world, which has its own airports. Now, the company has grown in size, has enlarged operations and faces competition. It has plans for significant capital investments in the future. The challenge before the owner-manager is to evolve a capital budgeting system and process which is based on an organization structure which facilitates the involvement of executives in decision making and is linked to the company’s strategy and performance and control system. This research help all passenger understand point that Asia’Boutique airline Bangkok Airways. Distinguished from other airlines which all information that boutique mentioned in this research.

**Keywords** Airline, Airway, Boutique, Distinguished, passenger ,routes, operations.

## **Introduction**

The airline introduced a new campaign, Asia's Boutique Airline, Exclusive service to Exotic Gems, to strengthen its brand and further position it as a credible, trustworthy airline while maintaining a modern, trendy boutique-like character. The airline objective was to offer the best personalized service to passenger and develop more exotic and cultural destinations. Government of Thailand implemented the open-skies policy entered the market. To effectively compete and secure a firm in the market, Bangkok Airways had differentiate itself from the competition. The carrier established five distinguishable pillars boutique lounges, boutique airports, appetizing menus, friendly, exclusive service and new modern aircraft. Following on vision statement. To be the leading airline in Asia. Bangkok Airways is still fully controlled and led by the founder who follows a centralized decision making. The operation of the company are highly capital intensive. It is the only airline perhaps in the world, which has its own airport. Destination the company must locate destinations as really unique, but tourist attractive like Samui island Hiroshima, Nagoya, luang Prabang, Sukhothai, Chang island and the Maldives. These destination are top for tourists who have a high ability to pay.

## Research Methodology

### Objective

- To describe Why Bangkok Airway wins World Best Regional Airline and Best Regional Airline in Asia at Skytrax World Airline Awards.
- To describe What is distinguished Bangkok Airway from other airlines.
- To describe about Special Privilege By Bangkok Airways.  
Bangkok Airways “

Win World’s Best Regional Airline” and “Best Regional Airline in Asia” at Skytrax World Airline Awards 2018. Recently, Bangkok Airways Public Company Limited or Bangkok Airways has won 2 Skytrax Awards for “World’s Best Regional Airline” and “Best Regional Airline in Asia” at the prestigious Skytrax World Airline Awards 2018. Mr. Puttipong Prasarttong-Osoth, Bangkok Airways’ President (4th from left) together with the airline management attended the award ceremony held at The Langham Hotel in London, UK.

Mr. Puttipong Prasarttong-Osoth, President of Bangkok Airways said “It is a very special year for Bangkok Airways as we celebrate our 50th anniversary and the airline has been awarded by Skytrax World Airline Awards 2018 as winners for “World’s Best Regional Airline” for the fourth time and “Best Regional Airline in Asia” for the eighth time this year. The Skytrax World Airline Awards are well recognized and respected across aviation industry worldwide. It is considered a global benchmark of airline excellence as the results are voted by global passengers”. Bangkok Airways is a regional carrier providing full services with the highest standard to underline its commitment as “ASIA’s BOUTIQUE AIRLINE”. It is the one and only airline in Thailand that allows passengers in both economy and business classes to access lounge. All meals served onboard are well prepared and creatively made with best quality of food.

Bangkok Airways has previously been awarded “Best Regional Airline in Asia” by Skytrax World Airline Awards in 2004, 2005, 2008, 2009, 2014, 2016, 2017 and latest in 2018. The airline also won “Southeast Asia’s Best Regional Airline” in 2006 and 2007 and “World’s Best Regional Airline” in 2014, 2016, 2017 and this year 2018 as the fourth time for the airline to receive the title from the prestigious Skytrax Awards

### Asia's Boutique Airline

Bangkok Airways has been using the slogan “Asia’s Boutique Airline” since 2004 when the Company celebrated its 36th anniversary. What distinguished Bangkok Airways from other airlines are its initiative to pioneer new routes linking cultural heritage sites and natural wonders in Thailand and the region, to operate its own three airports and to offer exclusive service to all passengers.

Bangkok Airways distinguishes itself with five main pillars that define its initiative:

1. Boutique Lounges - Lounge access eligibility : Eligible for All Bangkok Airways Passengers.

- Boutique Lounges : Passengers on Bangkok Airways are welcome to take advantage of its boutique lounge that offers full services such as an array of tasty snacks, hot and cold beverages, internet access and children’s corner. Relax in style and comfort at the Bangkok

Airways Boutique Lounge, your oasis away from the hectic airport terminal. Savor a wide range of amenities designed to ease your travel pain, including a variety of snacks, wonton soup, beer, complimentary fast Wi-Fi, and internet terminals.

- Blue Ribbon Club : Business class passengers can relax and enjoy the ambiance of the beautifully designed Blue Ribbon Club. Apart from premium menu of food and beverages, new services on offer include a shower room, a massage room and a private library that can be turned into a mini meeting room.

Lounge access eligibility : Eligible for Bangkok Airways Passengers on Blue Ribbon Club class and Flyer Bonus Premier Member.

## 2. Boutique Airports

Each of the three airports is unique because the buildings have been carefully designed to blend in with natural and cultural environment of each location. Samui Airport, Sukhothai Airport and Trat Airport are gateway Bangkok Airways' owns and operates three boutique airports—Samui, Sukhothai, and Trat. Each airport's unique architecture was designed to blend in with the natural and cultural surroundings of each of Thailand's three provinces. s to Thailand natural and cultural gems. Samui Airport's open-air, thatched terminal buildings blend seamlessly with the tropical gardens and coconut groves of Koh Samui. Sukhothai Airport, situated among the calm rice paddies, reflects traditional Thai architecture. Finally, Trat Airport highlights the essence of the province's surrounding natural environment. The uniqueness of each airport complements Bangkok Airways' boutique characteristics.

## 3. Appetizing Menus

Meals are prepared with freshly picked ingredients from selected organic farms to ensure good tastes and good health. From lounge snacks to in-flight meals, Bangkok Airways' F&B offerings are designed and curated by famous Thai Chef, M.L. Sirichalerm Svasti, better known as Chef McDang, a leading expert on Thai food and is the first Thai chef who has taught at numerous branches of the Le Cordon Bleu Schools of the United States until receiving the title of Honorary Chef Instructor for their Las Vegas Campus. Chef McDang has also written and published an English book, "The Principles of Thai Cookery" which outlines the history, culture and style of Thai cuisine while also providing 57 recipes for it's readers to try. Meals served on board are prepared and delivered with the highest level of food safety standards. I have flown with Bangkok Airways on several occasions and thus far, both their inflight meals and lounge food have never disappointed me. Special dietary menus such as vegetarian or Halal are also available upon request. On longer flight routes, passengers are given different meal choices to choose from Must-try items include their roast duck, shrimp wantons and a delightful selection of Thai dessert items.

## 4. Colourful Aircraft

Aircraft in the Company fleet are painted with distinctive designs and bright colours. The most recognisable trait for Bangkok Airways has got to be their colourful aircrafts and the signature baby blue theme in their branding material. Bangkok Airways' aircraft are decorated with colourful liveries of the various exotic and cultural destinations, adding to the airline's trendy and boutique feel.

## 5. Exclusive Service

Elderly and small children are treated with extra care. Warm, sincere and friendly services with attention to details are the norm on Bangkok Airways flights. For airlines, one of the most important success factor has got to be the service standards and Bangkok Airways uphold a high standard, having won the World's Best Regional Airlines award in 2017 from Skytrax.

The staff at the lounge are always helpful and patient, as are the flight crew, bringing out the best from the Land of Smiles.

### Asia's Boutique Airline Bangkok Airways'

facelift aims to strengthen the company's goals and to define the pillars of its brand. The resulting outcome is to position Bangkok Airways as a credible and trustworthy airline, while maintaining a modern and trendy boutique-like character. A boutique normally refers to a small specialized business; often catering to niche markets. Applying this philosophy, Bangkok Airways' positioning as a "boutique airline" aims to offer the best personalized service to passengers and to develop more exotic and cultural destinations. The full service in all categories is boutique lounges, boutique airports, appetizing menus, new aircraft and a friendly exclusive service to its passengers. The goal of Bangkok Airways is to be the best regional airline in Asia by providing exclusive services to all passengers. Bangkok Airways' boutique lounges, therefore, allows all of its passengers to relax in style and comfortably while waiting to board flights.

New Aircraft All Bangkok Airways' aircraft models are modern and brand new; each aircraft's service time never exceeds five years before they are returned and replaced with a brand new one. Moreover, Bangkok Airways' aircraft are also decorated with colourful liveries of the various exotic and cultural destinations, thus adding to the airline's trendy and boutique feel.

#### Special Privilege of Bangkok Airways

1. U Fare by Bangkok Airways
  - Special offer for University students and lectures.
2. Government Employee Privilege
  - Special offer and extra privileges for government employees.
3. Senior Citizen Privilege
  - Special offer for Thai Senior citizen aged 60years and above.
4. Reduced Mobility Privilege
  - Special offer and extra privileges for reduced mobility passengers.

## **Conclusion**

Win World's Best Regional Airline" and "Best Regional Airline in Asia" at Skytrax World Airline Awards 2018. Bangkok Airways is a regional carrier providing full services with the highest standard to underline its commitment as "ASIA's BOUTIQUE AIRLINE". It is the one and only airline in Thailand that allows passengers in both economy and business classes to access lounge. All meals served onboard are well prepared and creatively made with best quality of food. Bangkok Airways distinguishes itself with five main pillars different from other airline. 1. Boutique Lounges 2. Boutique Airports 3. Appetizing Menus 4. Colourful Aircraft 5. Exclusive Service. And then Bangkok Airways have Special Privilege of Bangkok Airways for attract passenger use airline by promotion discount ticket prices such as -U Fare by Bangkok Airways - Government Employee Privilege - Senior Citizen Privilege - Reduced Mobility Privilege.

## **Discussion and Recommendation**

- Bangkok Airways is airline famous reputation and full-service regional airline and have distinguishes another airline. Bangkok Airways is Boutique Airline more comfortable for passenger. Bangkok Airways is the best airway 4 stars Airline for quality of its onboard product and staff service. Good point focus slogan “Asia’s Boutique Airline” its initiative to new routes to attract consumer it good strategy increase income from 2017.

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