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## Customer Relationship Management: Lufthansa

By P. Schulz et al.

Grin Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. - Project Report from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 86%, Macquarie University (Graduate Accounting and Commerce Centre), course: MKTG814, Managing Customer Relations (post-graduate unit), 19 entries in the bibliography, language: English, abstract: Lufthansa is Germany's aviation flagship company and also one of the major airlines operating on a global scale. Established in 1926, Lufthansa currently is one of the biggest members and also founders of the Star Alliance, the world's most important airline cooperation. Divided into five strategic business segments (passenger business, logistics, Maintenance Repair Overhaul, catering and IT services), the following report will focus on the passenger business segment and Lufthansa's activities in terms of customer relationship management (CRM) in this division. Being one of the first airlines to have established a customer loyalty program, Lufthansa successfully runs its frequent flyer concept Miles & More (Lufthansa, 2007). In a competitive environment like the aviation business, relying on a loyal customer base which generates a major part of the company's revenue is...



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