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Emirates Airline Competitive Advantage

In today's competitive environment, successful airlines can differentiate themselves and gain a competitive advantage by cost-effectively offering exceptional customer services tailored using information technology. Emirates is at the forefront of offering an excellent customer experience compared to its rivals. Furthermore, technological innovation, especially in machine learning, has been fundamental to the airline's competitive advantage, as is discussed in this paper.

Machine learning is best suited for predictive tasks in substantial data related to a specific event, something that humans cannot do. Many airlines face problems in envisaging unimpeded demands because seats fill up, fares increase, hence restraining demand. However, predicting these events is crucial for preparation and boosting fleet schedules to different destinations to maximize income per unit of open capacity. In addition to that, price optimization can be enhanced by forecasting the client's readiness to pay and then coming up with an efficient and dynamic price model. Similarly, Emirates Airlines have embraced machine learning that has given the company a competitive advantage over its rivals. For instance, companies like Emirates manage to predict weather outcomes, airport traffic, and even flight delays (Khasar & Sheikholeslami, 2019). Besides, the company has also invested in determining customer preferences for onboard entertainment, and suggestions exist on improving customer experience, especially during long flights. Customers are offered an assortment of entertainment channels on board emirates flights, and the result is that customers are satisfied. The company's other areas are improving customer service response time via automation and predicting luggage sizes based on a passenger's previous history with the airline (Van Leeuwen et al., 2020).

Additionally, the company realized the importance of machine learning to its competitive advantage, and in collaboration with Oxford University, launched the Oxford-Emirates Data Science Lab. The data lab ensures that Emirates maintains its competitive advantage by remaining at the forefront in technological innovations that drive business activities (Singh, 2019). Furthermore, emirates sought experts in data science and machine learning by collaborating with Oxford University. The reward is that the company continues to lead its peers in the ever-competitive airline industry.

The partnership with Oxford University will yield valuable lessons in the long term because academic research takes time. However, short-term results are already visible because the company is already engaged in demand prediction, network modelling to foresee unexpected disruptions and ensure that these challenges do not cripple business operations (Singh, 2019). In addition to that, the company has adopted autonomous vehicles that make airport operations efficient. Furthermore, through machine learning, the Emirate's airport luggage collection is managed without human intervention, whereas automated programs are used to increase client engagement through commercials. Also, the company has increased its data collection on all business fronts because data is what is used to predict future occurrences. Furthermore, the company uses this strategy because with the advancements in machine learning; it is difficult to determine what data will be valuable soon. In this regard, the airline is keen on data collection because a large data set collected over an extended period will help develop machine learning initiatives.

In conclusion, through research in collaboration with Oxford University, Emirates will continue to maintain its competitive advantage by executing innovative technologies like machine learning. Furthermore, the ability to forecast undesirable events has led the company in

a differentiating competitive path by enhancing customer experiences, minimizing operations costs, improving revenue management, and utilising the company's fleet capacity. Also, the company is not yet done with technology. Presently, Emirates is engaged in research to enhance its customer experience and streamline business operations.

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