

# Research on the application of humanistic psychology in civil aviation customer relationship management

Xinze Yu

Civil Aviation Flight University of China, Guanghan, 618307 Sichuan, China

2631262425@qq.com

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**Abstract:** With the increasing competition in the civil aviation industry, airlines pay more and more attention to how to build a positive customer relationship and improve customer satisfaction and loyalty. Based on humanistic psychology, this paper deeply studies the effective strategies and practices of applying humanistic psychology in civil aviation customer relationship management (CRM). The research covers the concern of individual experience, the establishment of positive interpersonal relationships, respect for individual differences and positive response to customer feedback. First of all, paying attention to individual experience is the cornerstone of improving customer satisfaction. Secondly, establishing positive interpersonal relationships has become the core of enhancing customer loyalty. Respecting individual differences is the key to personalized customer relationship. Finally, actively responding to customer feedback has become a necessary means to improve service quality. In practice, airlines should apply the principles of humanistic psychology more widely, and integrate the concepts of paying attention to individual experience, establishing positive interpersonal relationships, respecting individual differences and responding to customer feedback into all aspects of CRM, thus laying the foundation for improving the overall service level and creating a more humanized and warm customer experience.

## 1. Introduction

With the deepening of globalization and the rapid development of aviation industry, civil aviation customer relationship management (CRM) plays an increasingly important role in the operation of airlines. In the highly competitive market environment, airlines not only need to pay attention to operational efficiency and technological innovation, but also need to deeply understand and meet customer needs in order to establish a stable customer relationship. However, traditional CRM methods often emphasize the application of technology and data too much, ignoring the uniqueness and emotional needs of customers as individuals[1-2]. Therefore, the application of humanistic psychology to civil aviation CRM has become a research direction of great concern.

Humanistic psychology emphasizes understanding and respecting the uniqueness, subjective experience and emotional needs of individuals. In the civil aviation industry, passenger satisfaction is not only affected by hard indicators such as on-board service and punctuality, but also by the quality of interaction between airlines and passengers. Therefore, integrating humanistic psychology into CRM, by paying attention to passengers' emotional experience, individual differences and social interaction, is expected to provide airlines with more in-depth and comprehensive customer insight, so as to better meet and exceed customer expectations. Through this research, it is expected to provide useful reference for airlines to formulate more humanized and personalized CRM strategies.

## 2. An overview of humanistic psychology

Humanistic psychology is a kind of psychological theory and orientation, which emphasizes individual subjective experience, self-realization and individual uniqueness. It pays attention to the positive factors of human beings and emphasizes the individual's free will and the pursuit of internal

driving force. Humanistic psychology rose in the middle of the 20th century, as a response to behaviorism and psychoanalysis, emphasizing the comprehensive understanding of people.

One of the core concepts of humanistic psychology is self-realization, that is, the process of individual pursuing maximum potential and individual development. This emphasizes that individuals can achieve a higher level of life satisfaction by realizing their unique talents and potentials. Emphasize the individual's free will and choice. Individuals are not only passive recipients of the external environment, but also have the ability to make independent decisions. This is in sharp contrast to the emphasis on external stimulus and response in behaviorism theory. It is believed that each individual has a unique experience, viewpoint and potential. Individual differences are regarded as an important factor in understanding human psychology. Humanistic psychology pays attention to the individual's experience in the present. It emphasizes the present experience and feelings, not the past history or future expectations. This is in contrast to the psychoanalytic school's emphasis on past experience and behaviorism's emphasis on future prediction. People's behavior and inner experience are influenced by the interaction and relationship with others. Therefore, paying attention to interpersonal interaction is an important aspect of humanistic psychology. Emphasizing mental health is not only to eliminate problems or symptoms, but also a positive growth process. Individuals achieve mental health and maturity by realizing self-potential and positive interpersonal relationships.

Humanistic psychology provides a positive and comprehensive perspective to understand human behavior and psychology, emphasizing individual autonomy, uniqueness and the pursuit of meaning and goals. This psychological orientation has influenced many fields, including psychotherapy, education and leadership.

### **3. The potential influence of humanistic psychology in civil aviation CRM**

With the vigorous development of the global civil aviation industry and the increasingly fierce competition, airlines are paying more and more attention to how to establish more profound and meaningful interaction in CRM[3]. Humanistic psychology, as a psychological theory that pays attention to individual's subjective experience, uniqueness and self-realization, has potential positive influence and is expected to inject new vitality and effect into civil aviation CRM. The mechanism of humanistic psychology in civil aviation CRM is shown in Figure 1:

#### **(1)Emphasize individual experience and emotional needs**

Humanistic psychology emphasizes the concern for individual experience, including emotion, desire and motivation. In the civil aviation industry, passenger satisfaction depends not only on the punctuality of flights and the quality of service, but also on the emotional experience brought by aviation services[4-5]. By understanding the individual experience of passengers, airlines can design services more pertinently, enhance emotional connection, and thus enhance customer loyalty.

#### **(2)Establish a positive customer relationship**

Humanistic psychology advocates positive interpersonal interaction and relationship, which is very important for establishing positive customer relationship. In the aviation industry, by paying attention to the unique needs of passengers, respecting their wishes and emphasizing individual values, airlines can establish positive and long-term customer relationships more effectively. This helps to improve customer satisfaction, reduce customer complaints and lay a solid foundation for word-of-mouth communication[6].

#### **(3)Improve the quality of interaction between employees and customers**

Humanistic psychology pays attention to the interaction between individuals, which also applies to the relationship between employees and customers. By providing training for employees to better understand the emotional needs of passengers and be good at communication and listening, airlines can improve service quality and enhance the emotional connection between employees and customers.

#### **(4)Pay attention to customers' autonomy and choice**

Humanistic psychology emphasizes free will and the right to choose, which is very important to meet the needs of customers. In civil aviation CRM, providing more choices and personalized

services makes customers feel that they have the right to make decisions, which helps to improve customer satisfaction and loyalty. This also reflects the airline's respect for individual differences of passengers.

(5) Promote positive word-of-mouth communication

By applying the principles of humanistic psychology, airlines are expected to establish a positive reputation among customers. When passengers feel respected and understood, and get positive experiences in aviation services, they are more likely to actively share these experiences, thus promoting word-of-mouth communication and attracting more potential customers[7].

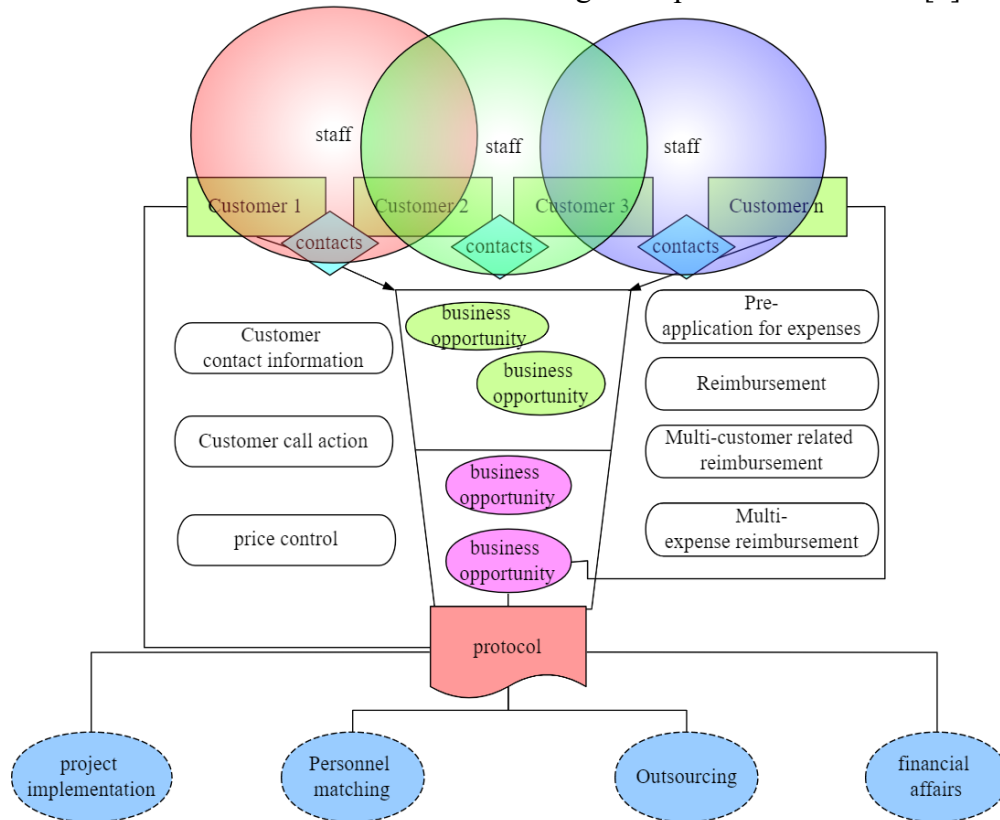


Figure 1 The mechanism of humanistic psychology in civil aviation CRM

The application of humanistic psychology in civil aviation CRM is expected to play an active role in improving the effect of CRM. By paying attention to individual experience, establishing positive customer relationship, improving the quality of interaction between employees and customers, and paying attention to customers' autonomy and choice, airlines can better meet and exceed customers' expectations and lay a solid foundation for the sustainable development of the industry. However, there may be some challenges in the implementation, and it is necessary to comprehensively consider and formulate corresponding strategies to maximize the potential impact of humanistic psychology.

#### 4. The application strategy of humanistic psychology in civil aviation CRM

##### 4.1. Concern for individual experience

Realizing individual experience concern in civil aviation CRM is the key to improve customer satisfaction and establish positive customer relationship. By applying the principles of humanistic psychology, airlines can adopt a series of strategies to pay more attention to the individual experience of passengers and provide more personalized and warm services.

Civil aviation should establish an effective customer research mechanism to collect passengers' opinions and experience feedback through regular questionnaires, customer feedback channels or face-to-face interviews [8-9]. Analyze customer survey data to understand passengers' expectations and feelings for services, so as to provide customers with personalized services closer to their needs.

Based on data analysis, personalized services are provided, such as recommending preferred seats and providing special meals during the booking process, to meet the individual needs of passengers.

Provide personalized service programs to meet the unique needs of different passenger groups. Set up different service levels or packages, taking into account the needs of different passengers, such as providing more flexible services for business travelers and child-friendly services for family travelers. Civil aviation can use social media, online chat and other tools to respond to passengers' doubts, provide timely support, and enhance passengers' trust and satisfaction with airlines.

#### **4.2. Establish positive interpersonal relationships**

By using the perspective of humanistic psychology, airlines can adopt a series of strategies to pay attention to individual emotional experience and respect individual uniqueness, so as to establish more positive and warm interpersonal relationships. Civil aviation should provide employees with emotional intelligence training, emphasizing the ability to listen, understand and respond to customer emotions. In the training, employees' sensitivity to passengers' emotional experience is emphasized, and they are encouraged to show care and empathy in interaction, so as to establish more positive interpersonal relationships. Civil aviation should encourage employees to establish real and sincere interaction with passengers, beyond simple service behavior. In staff training, real communication and care are emphasized, and employees are encouraged to actively communicate with passengers, understand their needs and provide more cordial services.

Civil aviation should provide personalized services, respect and meet the unique needs of different passenger groups. Use technical means to track and record passengers' historical behaviors and preferences, and provide personalized services for passengers, such as providing more flexible services for business travelers and child-friendly services for family travelers. Emphasize the emotional connection between employees and customers, encourage employees to reveal their true feelings in service, and create an atmosphere of close trust. Emphasize the importance of emotional expression in training and encourage employees to convey positive emotions in interaction.

#### **4.3. Respect individual differences**

Civil aviation can also formulate culturally sensitive service standards, taking into account that passengers with different cultural backgrounds may have different needs and expectations. Provide cross-cultural training for employees to better understand and respect the behaviors and beliefs of different cultures, so as to provide services closer to passengers' expectations. Provide multilingual service support to ensure that passengers with different language backgrounds can communicate and understand the service content smoothly. Provide multilingual signs and announcements at airports and airplanes, and train employees to master some basic foreign language terms, so as to improve the service level for multilingual passengers. Airlines can provide more seat choices, such as more spacious seats, family areas, quiet areas, and more flexible meal choices to meet the individual needs of different passengers[10].

Civil aviation should provide flexible service plans, taking into account that different passengers may have different preferences and habits. Airlines can allow passengers to freely choose service plans, such as flexible check-in time and free pet policy, to meet individual needs. Civil aviation also needs to pay attention to special groups, such as children, the elderly and the disabled, and provide extra care and support. In the service process, the needs of special people are taken into account, and special service windows and auxiliary facilities are provided to ensure that these passengers can get special care. Civil aviation needs to establish an effective communication mechanism to encourage employees to understand their expectations and needs more deeply in the interaction with passengers, so as to provide better services.

#### **4.4. Respond positively to customer feedback**

In civil aviation CRM, actively responding to customer feedback is the key link to build a positive customer relationship and improve service quality. By applying the principles of humanistic psychology, airlines can formulate a series of strategies, emphasizing care, respect and understanding for customers, so as to better meet customer needs and establish long-term interactive

relations.

Civil aviation needs to advocate sincere listening to customers' feedback and understanding their feelings and expectations. Establish customer feedback channels, including online platforms and customer service hotlines, to ensure that customers can share their opinions and suggestions conveniently. Provide a quick response mechanism to quickly solve customer feedback problems. Set up a special customer service team to handle customer feedback, ensure that problems are solved in time, and convey solutions to customers through effective communication. Inject emotion into the response and convey the company's concern and understanding to customers. Cultivate employees' emotional intelligence, so that they can express sincere concern when responding to customers and strengthen emotional contact with customers.

Civil aviation needs to provide customized service response according to individual differences of customers to better meet their specific needs. Based on the customer's historical data and feedback information, personalized responses, such as providing personalized offers and customized service plans, show the importance to customers. Encourage customers to put forward suggestions and opinions, and actively adopt and apply them to service improvement. Set up a customer suggestion box, analyze customers' suggestions regularly, and incorporate valuable suggestions into the service improvement plan to show the importance of customers' opinions. Establish an open and transparent feedback mechanism to let customers know that their feedback is valued. Publicly respond to customers' feedback on the company website or other channels, and explain the progress of solving related problems, so as to improve customers' trust in the company. Civil aviation should hold regular customer relationship maintenance activities to thank customers for their feedback and enhance their sense of belonging to the company. Reward customers with positive feedback through membership and exclusive activities, and promote customers to participate in the company's service experience more deeply.

Through the implementation of these strategies, airlines can pay more attention to customers' needs and feedback, respond to customers' concerns with a positive attitude, and establish closer customer relations. This requires the company to make a comprehensive investment in organizational culture, staff training and technical support to ensure that the concept of humanistic psychology runs through the whole CRM practice.

## 5. Conclusions

Through in-depth discussion on the application of humanistic psychology in civil aviation CRM, this study provides important theoretical and practical guidance for improving customer satisfaction, building positive interpersonal relationships and respecting individual differences. By applying the principle of humanistic psychology, airlines can pay more attention to the individual experience of passengers and establish more positive and real interpersonal relationships, so as to gain an advantage in the fierce market competition. This study holds that the application of humanistic psychology in civil aviation CRM is a forward-looking and practical management concept. In practice, airlines should fully realize the importance of passengers' individual experience, interpersonal relationship, individual differences and feedback, and actively implement these principles in organizational culture, staff training and technical support, so as to improve the overall service level and create a more humanized and warm customer experience.

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