Abstract

The objective of this article is to shed light on the key strategy of the airline industry players in maintaining the relationship with their customer. Additionally, this study provides a framework of relationship marketing activities within the airline cargo business, airline company and airline catering organization. The strategy framework developed in this study includes the current strategies used by the airline industry players to keep and strengthen their relationship with the customers. A narrative review has been performed inductively in exploring the key strategy of maintaining the relationship among the airline players. Result of this study provide some recommendation for future scholars to focus on in enhancing current knowledge in customer relationship management domain. Consequently, findings from this study is also beneficial to closest industry, the tourism industry to collaboratively improve their current strategy in maintaining the relationship with their customer. This study also enhances current understanding on CRM and relationship marketing theory. © 2020, Institute of Advanced Scientific Research