



Southwest Airlines

A Culture of Hospitality

Southwest History

Southwest[®]



Based in

Dallas

Began in

1971

Serving only

3

cities

With only

3

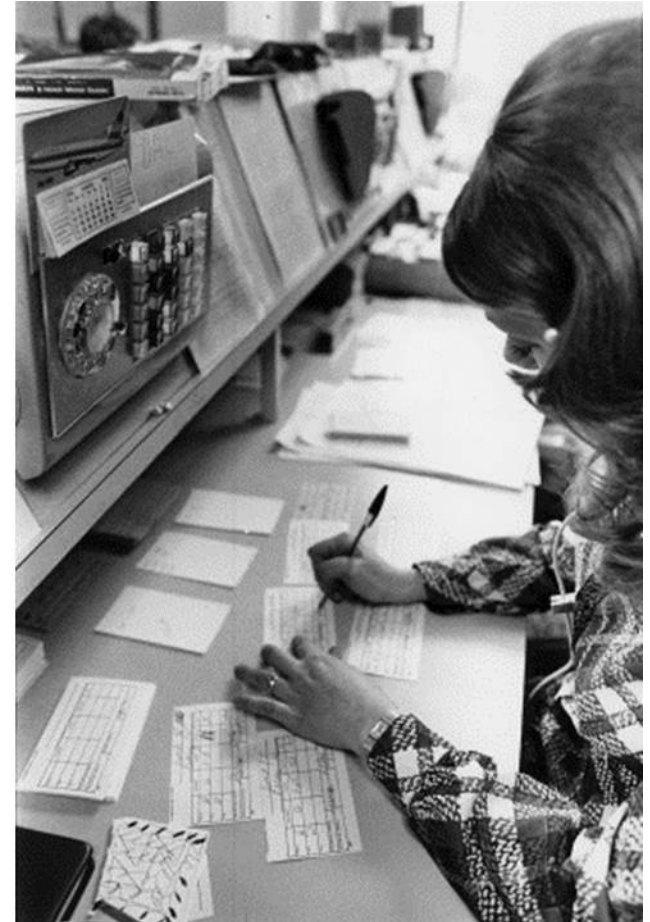
aircraft

Southwest History

Southwest®



SOUTHWEST AIRLINES



Southwest History



Today, Southwest Airlines is the Nation's Largest Domestic Airline
In terms of daily departures and Customers carried



Southwest Success



40⁺
Years of
Profitability

Most Admired



 **No
Layoffs**

Most heavily unionized airline in the business



**Lowest
Customer
Complaints**

Since DOT began tracking in 1987



Southwest Philosophy



Happy Employees lead to happy Customers.
Happy Customers lead to happy Shareholders.



Hire for attitude, train for skill



In 2015, Southwest Airlines
processed

371,202

résumés

6,370

were hired



Clear Expectations

Our Purpose

Connect People to what's important in their lives through friendly, reliable, and low-cost air travel.

Our Vision

To become the world's most loved, most flown, and most profitable airline.

Our Values

Live the Southwest Way

Warrior Spirit

Servant's Heart

Fun-LUVing Attitude

Work the Southwest Way

Safety and Reliability

Friendly Customer Service

Low Costs

Our Mission

The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.



Southwest's Transformation



Improving the Customer Experience



High tech with new technology

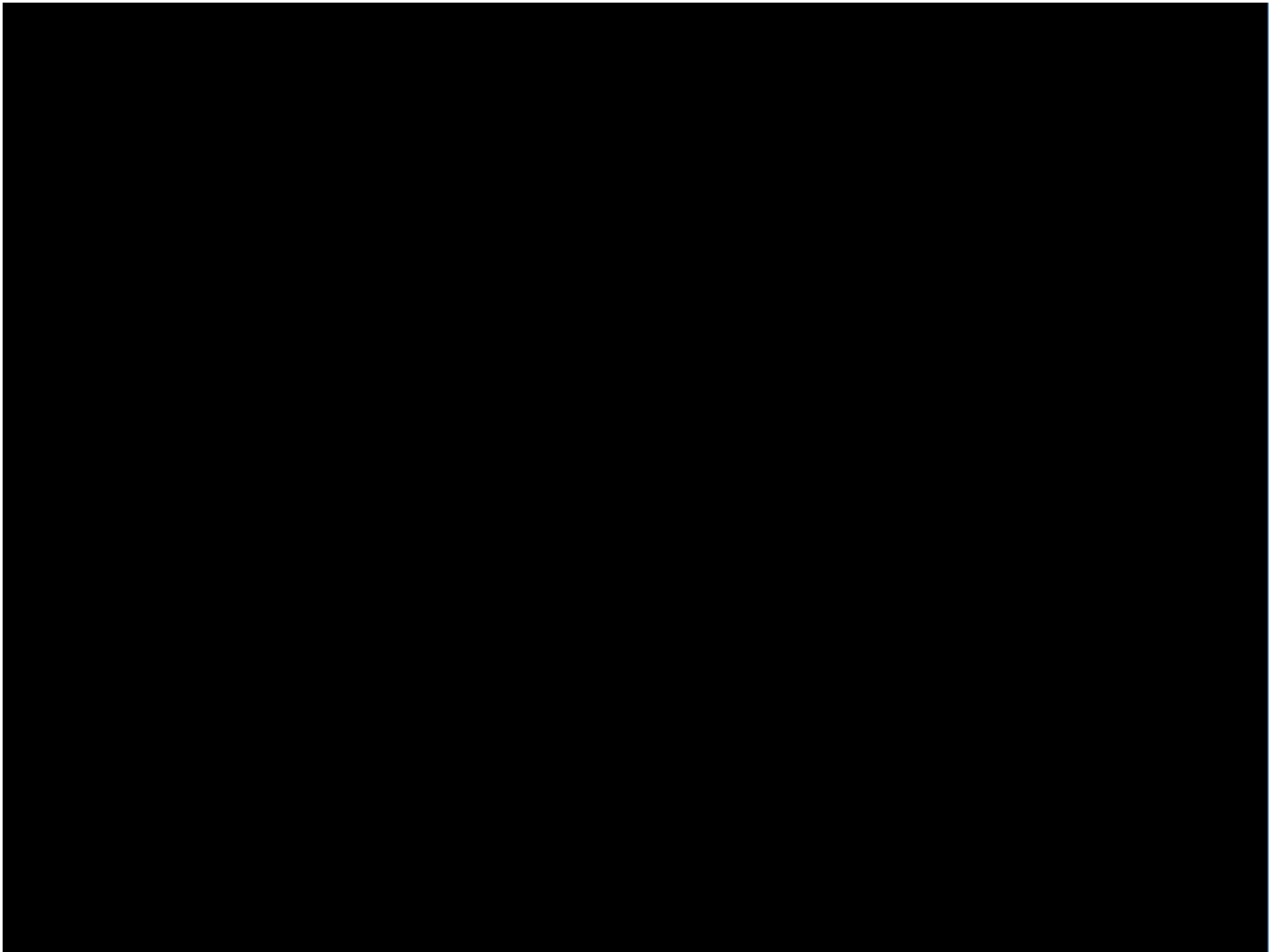
New sleek cabin interiors

Updated airports and facilities

Onboard Wireless Access

Live TV Onboard





But some things stay the same



**“The Business
of Business is
People.”**

-Herb Kelleher
*Chairman Emeritus
Southwest Airlines*





Customer Service vs. Hospitality



Customer Service:



noun. The assistance and advice provided by a company or organization to those people who buy or use its products or services; the act of taking care of Customer needs with professional, helpful assistance to ensure Customer's expectations are met.



Hospitality:



noun. The friendly and generous reception and entertainment of guests, visitors, or strangers; the act of establishing a friendly relationship between the host and the guests.



GEARS

- **GREET** them with a warm smile and use their name!
- **ENGAGE** with them to start the conversation!
- **ACT** by first understanding and then meeting their needs!
- **RELATE** and connect; show interest and concern!
- **SOLICIT** their feedback, and
ask them to return!



Internal Hospitality



External Hospitality

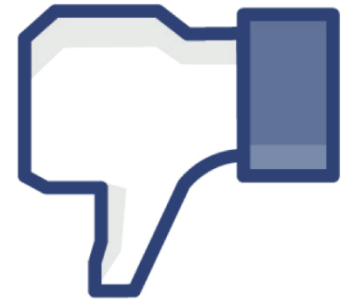


Hospitality Ambassador



7

seconds



11

impressions



Southwest®



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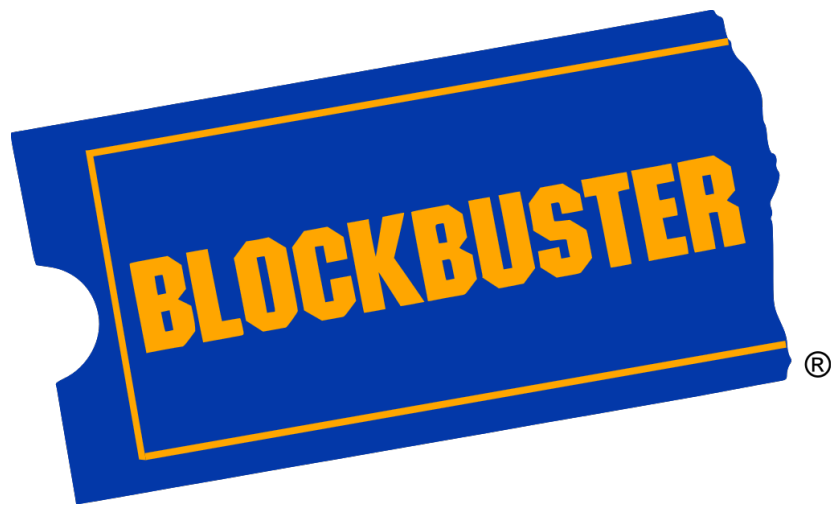
Walmart 



COSTCOTM
 **WHOLESALE**



Southwest[®]



Without a heart, it's just a machine

Southwest 



Questions

