

Hurricane Gustav Update

Thankfully, Hurricane Gustav spared the City of New Orleans when it came ashore on September 1. That said, the storm displaced a number of our Employees, and it has left us patiently waiting while MSY airport officials evaluate the conditions of the facilities and available services before reopening the airport. In the meantime, our MSY operations have been cancelled for today, and we are still evaluating our resumption of service; but we know it will be no earlier than noon tomorrow. We are happy to report that we resumed our flight operations at JAN yesterday at around 9 a.m.

To all Employees who have been displaced by Hurricane Gustav, we are thinking about you during this challenging time. If you haven't already done so, any Employee living in an area affected by Gustav should checkin with your respective Department Leaders so the Company knows you are safe. Also, we extend our heartfelt thanks to the Volunteers who are pitching in to work temporarily in order to provide relief for our local Employees during this time.

The Weather Disruption Task Force (WDTF) continues to monitor Tropical Storm Hanna's activity, but there is no action necessary at this time. The WDTF will continue post updates regarding the Company's gameplan on the Irregular Ops page on SWALife >Tools >Operational >Irregular Operations.

September Kick Tail Winners Announced!

Did you send in your Kick Tail-A-Grams in time for the September drawing? Ten lucky Employees who earned and sent in their Kick Tail-A-Grams were randomly selected as winners of \$1,000 each as part of September's Operation: Kick Tail drawing! Congratulations to ...

1. LAS Flight Attendant Brenda Wood
2. BWI Ramp Agent Al Ripine
3. PHX Provisioning Agent Michael Joseph
4. HRC Sales Agent Judith Lambert
5. BNA CSA Scott Reeves
6. PHX Ops Agent Lynn Lewis
7. TPA Line Mechanic Chris Dragel
8. SRC Sales Agent Virginia Espiritu
9. Internal Customer Care Rep Anne Warman
10. DAL Ops Agent Glenna Flippin

Read all about Operation: Kick Tail on SWALife >About SWA >Operation: Kick Tail.

The Business of Making Things Right

For one small but effective Team of five, keeping pace with Southwest Airlines' systemwide operations and initiating proactive communications/accommodations in lieu of service interruptions is a way of life.

Over the last seven years, the Proactive Customer Service Communications Team (PCS Team) has evolved to become a multifaceted group that works with our operational, communication, and Customer Care departments to help make sure our Internal and External Customers are on the same page insofar as information and support when things may not, are

not, or have not gone according to plan with our operation. Ultimately, the PCS Team's goal is to offer our Employees and Customers timely information and helpful assistance.

In an approach that is unique to Southwest Airlines, the PCS Team evaluates disruptions of our scheduled service in which groups of Customers (e.g., Passengers on a flight) may question what happened or demonstrate concerns about an incident. Within 48 hours of an event's occurrence, the PCS Team will proactively reach out to the affected Customers and offer them an explanation, an apology, and some incentive to give Southwest another try. On average, the PCS Team contacts over 50,000 Customers a year.

Based on the type of incidents that the PCS Team gets involved with, this group also coordinates information about disruptions of Unaccompanied Minor travel, unruly passengers, and medical emergencies. In the event the Emergency Response Plan is activated, the PCS Team also leads the Company's Business Continuation Plan initiatives. And, in a joint effort with the Leaders in our Operations Coordination Center, Reservations, Customer Relations, and Technology Departments, the PCS Team is taking proactive communication to the next level with the Company's new Automated Outbound Messaging project that will notify Customers about disruptions to our scheduled service and offer them flexible accommodations at the same time.

Working with our Headquarters and Frontline Employees, the PCS Team tries to exceed air travelers' expectations; and in return, their combined efforts generate positive results for our Employees, Customers, and the Company.