

Fred Taylor Named Senior Manager Proactive Customer Service Communications

Greg Wells announced today that Fred Taylor has been named Senior Manager Proactive Customer Service Communications for Southwest Airlines' Operations Coordination Center (OCC).



In June 2001, at the request of Colleen, Fred took on new responsibilities for coordinating the Company's proactive Customer communications. In doing so, he helped formalize Southwest Airlines tradition of being the only airline to go to great lengths to develop procedures to willingly communicate with all of our Customers if an extraordinary flight or operational irregularity occurs.

Since then, Fred's drive for innovation has helped the Company create new Customer accommodation programs, procedures, and communication tools to support our proactive initiatives. His determination in this regard is only exceeded by his commitment to "keep people informed." A simple idea perhaps, but one that's clearly well received by our Internal and External Customers.

In November 2006, the OCC was officially recognized as the department responsible for applying the Southwest Airlines proactive approach to the coordination of our daily operating philosophy. "Fred's proactive communication work is a natural fit for what we are trying to accomplish in the OCC. And I asked him to help us tie these initiatives together," Greg said. Incidentally, while Colleen totally agrees with and supports this concept, she wants to be sure that everyone in the field understands that Fred will still be the person to deal with when it comes to MOM/Merge situations. Though Fred will now report to Greg Wells, he will continue to coordinate the proactive Customer communications coming from the Executive Office.

In years past, Fred has served as a Customer Service Agent, Customer Service Supervisor, Assistant Customer Service Manager, and Customer Service Manager. His recent duties were in the Executive Office as Manager Proactive Customer Communications.

"This is a wonderful opportunity to be in a fairly specialized position like this in our Company," Fred said. "It's something I'm very proud of and take quite seriously." Gary, Colleen, and Mike Van de Ven unanimously support this new position for the significant value it brings to our Customer Service and operational product.

Durango Mountain Resorts Offers Exclusive SWA Deals



Durango Mountain Resorts (DMR) has contracted for twice-weekly, nonstop service from DAL to Durango, Colorado, on chartered Southwest planes. DMR is now offering all SWA Employees and their immediate family members exclusive promotional pricing on March 7, 17, and 21.

March 7 and 21 Flights: Departs DAL at 7 p.m. CST, package includes: R/T airfare; 3 nights lodging; 3 days of lift tickets; ground transfers. Prices are \$329 for quad occupancy and \$399 for double occupancy. Prices don't include room tax.

March 17 Flight: Depart DAL at 7 p.m. CST. Package includes: R/T airfare; 4 nights lodging; 4 days of lift tickets; ground transfers. Prices are \$380 for Quad Occupancy and \$475 for double occupancy. Prices don't include room tax.

Lodging is at the Tamarron Resort, and there is a free daily shuttle to the mountain. Slopeside lodging also is available at higher price.

Have this ready before calling: Employee Dependent Verification (see **SWALife** >Tools >Forms >Pass Bureau Forms >Employee Dependent Verification) and a copy of your SWA ID. For reservations, only Employees should call Tyler Silvernail at (970) 382-6727. For resort information, visit www.durangomountainresort.com.

Spot Your Number, Win a Pass!

Did you know that if your Employee Number appears in **Today@SWA**, you have been randomly selected to win one blue positive space pass? If it appears in **LUVLines**, you win two!

Employee Numbers appear in each issue of **LUVLines**, and once or twice a week in **Today@SWA** as a reward to our loyal readers, so be sure to read each and every issue and keep an eye out for your number. If you spot it, contact Employee Communications at SDN 792-6146 or (214) 792-6146.