

St. Louis Post Dispatch

“Letters to the Editor”

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American Airlines and the other majors have to combat **Southwest**, not only as the low-cost carrier, but also as the only airline that still values service.

Imagine American Airlines sending your family four unrestricted round-trip tickets because a flight was delayed two hours due to a mechanical malfunction. It would never happen. But that is exactly what Southwest did when we were delayed on a trip recently from Ontario, Calif. After a delay in Tulsa, Okla., we were forced to return there due to a warning light malfunction. On the ground in Tulsa, three Southwest customer service reps boarded the plane, apologized profusely and wrote down everyone's name and address. Two weeks later, a letter arrived with the four tickets.

Can you imagine any other airline that focused on customer service? St. Louis is fortunate to have such a strong Southwest presence. I hope it grows.

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