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Southwest Airlines Introduces State-Of-The-Art Listening Center

The airline continues to evolve as a leading social business, finding innovative ways to connect with Employees and Customers

DALLAS, Aug. 27, 2014 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) last night unveiled a Listening Center devoted to engaging with Employees and Customers in real time. Located at Southwest Airlines Headquarters in Dallas, the Listening Center is the first of its kind in the domestic airline industry. It serves as the airline's nerve center, integrating traditional media, social media, and operational data to allow various functions to move quickly and efficiently from insight to action.



The Listening Center is staffed seven days a week with Southwest Employees from the Customer Relations, Communication, and Marketing departments. The Employees are available around the clock to answer questions, engage with Customers, and share feedback across the organization to enhance the Customer experience.

"The Listening Center symbolizes our commitment to listening to our internal and external Customers, and taking that feedback to make smarter business decisions," said Linda Rutherford, Vice President Communication & Outreach at Southwest Airlines. "As we continue to evolve as a social business, we'll connect with our Employees and Customers in ways that are meaningful to them."

The Listening Center works closely with Southwest's Network Operations Control center (NOC), and has staffed a satellite Listening Center within the heart of the NOC to relay real-time feedback from Customers as operational challenges arise. The satellite Listening Center allows Employees on the Social Media Team to proactively communicate with Customers as operational updates become available.

"The best companies are innovating at the speed of the customer," said Scott McCorkle, chief executive officer, Salesforce ExactTarget Marketing Cloud. "Utilizing our technology, Southwest Airlines is connecting with their customers to deliver a phenomenal customer experience."

Southwest Airlines is regarded as a pioneer in the social media space and has been recognized in many ways for embracing social technologies. The Nuts About Southwest Blog is a PR News Hall of Fame inductee, and many social media campaigns and Social Media Team members have been awarded best-in-class recognitions.

The Listening center was designed by Corgan and built by Structure Tone. The visualizations displayed within the facility are powered by Salesforce ExactTarget Marketing Cloud's Radian6 Command Center and Crowd Reactive. The technology allows Southwest to quickly identify hot topics, influencers, trends, and consumer-generated media.

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded. The airline also operates the largest fleet of Boeing aircraft in the world to serve 93 destinations in 40 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries via wholly owned subsidiary, AirTran Airways. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees (fare difference may apply) when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at southwest.com or by phone at 800-I-FLY-SWA.

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