

*Southwest Airlines*

Southwest Airline Harvard Case Solution & Analysis



TheCaseSolutions.com



November 23, 2013

World's Largest



Low Cost Carrier



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# SOUTHWEST AIRLINES

TheCaseSolutions.com



## *Flight Schedule*

History / Customer and Market Focus  
Mike Vogley

Human Resource Focus  
Dave Madaffer

Management of the Marketing Mix  
Jake Franken

Business Results  
Scott Fox



# SOUTHWEST HISTORY

1967-1971

-Fight to Fly

1972-1981

-LUV over Texas  
-More than Texas

1985-1997

-Heartland LUV  
-Looking West  
-Rapid Rewards

2005-Present

-Revealing the Future



# Customer and Market Focus

## Value Disciplines

- Operational excellence
- Customer intimacy

## Target Market

- Cost conscious
- Family travelers
- Business travelers
- Leisure travelers
- Unsatisfied fliers



# Attracting Customers

Differentiate Service Offerings

Strategic Mergers and Acquisitions

Listening and responding

Adhering to value proposition



# Retaining Customers

Listening and Responding

Internal performance monitoring

Building brand loyalty and relationships

Goodwill strategies

Community Building



# CUSTOMER TOUCH-POINTS

