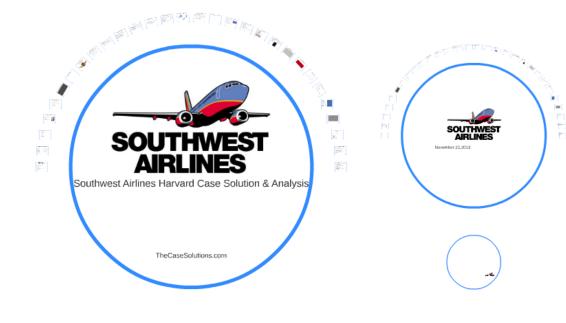
Southwest Airlines







Southwest Airlines Harvard Case Solution & Analysis

TheCaseSolutions.com

SOUTHWEST share the spirit

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

