

Southwest Airlines



SOUTHWEST AIRLINES
Southwest Airlines Harvard Case Solution & Analysis

TheCaseSolutions.com

This slide features a large blue circle containing the Southwest Airlines logo (a blue and red airplane) and the text "SOUTHWEST AIRLINES" in bold. Below the logo is the text "Southwest Airlines Harvard Case Solution & Analysis". At the bottom of the circle is the website "TheCaseSolutions.com". The circle is surrounded by a decorative border of small icons representing various business and industry concepts.



SOUTHWEST AIRLINES
November 23, 2013

This slide features a smaller blue circle containing the Southwest Airlines logo and the text "SOUTHWEST AIRLINES" in bold. Below the logo is the date "November 23, 2013". The circle is surrounded by a decorative border of small icons.



World's Largest
Low Cost Carrier

This slide features a small blue circle containing a map of the United States with flight routes. Above the map is the text "World's Largest" and below it is "Low Cost Carrier". The Southwest Airlines logo is at the bottom of the circle.



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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

