

Trinity Episcopal Church

Lawrence, Kansas

June 14, 2010

Mr. Gary Kelly
Chairman of the Board, CEO & President
P.O. Box 36611
2702 Love Field Drive
Dallas, Texas 75235

Dear Mr. Kelly,

Over the years, when I have needed to travel by air, I have always chosen to fly Southwest Airlines if the city to which I was traveling was served by the airline. I have always been impressed by the service at all levels, but last week something occurred that was exceptional and I think you ought to know about it.

When I boarded a flight last Monday from St. Louis to Kansas City, I removed a file folder from my briefcase and placed it in the seatback pocket before I put my briefcase under the seat. The file contained some very important and highly sensitive information that I needed to review during the flight. Before landing, I returned the folder to the seatback pocket. When I left the aircraft, I completely forgot about the folder. Several days later when I was searching for the folder, I remembered that I left it on the aircraft.

A Southwest Airlines representative told me I should make a report and provided me with the telephone number at your Central Baggage Service so I could speak directly with someone at that location. When I called on Friday morning, June 11, Mr. Dillard Martin answered. He took the information, assured me that he would personally search in the warehouse for my file folder, and promised to call me back regardless of the outcome of his search. On Friday afternoon, Mr. Martin called me to let me know that he had located the file folder. He obtained the information he needed in order to send the folder to me by FedEx. And, because he listened to my explanation about the sensitivity of the information and the urgency of my situation, he arranged to send the folder overnight so I would have it by Monday.

I don't know what it cost Southwest Airlines to provide this service to me, but I'll guarantee it was an investment that will pay tremendous dividends for a long time to come as I tell others about my experience!

Customer service does not get any better than this and, because of Dillard Martin, this loyal customer is now a devoted customer! I hope you will find some way to recognize him for his service to Southwest Airlines and lift him up as an example of exceptional customer service.

Very Sincerely,



Interim Rector