https://www.performancemagazine.org/southwest-airlines-from-benchmarking-to-benchmarked/

西南航空从NASCAR学习的关键在于观察和模仿NASCAR团队在比赛中的快速和高效的维修和换胎流程，以此来优化他们的地面运营流程，特别是在飞机转场和维护方面。通过研究NASCAR团队的工作方式，西南航空收集了相关数据，分析了这些团队如何在极短的时间内完成复杂任务的方法，并将这些策略应用到自己的操作中，以减少飞机在地面上的停留时间，提高效率和客户满意度。具体实施计划的制定涉及跨部门合作，确保所有员工都能够在新流程中高效协作。

Logo (2014–present), consisting of the name "Southwest" in blue letters followed by a heart in yellow, red and blue diagonal stripes

1. 确定改进领域： 选择需要改进的业务流程或指标。

 on time performance to reversedismal time management

1. 选择比较目标： 选择行业领先者或具有最佳实践的公司作为参照。

NASCAR：A motorsport company with a top performant pit crew in the area of time management



1. 收集和分析数据： 决定数据收集方法，分析自身与对比目标之间的差异。

观察NASCAR团队在比赛中的快速和高效的维修和换胎流程

分析了这些团队如何在极短的时间内完成复杂任务的方法

Observed NASCAR teams' fast and efficient repair and tyre-changing processes during races

Analysed how these teams complete complex tasks in a very short period of time

1. 制定并实施改进计划： 根据分析结果，制定并实施具体的改进措施。

Southwest Airlines developed a tailored implementation plan and trained its ground crew to ensure fast and efficient aircraft turnarounds, i.e., to reduce the amount of time the aircraft spends on the ground

5.监控结果，持续改进： 定期检查改进的效果，并重复比对过程，以不断优化。

* reduced the turnaround times from 55 minutes to 15 minutes
* became a leader in the airline industry and a benchmark for other airlines
* improved customer satisfaction and employee motivation.

Note

* **Trust and Openness**
* **Clear Defination and Specific Objectives**
* **Comprehensive Analysis**
* **Considerations of Own Aspects**

Southwest Airlines were struggled by inefficient flight operations and poor customer satisfaction due to its dismal time management. Other airlines can't be benchmarked because they face the same challenges. So, they paid attention to other industries…