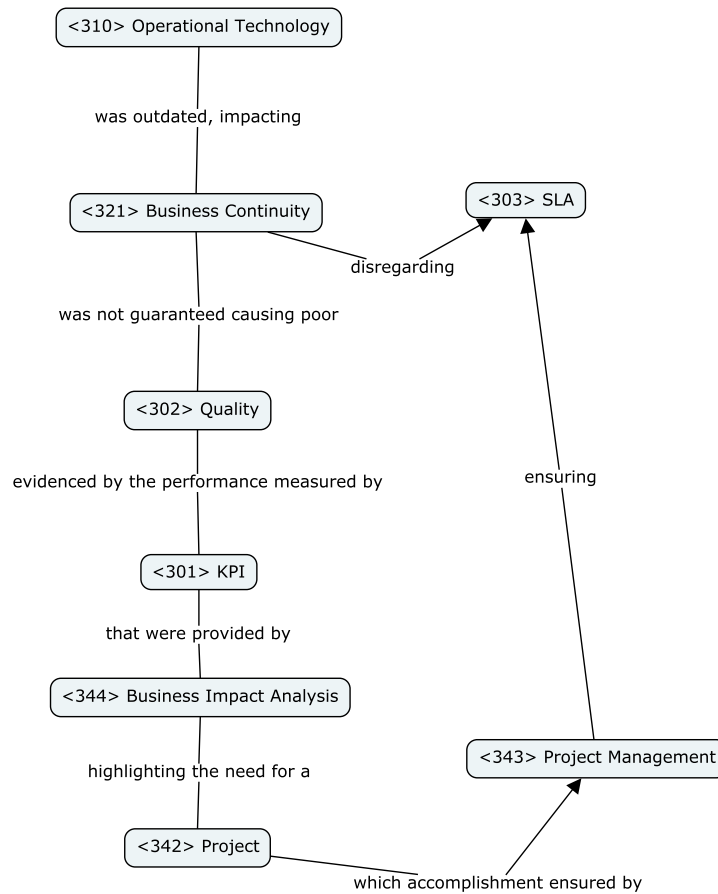


95629 – Maria Campos – Insiders at Southwest reveal how the airline’s service imploded



Southwest’s Operational Technology was outdated affecting the Business Continuity to perform the flights, leaving orphaned luggage and cancelling flights completely disregarding the SLA, failing to meet the customer’s expectations of the service. This caused the poor service Quality, which was then evidenced by the KPIs, who were provided by a Business Impact Analysis of the disruptions of the company overtime, and they showed an increase in flight cancelation rates and a decrease in on-time percentages. All this highlighted the need for a Project to upgrade the company’s operational technology to automate the processes and ditch the pen and paper, a project that will be directed and controlled through Project Management, to make sure the project meets the company’s objectives and ensure its accomplishment.