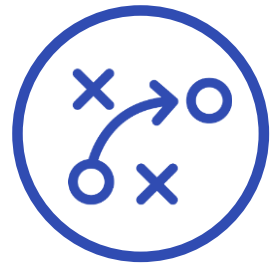


Anytime Earlybird Product Brainstorm

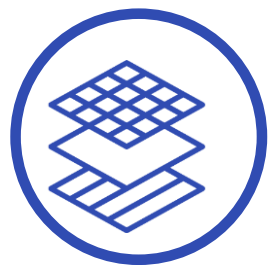
Recommendations have been brought to explore how to handle disrupted passengers who have purchased the bundled Anytime and Earlybird fare.

TWO MAJOR CONCERNS AROSE DURING THIS DISCUSSION



Agent and Turn Efficiency

How will this affect the boarding process for our Agents, and will this take a toll on our turnaround time?



Potential Customer Confusion

Will adding a new boarding procedure confuse our Customers who do not have this fare product? How will this effect our boarding integrity?



Brainstorm

We surveyed our Field Team to identify the potential challenges Customers and Agents will encounter during disruption situations.

AGENT/TURN EFFICIENCY

- ⊗ Our Ops Agents will have more to explain during boarding in an already hectic time.
- ⊗ The Ops Agent may not know disrupted passengers were moved to their flight.
- ⊗ CSA's may be busy bulk moving disrupted Passengers and are not able to relay the message of boarding between A&B.
- ⊗ We have more leisure travelers than business, and it's already harder to manage their needs in order to keep the turn time short.
- ⊗ Announcements after A group are complex, and we receive complaints around XT Passengers, Military and Family Boarding already.
- ⊗ A considerable amount of time may be added to boarding between A & B with a new group being presented.
- ⊗ With the new group added, Agents may rush to complete their flights, thereby leaving room for flight inaccuracies, Dispatch Advised events, etc.

POTENTIAL CUSTOMER CONCERNS

- ⊗ If non eligible Passengers get confused by the new boarding announcement and get in line between A&B, Ops would have to stop boarding to explain they need to board with their assigned boarding group; frustrations & tensions may arise between out Agents and Passengers.
- ⊗ Disrupted ANY/EB passengers could potentially be moved ahead of passengers on their new flight who also purchased the ANY/EB fare.
- ⊗ The question of compensation may come up as ANY/EB may believe they are entitled to more.
- ⊗ Our boarding passes are already crowded; adding another indicator may add to Passenger confusion.
- ⊗ Our boarding integrity will be challenged:
 - ⊗ A List/A List Preferred Customers who already get B positions when there are many tiered members booked on the flight all board after A; when you add XT, Active Military in uniform, Family, this could be almost the entire flight boarding after the A group.
 - ⊗ If a passenger without the ANY/EB fare hears the new announcement, what is to stop them from coming up?
 - ⊗ There are times when there are a lot of thru Pax on an outbound flight; we will let priority groups like XT & Families, go after Pre-board instead of after the A group. How would that affect this new group?
 - ⊗ B and C group passengers will be watching an already large group of people boarding before them; Customers often don't understand that purchasing Earlybird doesn't guarantee an A position, so this may add another layer of confusion amongst the later groups.

Next Steps

Ultimately, the Ground Operations Projects Team recommended that the passenger should board with a new boarding position after being rebooked. However, some suggestions were offered as alternatives for our Passengers.

SUGGESTIONS FOR ANY/EB DISRUPTED PAX



An Earlybird “Credit”

INSTEAD OF A REFUND OR CHANGING THE BOARDING, THE EARLYBIRD COULD BE APPLIED TO A FUTURE TICKET.



A New Name to Differentiate ANY/EB

PROVIDING A NAME THAT DIFFERENTIATES THESE PASSENGERS FROM NORMAL ANY OR EB PAX MAY MAKE IT EASIER FOR PAX TO FOLLOW A NEW BOARDING ANNOUNCEMENT.



A GOG Sent After the Flight

A GOG COULD BE GENERATED AND SENT TO THE PAX’S EMAIL. THIS COULD SOFTEN THE BLOW WHEN A PAX RECEIVES A NEW BOARDING POSITION.

