

Hospitality Heroes



Jay Clark

PHX Captain | Hospitality Type: Protector

Everyone's travel experience looks different, and for our Customers with a fear of flying, traveling can be stressful and scary. Even the smallest acts of Hospitality can go a long way when someone is in need of comfort. When PHX Captain Jay Clark sensed a Customer's unease as she boarded his flight, he acted quickly to put her mind at rest.

Seek Unique Hospitality Moments

"I always like to stand out in the jetway so that I can chat with Customers as they board—you can learn a lot about your Passengers just from these small interactions. When I met Laura, I immediately sensed that she was nervous. Our flight had been delayed due to windy conditions, and she told me that she was terrified to fly. I explained to her the environmental conditions that would make the flight bumpy in the beginning, but that she would be well cared for. I told her that if she had any other questions, she could let a Flight Attendant know, and I would answer them for her."

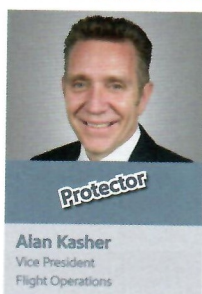
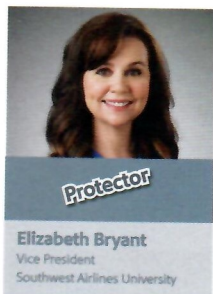
Give Customers One-on-One Attention

"When weather conditions became severe and caused us to deplane, I told Laura that I would find her later to explain what was happening. Even though I had a few things to take care of after deplaning, I chatted with her later in the terminal and explained how we would ensure the Safety of our Passengers even if we experienced some turbulence on the flight. I let her know exactly what to expect so that she was prepared. After we landed, I checked in with her to make sure she was okay. She told me that I made her feel reassured and comfortable despite the turbulence, and that this experience gave her hope for future flights. I was thrilled that I was able to make her experience a positive one."

Serve Others First

"My Hospitality Hero Type is Protector, and as a Captain, the Safety and comfort of my Crew and Passengers is my No. 1 priority. I never know where they are in life, but I may be the one person who takes the time to engage with them, give them a smile, or make them feel cared for, so I should. I am really blessed with a great job, and the best thing I can do is try to use that opportunity to serve people around me. In my life, that's always proven to be more rich than acting selfishly." ✈️

Here are a few Leaders who are also Protectors:



Find out your Hospitality Heroes type and learn more about what it means to be a Hospitality Hero at Southwest by visiting www.swahospitalityheroes.com. And check out *LUVLines Online* to see the Hospitality Hero types of our Sr. Leaders.

