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Low-cost, fun, spirited travel lands in Milwaukee



Southwest Airlines began service in Milwaukee for the first time yesterday (Sunday, November 1st). The largest domestic airline in the US, with over 3,300 flights daily, plans 12 flights daily from Milwaukee to Baltimore, Kansas City, Las Vegas, Orlando, Phoenix, and Tampa Bay.

Southwest, known for its no-frills style of travel (low fares, no food service, and no baggage fees) is different from other low-cost airlines because of its focus on providing outstanding customer service (a fun and “spirited” approach to interacting with customers).

In order to prevent becoming a mere commodity, which is often typical of low-cost providers, Southwest pays particular attention to creating a brand experience that is memorable and gets passengers talking. The company’s mission statement states “...dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride, and company spirit.” Its 28-page [Customer Service Commitment](#) goes into great detail about the promise the Airline makes to its customers and the ways that promise gets delivered.

The airline places special emphasis on empowering its employees to deliver its brand of outstanding service in a way that makes passengers feel good about traveling. Internal training emphasizes that delivering “fun” begins with every employee. Stories perpetuating Southwest’s customer-focused passion are routinely shared. The airline knows that employees are critical to developing customer loyalty. According to former Southwest president Colleen Barrett, “the Southwest Airlines story has been told so well over the last 34 years that many of our employees knew it before they walked through our doors for a job interview. In most cases it’s the reason they wanted to work at Southwest.”



It’s not unusual for passengers to experience the occasional Southwest “fun” spirit during flights, including singing and rapping flight attendants.

Milwaukee should welcome SWA with the same style of enthusiasm the airline itself promises.

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