

Poll Response Form

MSO 2006 Southwest

Hello, Frances Frei

Your name will be recorded with your responses and will be visible to all with access to the poll's results.

This poll's results will not be available to respondents online.

This poll includes questions related to the Southwest Airlines case. Please fill out this poll *prior* to the Southwest case discussion. The poll will close at 9:30 AM on class day.

At the time of the case, Southwest used plastic boarding cards that it distributed on a first-come first-serve basis at the gate. Please answer this question for what the company should have done *at the time of the case*.

QUESTION 1:

Do you support Southwest saving any low-numbered boarding cards for its most frequent fliers?

- A. Support Strongly
- B. Support Weakly
- C. Oppose Weakly
- D. Oppose Strongly

At the time of the case, Southwest had a policy regarding missed flights where customers could take a seat on the next flight at no charge, providing that the seat was in the same fare class. However, if the available seat on the next flight was in a higher fare class, Southwest required that customers either pay the difference in fare or wait for a later flight that might have an available seat in the same fare class as the customer's original ticket.

QUESTION 2:

Do you support Southwest permitting its most frequent fliers who have missed their flight to take the next available seat *regardless of fare case*, without having to pay the difference in fare?

- A. Support Strongly
- B. Support Weakly
- C. Oppose Weakly
- D. Oppose Strongly

Upon the completion of this poll, the user will be directed to the following URL:

<http://cp.hbs.edu/>