

**MSO 2006 Southwest**

Number of responses: 175

Poll opened on: 8/17/2006 at 12:01 AM

Poll closed on: 9/18/2006 at 9:40 AM





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

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- A. 13.7% 
- B. 13.7% 
- C. 24.0% 
- D. 48.6% 

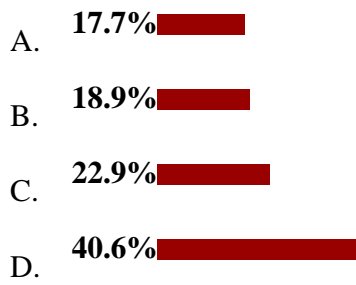
At the time of the case, Southwest had a policy regarding missed flights where customers could take a seat on the next flight at no charge, providing that the seat was in the same fare class. However, if the available seat on the next flight was in a higher fare class, Southwest required that customers 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

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