

we're doing it at piedmont

The extra efforts of Piedmont employees to please customers brought in an average of 615 compliments each month during 1980. Employees earned a total of 2,423 compliments during the year, an increase of more than 40 percent over 1979's total.

"Our increase in customer compliments is a strong indication we ran a better airline in 1980, in addition to running a bigger airline," Executive Vice President Bill Howard said.

The increased compliments were experienced in every department of the Company.

"The 'Careline' attitude showed up strongest in our employees with the most individual, face-to-face contact with our customers," Howard said. "Station personnel had the most compliments with flight attendants a close second."

The dramatic increase in compliments was particularly gratifying because it outdistanced — by far — the 3.6 percent increase in complaints Piedmont experienced in 1980, and the 4.2 percent increase in passengers.

"There is a tendency to take good work for granted. Often our customers feel they are paying for the extra effort and that they should expect it. An unhappy customer seems to be much more likely to vent negative feelings, so our employees should take great pride in this record," Howard said.

CUSTOMER COMPLIMENTS
(Percentage Increase 1980 over 1979)

Total Compliments	+ 40.3%
Pilot Compliments	+ 67.1%
Flight Attendant Compliments	+ 59.6%
Station Compliments	+ 13.6%
Reservations Compliments	+ 25.4%
Other Compliments	+122.9%
Complaints	+ 3.6%
Total Passengers	+ 4.2%

Richard DeArmond, Tri-City, and Doug Wood, Roanoke, have been selected as Agents of the Year by their executive committee at Piedmont.

DeArmond, who has been with Piedmont for 12 years, was chosen as a top agent based on "numerous passenger assistances, his conscientious attitude toward his work, and his high character, both on and off the job," Allen Perry, Passenger Service, said.

"Last year he drove passengers on several occasions to their destinations and often took care of unaccompanied children on his own time," he added.

For example, because of bad weather conditions, a flight was forced to bypass Tri-City and land at Roanoke. A limousine returned the passengers to TRI at 2 a.m. DeArmond used his personal car to drive the passengers to Johnson City, Kingsport, and Bristol before going home.

Wood, with Piedmont over 10 years, is assigned to operations-ramp duties.

"He is always willing to accept a challenge," Perry said, "and irregularities or non-standard work days are accepted by him with the same enthusiasm."

"Employees like Doug are the backbone of our Company, and he represents the people behind the scene who maintain PAI's high

caliber operation."

Both winners were presented 10 shares of Piedmont stock, a check for \$100, an international and a domestic pass, and a plaque by President Tom Davis and Executive Vice President Bill Howard.



Dottie Sain, Piedmont's most senior female attendant, has been named 1980 Flight Attendant of the Year as well as a member of the 1980 Flight Attendant Crew of the Year. She is stationed in Norfolk and has been with Piedmont 18 years.

Other members of the Flight Attendant Crew of the Year include Judy Littrell, stationed in Wilmington, and Peggy Bach, Winston-Salem.

"Attendants are judged on how well they did their jobs," Larry Brooks, Inflight Services, said, "including being on time, appearance, performance, overall character, and outstanding service."

In 1980, each of Piedmont's six bases chose a flight attendant of the month from that base. Persons receiving the annual award were elected from these winners. Sain received 10 shares of Piedmont stock, \$100, one international and one domestic pass, and a plaque awarded by President Tom Davis.



Roanoke Agent Virgil Spradlin has received Piedmont's TOPS Award (Total Outstanding Passenger Services) for November-December because of the kindness he showed a family en route to a funeral for a relative.

A family member said that Spradlin not only booked all flights for the entire family to various destinations, but checked availability and reserved rental cars in different cities. He even assisted a relative who was stranded in another state because of an automobile accident.

Spradlin aided these people on his day off, using his home telephone, and refused to accept the family's offer to repay him.

Spradlin received five shares of Piedmont stock and a plaque.



During 1980, 26 stations across Piedmont's system worked the entire year without a single lost time injury. Three line maintenance stations and three general aviation facilities also had perfect records.

"This was by far Piedmont's best on-the-job safety record for our people," Jim Swartz, Director-Ground Safety, said.

Piedmont will be aiming for as good, or better, performance in 1981 with a more thorough Ramp Safety Program.

"We have developed a 12 minute slide presentation which highlights the most common injuries occurring on the ramp," Swartz said, "and the program emphasizes the safest way to accomplish a task."

The program is available through Swartz' office.

Stations without a lost time injury in 1980 were (in order of man hours worked):

Charlotte; Tri-Cities; Fayetteville; Wilmington; Winston-Salem; Myrtle Beach; Kinston; Chicago O'Hare; Charlottesville; Jacksonville; Charleston, S. C.; Tampa; Lexington; Miami; Florence; Staunton; Baltimore/Washington; Knoxville; Lewisburg; Pittsburgh; Denver; Houston; Beckley; Bluefield; Hickory; Columbia; and LaGuardia.

Maintenance bases without a lost time injury were LaGuardia, Memphis, and Knoxville.

General Aviation bases without a lost time injury were Charlottesville, Manassas; Roanoke; and Gaithersburg.

These stations totaled 1.1 million man hours without a lost time injury.



Top: Agents of the Year Doug Wood (left), ROA, and Richard DeArmond, TRI. Left: 1980 Flight Attendant Crew of the Year (l to r) Judy Littrell, ILM, Dottie Sain, ORF, and Peggy Bach, INT. Right: 1980 Flight Attendants of the Year from individual bases (l to r) Barbara Jamieson, ROA, June K. Smith, DCA, and Brenda Altman, ATL.