

New CAREsystem reflects Our greatest asset—you

The official name is out. Our new reservations computer system will be called the CAREsystem, the name that best describes Piedmont's attitude toward customer service.

"One of Piedmont's greatest assets has been the airline's caring attitude toward passengers," Bill Howard, Piedmont's president and chief executive officer, said.

"Our people are known for their friendliness and hospitality, and I think these are the attributes that set us apart from other airlines. That's why the name CAREsystem is so appropriate."

Why have a name?

"A name, personalizes the system," Howard explained. "American has SABRE, United has Apollo, and Eastern has System

One, to name a few. By giving our system a name, we're giving our people another tool to help them care for our customers."

For example, if a passenger asks, "Do you have a seat on Flight 10?" Rather than saying "Let me check the computer" the agent can reply, "Let me check our CAREsystem."

"It makes the computer more human," Don Shanks, vice president-customer relations, said. "Rather than checking a computer for information, our agents are checking our CAREsystem. In reality, our system is so much more than just a computer, and the name reflects this message."

"The computer reservations system is customer-oriented and customer-friendly. It's oriented to our customers' needs," Ted Celen-



Pat Howard, supervisor of operations for the CAREsystem, discusses a computer printout with Vicki Wright, reservations

agent, INT; Kevin Bass, console operator for the CAREsystem; and Bobby Reynolds, station agent, GSO.

tino, vice president-computer and communications services, said.

The core of the CAREsystem is

the new computer reservations center at Madison Park which

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Syracuse Station Manager Lynn Moore (left) tells a passenger about Piedmont.



John Szpyrka (left) and Marty Goldwych, Syracuse agents, head for the operations

office after directing an Empire flight.

Piedmont, Empire ready for May 1 merger

The Piedmont-Empire merger means integrating people, equipment, and facilities into one company and, at the same time, getting our name out in the marketplace, all by May 1.

Following is an overview of what has been taking place at Piedmont in preparation for the merger and a look at our strategy for acquiring this regional airline.

"It was like opening 11 new cities all at once, just like opening a new hub," Carl Crumley, director-passenger procedures, said. "To prepare for the transition, we trained Empire's agents, installed ticket printers, and stocked the stations with Piedmont forms and manuals."

The first target date was January 15. On that date, Empire's reservations program switched over to the Piedmont CAREsystem in much the same manner as we switched from Eastern's to our own system on September 14. Overnight, our computer service people came in, switched lines, and had the CAREsystem operating at all Empire terminals.

"We provided Empire's supervisors and key agents with training programs in Winston-Salem and at Syracuse, and these people went back to their stations and trained others," Sky Day, manager-station training, said.

"In December, we also put spare CRTs hooked to our own system in station classrooms so that agents could become familiar with our CAREsystem before the January 15 switch over. We've

given agents more responsibility at the ticket counter—for example, they can now give refunds to passengers—and I think they are handling these responsibilities well. They have a good attitude and, because of their friendly manner, remind me very much of our own people."

To help with the January 15 transition, a Piedmont person was stationed at each of the 15 airports Empire serves. Two people, Carol Stewart and Nancy Young, both passenger procedure analysts, flew to Empire's Canadian markets for the switch over. They have become well-versed in U.S. Customs and other regulations regarding international travel.

"Setting up in another country has meant new challenges," Stewart said. "For example in

Montreal—the second largest French-speaking city in the world—our Rules of Carriage and other passenger forms must be available in French as well as English. We also work closely with U.S. and Canadian immigration officials."

reservations

While the stations were getting ready for the transition, our reservations personnel were working with Empire's reservations center at the Oneida County Airport.

"The transition went very well," Johnnie Tayloe, manager-reservations training and procedures, said, "and from the feedback we received, I think the Empire agents, both in reservations

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Piedmont's executive offices will be moving to new headquarters by early summer.

The former headquarters of McLean Trucking Company on West First Street in Winston-Salem has been leased by Piedmont. The seven-story, 30,000-square-foot building will provide us with ample office facilities for years to come.

"By moving our executive offices to this location, we will free space at our existing facility for maintenance, engineering, accounting, and other staff support functions," Bill Howard, president and chief

executive officer, said.

"The move will also enable us to do some sorely-needed renovations to our existing headquarters building and to do so without severe disruption to our daily work.

"I believe this move will be welcomed by our community as a further demonstration of our long-standing commitment to keep our headquarters in Winston-Salem."

More on our modern, attractive new facility will appear in the March issue of the Piedmonitor.