

up for discussion

Have a question about Piedmont? A new column, "up for discussion," gives you an opportunity to ask questions about your company.

All questions must be signed and include your name, title, and location. Your name will be withheld from publication and will not be revealed when your question is sent to the proper department for an answer. Unsigned questions will be automatically discarded.

When related questions are received, they will be consolidated and answered as one question. As many questions and answers as space allows will appear each month in "up for discussion."

Send your questions to *Piedmonitor* Editor, H440, or One Piedmont Plaza, Winston-Salem, NC 27156-1000.

Q. Why were only jumpsuits offered as ramp uniforms without the option of shirt and pants combinations? The jumpsuits look good, but are very uncomfortable, especially in warm weather.

A. As a result of the survey administered by *Fashionaire* March 22, 1985, more than 50 percent of those employees responding indicated a preference for the one-piece jumpsuit over the pants/shirt combination. In an effort to abide by "majority preference," a decision was made to go this route.

Numerous requests have recently been received indicating an interest in pants/shirts and baseball caps. A final decision has not been made regarding the pants/shirts; however, *Fashionaire* has been given the "go-ahead" for baseball caps. As soon as they are available for ordering, all station personnel will be notified.

Bob Reed
staff vice president-stations

Q. What will be the nonrevenue privileges for Piedmont employees on Piedmont's Charlotte-London route?

A. As this issue of the *Piedmonitor* went to press, the policy for nonrevenue travel privileges on our new London route had not been finalized. We do expect to have a final policy very soon and will notify all employees as soon as we do.

Faye McIntyre
manager-pass bureau

Q. How might one go about finding A and AA volleyball players with Piedmont travel benefits? We were thinking of starting a traveling club team—to have matches with business companies such as TRW in LA or Burger King in Miami.

A. Is anyone out there an A or AA volleyball player who would be interested in joining a team? Contact Ken Torres, customer service agent, LAXTR.

In 1st year, Self Express has 'exceeded our expectations'

"You mean I don't have to wait in that line for the next available agent? That will save me so much time," a frequent flyer at EWR recently remarked with a sigh of relief.

Computerized automatic ticketing machines are just one of many steps that Piedmont has taken to provide a better product and additional service for its customers in the last year.

Piedmont Self Express is the name that we have given to our machines which are located in ORF, JAX, MIA, CLT (at the CTO), and EWR. Self Express machines give passengers who have already made their reservations the opportunity to purchase tickets and/or receive boarding passes by simply using any major credit card.

A typical profile of a passenger using Self Express is one who has no luggage or checks it at curbside, is paying for his/her ticket with a credit card, is a frequent flyer or business traveler, and only needs a ticket and/or boarding pass.

"Just about a year ago Piedmont installed its first Self Express ticketing machine at Norfolk. The concept is still in the testing stages and enhancements are being made continually," Don Witte, director-marketing services and leader of the special task force assigned to implement the program, said.

The task force, comprised of Cathy Ralston, marketing services-analyst, Ed Wright, manager-applications, Brian Groe, team leader-communications and computer services, Kurt Navratil, programmer/analyst, Carl Crumley, director-passenger procedures, and Pat McKee, passenger procedures-analyst, asked senior management recently if they should continue to experiment with the Self Express concept, and their response was a unanimous "Yes."

Witte said the public reaction to Piedmont's self ticketing machines has "exceeded our expectations." It's very much like using an automated teller machine that most banks

offer their customers today, he added. The passenger simply inserts a credit card, and responds to questions by pushing a button. The machine then generates a ticket and/or boarding pass.

"Our passengers are delighted to bypass the long lines and they look at this as more of the superior customer service that they have come to expect from Piedmont Airlines."

The key to the program's success has been the personnel at the participating stations. "The major reason the concept has worked so well is the employees," Witte said. A status report was presented in December to personnel at the participating stations soliciting their input and recommendations for changes.

For example, agents pointed out that the machine could not seat two people together. We made a programming change in the software, and now people can be assigned adjacent seats, even if they are not listed in the same passenger name record and have different last names.

"This is just one of many changes we incorporated as quickly as possible because their input is very valuable. After all, they are the ones actually dealing with our customers on a daily basis," Witte explained.

Possible future enhancements include adding an express handling feature that would shorten the ticketing time, and developing a more specialized Self Express machine that would focus on The Piedmont Shuttle.

What's the future of Piedmont Self Express? "We've spent a lot of time and money to assure that Piedmont is up-to-date with the technology. We'll continue to investigate new technology, provide recurrent training as needed, and develop our software," Witte said.

"Piedmont is on the leading edge of the wave if these machines become a big part of the future of the industry."

around Piedmont

Our fleet, as of March 15, includes 164 aircraft. We now have 62 737-200s, 23 737-300s, 25 F28-4000s, 20 F28-1000s, and 34 727-200s. One 737-300 is scheduled for delivery in April, two in May, and two in June.

Piedmont stock (PIE on the New York Stock Exchange) soared to a record high (closing) of 70-1/8 on February 20, and closed February 27, the last trading day of the month, at 69-7/8. Our stock closed on February 28, 1986, at 39-7/8.

Jim Swartz, director-ground safety, has been elected to the Air Transport Association's Industrial Safety and Health Panel for the 1987-88 term.

Helen Hull, Bill Lee, and Rilla Williard were re-elected to the board of directors of the Piedmont Aviation Credit Union at the annual meeting in February. Hull is aircraft records coordinator; Lee, director-charter and convention sales; and Williard, executive secretary, GAG.

The Credit Union is implementing several new services this year. An audio response system, PACUTEL, will soon offer members the convenience of banking by telephone 24 hours a day, seven days a week. The Credit Union has also joined four automatic teller machine networks which will enable members to withdraw from their accounts from anywhere in the nation. A full-service branch office is planned at CLT, and the present office facility in the employee services building on North Liberty Street in Winston-Salem is being expanded. Loan limits have been revised and expanded, and interest rates reduced.

More than 15,600 employees and members of their immediate families belong to the Credit Union which, at year end, had assets totaling \$42.2 million and reserves in excess of \$4.4 million. Membership is open to all employees of Piedmont, including those in our subsidiaries, and their spouses and dependent children.

On April 15, the Piedmont Commuter System will grow.

Brockway will begin service to Niagara Falls (IAG) with three flights daily, one nonstop and two one-stops to SYR. In addition, Brockway will link White Plains (HPN) and SYR with three flights daily.

CCAir will begin service to three new destinations on the April schedule. The commuter will offer three flights daily from CLT to ILM, and one flight daily to both HTS and TYS. The new services will give CCAir 68 daily departures at CLT.

The Piedmont Shuttle Link, operated in Florida by Henson. The Piedmont Regional Airline, will expand in April. At JAX, two additional flights will be added to MCO, increasing the total number of departures to 12. GNV will gain a second flight to MCO, and MLB will gain two more flights to MCO. With the additional service, MCO will have 14 daily departures.

Henson set new records in all categories in February. The number of passengers grew by 36.4 percent, available seat miles (ASMs) were up 42 percent, revenue passenger miles (RPMs) rose 42.2 percent, and the load factor increased 4.95 points.

The three commuters which make up the Piedmont Commuter System also experienced record growth in February. Boardings at Jetstream rose 530.5 percent; RPMs, 273.7 percent; ASMs, 132.9 percent; and the load factor increased 19.84 points. CCAir's boardings rose 97.7 percent; RPMs, 113.0 percent; and ASMs, 131.5 percent. The load factor was 41.30 percent compared to 44.87 percent in February 1986. Brockway's passengers increased 64.5 percent; RPMs, 55.9 percent; ASMs, 21.4 percent; and the load factor rose 11.64 points.

Piedmont's going to the symphony this spring. We're the official airline of both the Greensboro Symphony Orchestra and the South Carolina Philharmonic.

"Soaring to New Heights" is the theme of the Greensboro Symphony. Piedmont will provide tickets for drawings, highlighting destinations such as Montreal, as well as participate in other promotions.

For the South Carolina group, Piedmont will give a \$50 discount coupon to each person contributing \$100 or more to the Philharmonic. The coupon will be good on any Piedmont flight of \$250 or more. The first concert, scheduled for November 7 in Columbia, will be dedicated to Piedmont. In addition, we will promote the organization through advertising and promotions.