



United Way gave us hope and encouragement to go on. Through their volunteers, we received the care, love and support we desperately needed to give our son Denny a purpose in life.

Captain Dennis A. Boyd, GSO, with his 18-year-old son Denny who was born with cerebral palsy

Phoenix, San Diego flights begin December 8

Two new destinations will go on Piedmont's map when the airline adds Phoenix, AZ, and San Diego, CA, on December 8.

Piedmont will inaugurate nonstop service to Phoenix (PHX) and one-stop service to San Diego (SAN) from Charlotte on the December 8 schedule. In addition, we will begin nonstop service from Los Angeles to San Diego, which will provide travelers from our Dayton hub with one-stop service to this California destination.

San Diego, which has a population of 2.1 million, is the 16th largest metropolitan area in the United States. PSA, which is headquartered here, began service at SAN in 1949 and today has 44 daily departures at SAN. USAir began service to SAN in 1983 and currently has four daily departures at this airport.

Phoenix, the capital of Arizona, is the 23rd largest metropolitan area in the United States with a population of 1.8 million. Both USAir and PSA have served PHX since 1979, and today, USAir has seven flights daily and PSA, six.

Piedmont's new service to PHX and SAN, Flight 51, originates at RDU. It will depart CLT at 9:05 a.m. daily, arriving at PHX at 11:24 a.m. (Mountain Time). It continues to San Diego, arriving at 11:59 a.m. (Pacific Time). On the return, Flight 44 departs SAN at 12:55 p.m., arriving at PHX at 2:55 p.m. It continues to CLT, arriving at 9:04 p.m., where it terminates.

Our new one-stop service from DAY to SAN is a continuation of Flight 3 which departs DAY at 8:26 a.m., daily, arriving at LAX at 10:05 a.m. It

continues to SAN, arriving at 11:20 a.m. The return service, Flight 4, departs SAN at 1:05 p.m., arriving at LAX at 1:45 p.m. It continues to DAY, arriving at 9:25 p.m.

The new services, which utilize 727-200 long-range aircraft, will give us two flights daily at both PHX and SAN. The number of departures at LAX will increase to five and at CLT, to 242. We will be handled by USAir/PSA at both new destinations.

On September 21, the Administrative Law Judge reviewing the Piedmont/USAir merger recommended that the merger be disapproved, contrary to the previously announced positions of both the Department of Transportation's Public Counsel and those of the Justice Department.

Piedmont and USAir believe the Judge's recommendation is incomprehensible and contrary to the decisions in every merger preceding ours during the era of deregulation. Piedmont and USAir have until October 5 to present arguments through legal briefs to the DOT and we remain confident that the DOT will avoid the travesty that would result from the adoption of the Judge's recommendation. The final decision is due on October 30.

PIEDMONITOR

volume 38, number 8

September 1987

Piedmont 1st class beats the best, passengers tell us through surveys

When Piedmont introduced first-class service on June 15th, we committed our Company to a standard of excellence that would satisfy the most discriminating of flyers. It was a calculated gamble, the success of which will be measured in financial terms, but which rests upon our ability to meet the standard set by our customers.

Piedmont has been keeping close tabs on our passengers' perceptions of the service through ongoing in-flight surveys. The preliminary returns suggest that Piedmont is delivering on its promise of excellence. The majority of our first-class passengers not only believe it is excellent overall, but that it is even better than first class on other airlines.

In the words of one long-time customer, our first class is described as "...the best thing you could have ever done to further enhance Piedmont as the market leader in travel—particularly for those of us who have been loyal to you through the years."

To succeed, first class had to achieve several goals.

It had to be an artistic success. Our service inevitably was going to be compared with first-class service offered by carriers with decades of first-class experience in the marketplace. With that experience came the advantage of learning from both their successes and their errors.

It had to be a financial success. To do this, our first class had to be

priced and promoted in a manner that would not just encourage present fliers with Piedmont to opt for a more expensive service, it had to bring travelers to Piedmont who normally would have flown other carriers.

Shirley Pazos, director-marketing research, conducted the surveys and says they demonstrate, clearly, the artistic success of the service.

"By the end of July, virtually all of the first-class travelers we surveyed said that Piedmont's first-class service was as good as, or better than, first class offered by other carriers. The majority said that we exceeded the service of other carriers. That's remarkable for an airline with one month's experience," she said.

The people who provide this service, our flight attendants, received great reviews. Of the passengers surveyed, eight of every 10 respondents rated our flight attendants as excellent, and seven of every 10 respondents believed our flight attendants are superior to those in first-class cabins of our competitors.

"This was very reassuring to us in Marketing who are out selling our product," Dan Brock, vice president-marketing, said. "Our people in the field as well as agents at airports and in reservations centers can encourage Piedmont customers to try this service with great confidence in our cabin crews."

From a cost standpoint, the passengers also gave us high marks.

Again, the majority of respondents consider the transportation and service they received as Piedmont first-class passengers to be a better value than on other airlines.

"The key word there is 'better,'" Pazos said. "It would have been very reassuring to simply have found our brand new first-class service considered equal to the value offered by more experienced airlines. To have a majority of our passengers rate Piedmont's first class as a better value is a tremendous compliment to the people who put this together and the people who are serving our passengers."

A key finding of the research is the amount of new business that has been stimulated as a result of first class. In the first month of service, 25 percent of our customers indicated they would have flown another airline if we had not offered first class! The remainder had opted to upgrade from coach.

"This was very surprising and satisfying to us," Pazos said. "It tells us that customers are coming to us who would have preferred another airline. It also tells us that some passengers, although they preferred Piedmont, were changing to other carriers when they had first-class service available to them elsewhere, but not on Piedmont. We believe those passengers are coming back to us."

In sum, from a financial point of view, the survey says we have

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"I can do it!" Tara tells us, whether it means walking, feeding herself, or any other skills most of us take for granted. She attends The Children's Center for the Physically Handicapped, a United Way agency in Winston-Salem, and we thank the United Way for stepping in and helping Tara to be the best she can be.

There are many little voices that want to say "I can do it!" and with your support, they have the chance to say "I did it!"

Flight Attendant Sara McKoy, GSO, with her seven-year-old daughter Tara who was born with cerebral palsy