

Southwest airline corporate culture article review examples

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Southwest Airline is a company that has effectively managed its culture to conform with the company's customer orientation. It has intended to influence how employees interact with the clients to make them feel at home. It promotes having fun and was built on "Luv", which is the name of the airfield during the company's inception. Their flight attendants engage their employees to join games during the flight and to sing songs. It has won the airline industry's most coveted Customer Satisfaction Award in 2009, which has made it as one of the most profitable company's at present (Flamholtz and Randle 29).

In the event that there are passengers who just want to sleep and utilize the time to rest during the flight after a long day's work, Southwest should be able to respect the needs and wants of the customers. In such a case, the airline should make a proper schedule of activities. It is recommended that there must be a time allocated for fun activities, and also observe the time for sleep and rest for the passengers. They should also know when is the right time to conduct the games and other recreational activities for singing, dancing and exchanging of jokes between flight attendants and clients. Hence, proper time management of activities is the solution to this problem. Being sensitive to the needs to the clients is an edge for Southwest after earning the Customer Satisfaction Award in 2009. In this manner, the clients, such as the business men and women who are extremely exhausted from their jobs and just want to use a quiet time alone for themselves will be able to do what they want, if the airline will recognize this as one of their consideration to further achieve client satisfaction.

Works Cited:

Flamholtz, Eric G. and Randle, Yvonne. Corporate Culture: The Ultimate Strategic Asset. California: Stanford University Press, 2011. Print.