

Evolving the Customer Experience at American Airlines



THE CUSTOMER EXPERIENCE TEAM AT AMERICAN AIRLINES

At American Airlines, our highest aim is to become a company whose actions speak loudly when it comes to providing an enjoyable, comfortable and convenient experience on our airline. This is a dynamic time at American, and as we work to change our business, our focus remains squarely on our customers.

First and foremost, we are committed to examining how our airline interacts with our customers through all touch points in the travel experience, and we will continue to evolve our products and services in order to make their time with us an enjoyable one—time well spent. To do this, we continue to invest in new products and services, including those investments we have made most recently, such as continuing our work on innovative, industry-leading technologies; modernizing our fleet with upcoming aircraft deliveries from Airbus and Boeing to give us the youngest fleet among our U.S. competitors; and delivering products and

services onboard our aircraft that will enhance the inflight experience of all our customers.

Investing in Technology

Our mission is simple—we're dedicated to getting our customers to the important places, people and moments in their lives, enjoyably and safely. While there are countless examples of how we are working to improve the customer experience, one of the primary investments we are making to enhance your travel experience begins with technology. Today, we are working to improve the journey from start to finish—mindful that it really begins when a flight is booked and ends just beyond the baggage carousel.

American revolutionized the airline industry more than 50 years ago when we introduced the industry's first computer reservations system. Over the past decade, we've been working directly with our customers and employees to develop and deploy new technology solutions that have transformed our airline

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from the inside out—and at the same time, we've made it a priority to offer our customers cutting-edge technology choices to keep them connected and even entertained throughout the travel experience.

Our customers are mobile by definition, and tools like our mobile applications go a long way to enhance the customer experience. In fact, American's suite of mobile offerings makes the airline accessible on more devices and through more channels than any other carrier, underscoring this commitment to keeping customers connected while they're on the go. In addition to our popular apps for the iPhone and iPad, we have mobile apps for Android, Blackberry, Windows Phone, Barnes & Noble's NOOK Color Reader and the Amazon Kindle Fire. These apps offer ease and convenience throughout the travel experi-

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ence with proactive notifications, mobile boarding passes, parking reminders and other important information at our customers' fingertips—and all of these features are included in the easy-to-use app. In addition, mobile boarding is now offered at 80 airports across our network, giving customers the option to receive boarding passes on a mobile device, bypassing the need to print out and present a paper boarding pass. No more switching from device to paper, or even switching from an app to an email to access anything our customers need for travel on American.

No matter the destination or time of day, we know staying connected and entertained is key. We continue to focus on the important steps we need to take to modernize the travel experience and offer our customers top-notch connectivity options. We believe

that our customers should have access to the same technologies and entertainment in flight that they enjoy on the ground. With this in mind, not only do we continue to install Wi-Fi across our domestic fleet, last year, we were also the first airline to offer in-flight streaming video on transcontinental flights. Our entertainment on demand product now allows customers to wirelessly stream hundreds of movies and television shows straight to their laptops. By the end of this year, our entire Wi-Fi enabled fleet will be equipped with entertainment on demand.

Enhancing the Inflight Experience

The inflight experience is important to every one of our customers. As we continue to invest in products and services to enhance the overall customer experience, one of the most important aspects of the trip is onboard our aircraft. In 2011, we listened to our customers' feedback and made changes to deliver the products our customers most expect.

We put a renewed focus on our food and beverage offerings inflight. This year we welcomed acclaimed chefs Richard Sandoval and Marcus Samuelsson to American's culinary team and worked to develop menu items for both premium-class and main cabins that cater to our customers' tastes. We also rolled out a new suite of amenities for our customers traveling in First or Business class between the U.S. and Europe, Asia, India and on 777 or 767 aircraft to South America. Customers are now offered new slippers, a new lighter duvet and new amenity kits with Dermatologica skin-care products and other travel essentials. First Class customers traveling internationally on a Boeing 777 will also see an added lightweight day blanket and new turndown service, complete with a quilted bed topper and comfortable pajamas, making us the first U.S. carrier to offer a turndown service.

Last year, we also became the first domestic airline to offer complimentary branded tablets—Samsung Galaxy 10.1 Tablets—in the premium cabins of select transcontinental and international flights. Our customers can navigate through a custom-built experience on the tablets that provide quick and easy access to a personal universe of movies, music and TV shows at 35,000 feet. Overall, our onboard offerings

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are evolving to meet customer needs and we look forward to what's in store as we continue to deliver in this area.

Building the Youngest U.S. Fleet

In the past year, we made a lot of progress in our fleet-renewal plans, plans which are sure to enhance the travel experience across our network in the near future. In July of 2011, we announced the largest aircraft order in aviation history—striking landmark agreements with Boeing and Airbus that will eventually make American's the youngest fleet of any U.S. airline over the next five years. We also began taking delivery of our first Boeing 737-800 aircraft that has the Boeing Sky Interior—a new and innovative interior that offers larger overhead bins, new seats and new lighting features.

When customers step onboard our new aircraft, they will see new features and amenities. The planes will have additional overhead bin space—meaning more room for personal belongings; a modern, contemporary atmosphere with enhanced lighting options meaning more comfort no matter what time of day they are flying; and the latest in inflight video and Wi-Fi, that will help keep customers productive and entertained throughout their journey.



A passenger enjoys new amenities, part of American Airlines' inflight customer experience

The people of American Airlines are committed to making the travel experience a good one. We realize it won't always be perfect, but we want customers to know that we are working hard, every day, to earn our customer's business and loyalty. It is our job as a company to overcome our challenges while continuing to put our customers first. And, we hope our actions—even more than our words—will demonstrate that. ■