

# Southwest Airlines Cargo Takes Quality to the Next Level

**Southwest Airlines Earns 2010 Quest for Quality Award for 14th Consecutive Year**

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When it comes to quality, Southwest Airlines Cargo soars above the rest. For the 14th year in a row, *Logistics Management* magazine awarded the airline with its Quest for Quality Award. In addition to the award recognition for top air cargo carriers, Southwest Airlines Cargo received the highest scores among all airlines. Southwest Airlines topped each critical category including: Ontime Performance, Value, Information Technology, Customer Service, and Equipment and Operations.

"I am honored to accept the Quest for Quality award earned by the dedicated Cargo, Operations, and Ramp Employees across our system," said Matt Buckley, Senior Director of Southwest Airlines Cargo. "Our Customers count on us to consistently deliver excellence in quality and Customer Service. We are determined to win the hearts of our Customers as we strive for continuous improvement in our overall experience and value."

Quest for Quality is the most extensive market research study conducted in the logistics industry. Each year, the study evaluates and measures transportation service providers, determines relevant criteria when selecting a provider, and examines performance measurements and expectations of each provider. For the past 27 years, *Logistics Management's* Quest for Quality has been regarded in the transportation and logistics industries as one of the most important measures of Customer Satisfaction and performance excellence.

"The readers of *Logistics Management* consistently tell us that Southwest Airlines Cargo has been leading the way in overall service and customer satisfaction in one of the most competitive transportation categories for the past several years," said Michael Levans, Group Editorial Director of Peerless Media's Supply Chain Group which publishes *Logistics Management*. "Considering the environment in which air cargo carriers have found themselves operating over the past year, walking away with a Quest for Quality Award in 2010 is a tremendous accomplishment."

Southwest Airlines Cargo is an industry leader, winning numerous awards due to the relentlessly reliable Southwest Airlines Cargo, Ramp, and Operations Employees who run the operations coast to coast. Southwest Airlines Employees are available to help Customers meet their shipping needs, delivering the excellent Customer Service and operational excellence for which the carrier is known. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 69 cities in 35 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

[www.swacargo.com](http://www.swacargo.com)

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