



Raising Our Customers' Travel Experience

Going for Great

Supporting People

How does AA support people with disabilities our workplace, our community and our customers

Our People

- Making Culture a Competitive Advantage
 - **Recognize requests** for disability accommodation during the hiring process
 - **Abilities Employee Business** Resource Group
 - Engage in individualized, **interactive process** with any of our team members who request an accommodation
 - Developing options to add **closed captioning and screen reader options** to all videos and web based trainings
 - Partnering with Microsoft to **highlight the accessibility options available** within the Microsoft suite and will integrate those options into Excel, Word, Access, and Outlook classes offered company wide.
- New headquarters being built in DFW (2019)
 - **Sit/Stand desks** that comply with height ranges
 - Pet relief areas for **service animals**
 - Supplemental **lighting on grab rails**
 - **Door handles** instead of door knob

American Airlines Receives Top Score on the Disability Equality Index (DEI) and Named Best Place to Work for Disability Inclusion

Monday, July 09, 2018

FORT WORTH, Texas – American Airlines received the top score of 100 on the 2018 Disability Equality Index and was named among the “2018 DEI Best Places to Work for Disability Inclusion” for the third year in a row. The DEI is a joint initiative between the US Business Leadership Network® (USBLN) and the American Association of People with Disabilities (AAPD).

Supporting Community

Our community

- “It’s Cool to Fly American”
 - **Mock airplane trip for persons with autism** and other cognitive disabilities
 - (80-100 families per trip)
 - Start program from **parking at the airport**, end with collecting luggage at baggage claim
 - Program is **volunteer based** for AA employees to participate
 - AA has conducted **27 mock trips this year**



Supporting Our Customers

Our passengers

- **Special assistance coordinators are available at the airport** to help with medical or special-assistance related items during travel
- **Individual assistance** for those that have a hearing, vision, cognitive or developmental disability
- Communication from **Special Assistance Coordinators** to all customers that require assistance
 - Special Reservations team responsible for making contact with American customers prior to departure to **identify travel needs and elevate our customers' travel experience**
- Established a **Disability Task Force comprised off all departmental heads** across American to identify any challenges our customers are experiencing and seek resolutions
- Identified need to create a **dedicated team to work on an improvement project** to exceed the travel experience of our customers with disabilities





We at American know, travel can be stressful!

Current Situation Review

Our project focuses on three areas:

1. Customer Handling at the Airport

- Ensure wheelchair agents provide superior customer service with care and dignity
- Focus on customer safety while boarding and deplaning

2. Wheelchair and Special Service Request Provider Availability

- Minimize wheelchair wait time at each touch point
- Ensure customers are able to make their connections when requiring wheelchair assistance

3. Wheelchair Handling

- Protect all passenger owned assistive devices during loading and offloading
- Return assistive devices in the same condition as received

For our Customers

Our goal at American is for our customers to have an exceptional, yet easy travel experience

Communication

Work very closely with our station and business partner leaders through a **network of station champions** that have been created to **identify areas of improvement, define roles and responsibilities**

Training

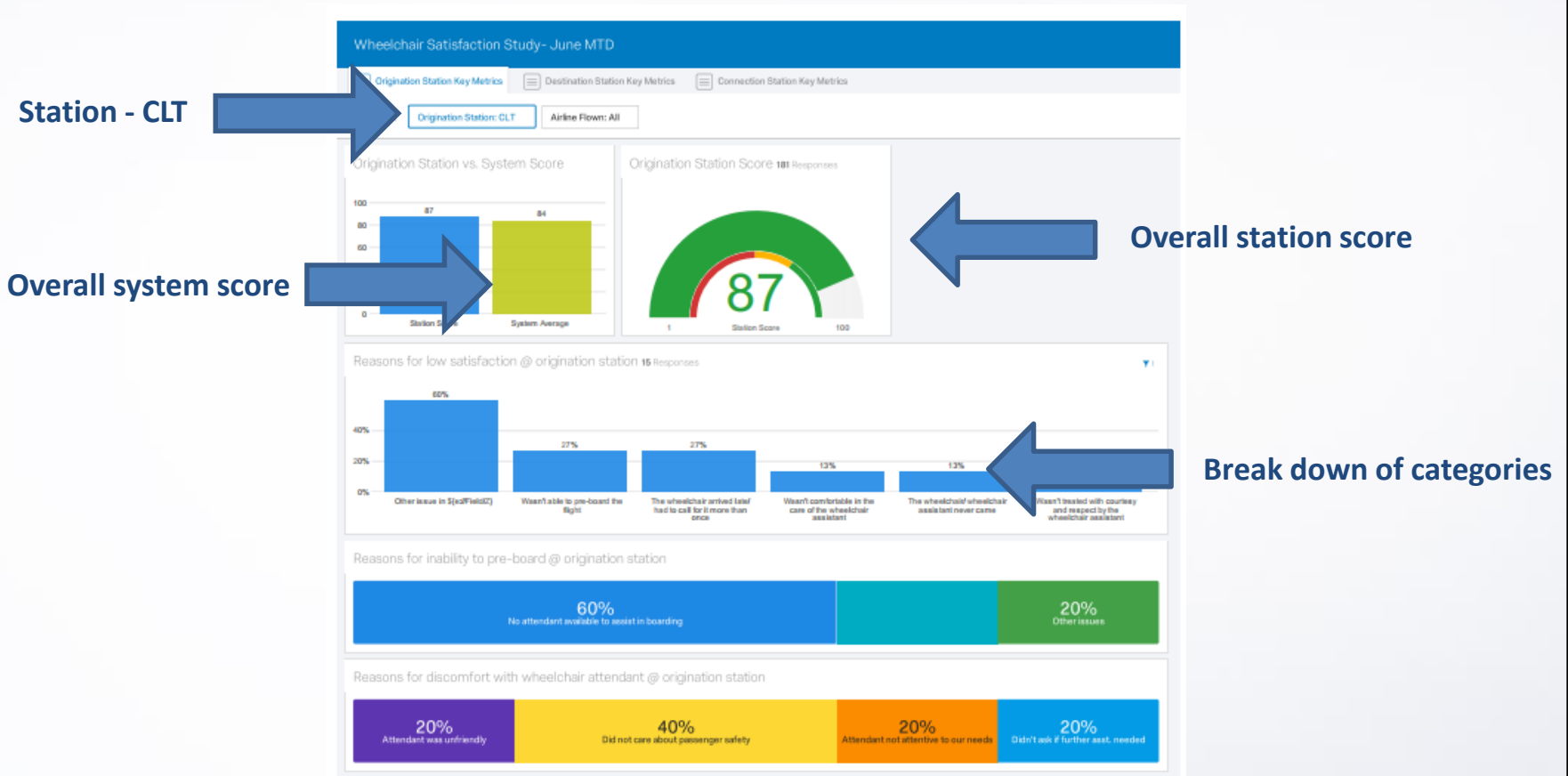
We are always working to **improve our front line training** to ensure all our teams are educated to care for the **needs of our customers with disabilities**

Performance

We have seen a **16% decrease in customer complaints** – this is due to the performance measures we have implemented including **customer satisfaction surveys, audits and station scorecards**

Survey Snapshot

Worked with the **Customer Relations and Customer Research** team to develop a survey that will sample all customers that required a wheelchair



Assistive Device Damage

Our biggest opportunity is related to improve Assistive Device Damage performance

- With the exception of March, we are damaging more devices YoY and total costs are increasing as well
- Several initiatives are in place to address this situation

Training Curriculum Development

- Always working on improving our **front line agent training**
- Will have **comprehensive training curriculum beta tested in September and launched in January (pending financial approval)**, this will complement American's aisle chair training already developed

Assistive Device Workshop

- **Partnered with Open Doors Organization and Global Repair Group to develop curriculum for a workshop** that teaches front line team members how to communicate with customers with disabilities, policies on battery disconnection, assistive device loading and familiarization
- Sessions have been conducted in **ORD, DFW, LAX and AUA** and one is **planned in September for CLT** (open to all stations)

