

One page of monthly two-page newsletter, directed to American Airlines employees who staff HP Business Centers in airport Admirals Clubs worldwide.

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## **We've Got A Good Thing Going**

Recently, **Hewlett Packard** and **American Airlines** sponsored a joint direct mail campaign, aimed at learning how **Admirals Club** members felt about their visits to the **HP Business Centers**. Surveys were mailed to 20,000 Club members. The results were impressive, and every staff member deserves a pat on the back for doing an outstanding job. Briefly, here's what we discovered:

94% of the respondents rated their experience with the **Business Centers** as "very good" or "excellent." Club members use these facilities with surprising frequency. Almost 25% reported they'd visited the **Business Center** seven or more times within the last year. Just as many said their **HP Business Center** experience positively influenced their decision to purchase **Hewlett Packard** equipment.

What else did we learn? First, we have a great team at the **Business Centers**. Your professionalism comes through in the number of "thank yous" included in survey comments. Right behind the "thank you" category of comments, however, some of our members expressed concerns about technical issues or connectivity speeds.

So, in our continuing efforts to please all of the people all of the time, we've partnered with **MobileStar** to provide high-speed Internet connections in all of our Clubs. We think you'll be as pleased as our Club members with this service improvement, scheduled to be implemented over the next few months. Through this newsletter, we'll keep you informed of ongoing technical improvements.

**Thanks for making the Business Centers such an overwhelming success, and keep up the good work!**

## **A New Pad For Your Mouse**

Every **Admirals Club** will be receiving a special shipment of monitor signs and mousepads this month. As we continue to make the rounds to all the Clubs, we've noticed that many of you were out of stock. So look for more to be coming your way soon. And if you ever run low on these items, just call the program manager at (000) 000-0000.

## **Sorry, Wrong Number**

In all the time you've been with **American Airlines**, have you ever cooked all the meals for a plane full of passengers, or ironed all the napkins for our First Class flyers? Probably not. That's because those services are contracted out to other companies that specialize in providing such services, often at less cost than if we did it all ourselves.