



United Receives Top Honors for Improvements in Customer Relations

CHICAGO, Nov. 6, 2008 – An independent advisory panel made up of Six Sigma experts from several industries has recognized United for improvements it has made to how it responds to customers when their travel does not go as planned. The Global Six Sigma and Business Improvement awards for Best Project in Achievement, Marketing or Customer Experience was given to United for the new processes it put in place to improve the timeliness and quality of its responses to customer inquiries, compliments, and concerns.

“We appreciate the recognition for the improvements we have made in addressing concerns raised by our guests,” says Barbara Higgins, vice president – Customer Contact Center. “While United is taking aggressive steps company-wide to address the causes of complaints, we are equally focused on ensuring concerns are addressed quickly and effectively. This award shows some very significant progress in an area so vitally important to our guests, and while we’re very proud of this achievement, we have set our sights on achieving even more improvements in this area.”

A United team made business and process enhancements at United’s Customer Contact Center to improve response time and ensure customers were receiving accurate and relevant answers to their concerns. Following the implementation, 99.9% of customer emails were responded to within 3 days.

United was also recently honored as Best North American Carrier by both *TTG Asia* and *Business Traveller Asia-Pacific* and as Best Domestic Airline for Business Class Service by *Executive Travel*.