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**Customers First**

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## Commitment - Notify Customers of known delays, cancellations and diversions

Northwest Airlines will notify customers at the airport and on board an affected aircraft, in a timely manner, of the best available information regarding known delays, cancellations and diversions. In addition, Northwest will establish and implement policies for accommodating passengers delayed overnight and a clear and concise statement of Northwest's policies in these respects will be made available to our customers.

### Airport and On-Board Announcements

- In the event of a service disruption, Northwest will make timely, accurate and informative announcements in clear and common language at 15 minute intervals. To enhance our ability to achieve this, Northwest has created a formal communications flow model encompassing our Systems Operations Control Center (SOC), maintenance, ground operations and flight crew, and has implemented defined announcement standards.
- Announcements will include an apology, the specific reason for the delay, the expected length of the delay and the status of any connections if applicable.
- A new initiative requires the Captain to make an announcement on board the aircraft no more than five minutes after scheduled departure time if the aircraft has not yet left the gate. This announcement will provide specific information to the customers on-board as to the cause of the delay and the expected departure time.

### Accommodating Passengers During Delays

If Northwest is responsible for a two to four hour delay or a canceled flight, or in instances of a four hour delay beyond Northwest's control, Northwest will provide each affected passenger with a Northwest Airlines Service Recovery Packet.

#### Domestic packets contain:

- An amenity coupon offering the choice of Northwest WorldPerks miles.
- A Travel Discount Certificate valid toward the purchase of future travel.

#### International packets contain:

- An amenity coupon with a higher value of Northwest WorldPerks mileage and meal value.
- A Travel Discount Certificate valid toward the purchase of future travel.

**Note: Northwest Service Recovery Packets are available in all Northwest service locations except Amsterdam, where passengers are accommodated according to KLM policies, which include provisions for meals, hotel and ground transportation.**

If Northwest Airlines is responsible for a cancellation or a delay exceeding four hours, the domestic amenity coupon value for mileage is 1000 Worldperk miles and a meal value of \$10 will be offered.

If Northwest Airlines is responsible for a significant delay exceeding 12 hours (where the flight still operates), service recovery compensation is increased.

### Accommodating Customers Overnight

Occasionally, Northwest Airlines is unable to accommodate a customer on the same day of

departure (last flight of the day has cancelled or was full). In these circumstances, when overnight accommodations are required and Northwest was responsible for canceling the flight, the airline will make every effort to provide, at Northwest's expense, hotel accommodations near the airport and provide a voucher for meals for all affected passengers.

In the event delayed or canceled flights are caused by circumstances beyond Northwest's control, such as severe weather, air traffic control decisions, or natural disasters (flood, earthquakes, tornadoes, fire, etc.), Northwest Airlines will make every effort to offer discounted hotel accommodations for all customers. The expense for these accommodations will remain the responsibility of each customer.

### Training

All Ground Operations management employees received a briefing on the Customers First Service Plan, and on their responsibilities to ensure its successful implementation.

All Customer Service agents received a 4-6 hour Customers First training program to include:

- Technical aspects of performing the job
- Customer Service Skills
- Understanding service standards and expectations

***Customers First training is being incorporated into Customer Service Agent Initial Training to ensure continuity of service standards***

Customer First Service Commitments have been incorporated into the Flight Attendant and Pilots policy manuals advising them of their obligations under the Customers First plan.

### Measurement

Northwest's existing team of Customer Service Quality Assurance Auditors will measure Northwest staff performance against the Customers First goals at unannounced, on-site, survey visits to each domestic station.

Northwest will continue to use customer complaints measured internally by Northwest's Customer Care Department along with measurements from the Department of Transportation to measure customer satisfaction.

Customer Comment Cards are included in each issue of the Northwest Airlines Customer Guide.

### Commitment #3: On-Time Baggage Delivery

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## Customers First

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## Flight Delays and Cancellations

Air traffic congestion, severe weather, mechanical difficulties, or even crew shortages can cause delays. Northwest is committed to on-time operations and has developed systems and procedures to minimize delays within our control. Occasionally it becomes necessary to cancel flights. If this occurs well in advance of departure, we'll contact you about other flight options. If you're already at the airports, this is what you can expect from us:

### Northwest will keep you informed

Our streamlined way of communicating to our work groups ensures you get accurate, timely, and clear information about delayed or canceled flights.

- **Before Boarding the Aircraft**

If your flight is delayed or canceled before boarding, the information will be promptly posted on the airport and gate display monitors. Our agents will make announcements at the gate at 15 minute-intervals on status of the delay or in the case of a canceled flight, instructions for customers.

- **On-Board Departing Flights**

If, after five minutes from the scheduled departure time your flight has not left the gate, the pilot will inform you of the reason for and the anticipated length of the delay. Updated status announcements will then be made at 15-minute intervals to keep you informed of progress toward a departure time.

- **Taxi-Out Delays**

If an aircraft is delayed due to weather or air traffic during "taxi-out" for departure, the captain will coordinate with Northwest's System Operations Control and the local station to determine whether to continue holding for take-off (remain in line, or return to a gate or designated deplaning area). In the unlikely event the taxi-out delay reaches three hours, the station will initiate a plan for an immediate return to the gate. Status announcements will be made at 15-minute intervals.

- **On-Board Arriving Flights**

Northwest ensures that our customers can be safely moved from arriving aircraft without undue delay with our "Event Recovery Plan." The pilot activates this plan when the aircraft has not reached a gate one hour after landing. Progress to the terminal is reported to you at 15-minute intervals.

### Northwest will provide you with a service recovery packet

In certain delayed or canceled flight situations, Northwest will provide customers with a service recovery packet that includes a discount certificate for future travel.

### Packets for Travelers on Domestic Flights Contain:

- A phone card entitling the customer to a phone call of approximately five minutes.
- An amenity coupon with a choice of Northwest WorldPerks mileage or a beverage or headset on board the aircraft.
- A Discount Travel Certificate valid toward the purchase of future travel.

If Northwest Airlines is responsible for a cancellation or a delay exceeding four hours, the domestic amenity coupon value for WorldPerks Bonus Miles is 1,000 and a meal up to \$10 will be offered.

**Packets for Travelers on International Flights Contain:**

- An international phone card entitling the customer to a phone call of approximately five minutes (time may vary depending on the country the customer is calling).
- A higher value amenity coupon with a choice of Northwest WorldPerks mileage, a meal in the airport, or a beverage or headset on board the aircraft.
- A Discount Travel Certificate valid toward the purchase of future travel.

If Northwest Airlines is responsible for a significant delay exceeding 12 hours (where the flight still operates), service recovery compensation is increased.

**Northwest will assist you with overnight accommodations:**

If we're responsible for canceling a flight and are unable to accommodate a delayed customer on the same day s/he was scheduled for departure and overnight accommodations are required, we'll make every effort to provide, at Northwest's expense, hotel accommodations near the airport and a voucher for meals.

If delayed or canceled flights are due to circumstances beyond Northwest's control, such as severe weather, air traffic control decisions or natural disasters, Northwest will make every effort to offer discounted hotel accommodations for all customers. The expense for these accommodations will remain the responsibility of each customer.

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## News Release

2700 Lone Oak Parkway  
Eagan MN 55121-1534  
nwa.com  
612-726-2331

FOR IMMEDIATE RELEASE

### **NORTHWEST AIRLINES WINTER WEATHER INFORMATION**

Eagan, Minn. – (February 28, 2007) – Due to the forecast for severe winter weather in the upper Midwest, Northwest Airlines reminds its customers traveling to, from or connecting through its Minneapolis/St. Paul hub of the following:

#### **Weather waiver policy**

Northwest has issued a weather waiver for customers with confirmed tickets for travel Wednesday, February 28 through Friday, March 2 to, from or through its MSP hub, airports throughout the state of Minnesota, the Wisconsin cities of Appleton (ATW), Eau Claire (EAU), Green Bay (GRB), LaCrosse (LSE), Rhinelander (RHI), Wausau (CWA), and Sioux Falls, S.D. (FSD).

All affected passengers may reschedule their travel to earlier or later flights within the same cabin of service through March 4, 2007, or within the same class of service through March 7, 2007, without penalty or administrative change fees, subject to availability.

Additionally, Northwest will not accept children traveling alone or pets traveling in the cargo hold to, from or through Minneapolis/St. Paul from Noon CST, February 28 through end of day March 2, 2007.

#### **Rebook online at nwa.com**

All Northwest Airlines E-Ticket customers who desire to change their travel plans in accordance with the weather waiver guidelines are encouraged to rebook travel online at nwa.com using the Manage My Reservations feature.

For assistance with changes outside the weather waiver guidelines, please contact Northwest Reservations at 1-800-225-2525.

#### **Monitor status of flight at nwa.com**

Northwest is urging customers to check the status of their flights before departing for the airport. In addition to Northwest's toll-free automated flight information line at 1-800-441-1818, customers are advised to monitor the status of their flight online at [www.nwa.com](http://www.nwa.com).

Through [nwa.com](http://nwa.com), customers can also take advantage of the airline's convenient "My NWA Info" flight status notification options, which proactively contact customers with the most current flight information.

Northwest Airlines is one of the world's largest airlines with hubs at Detroit, Minneapolis/St. Paul, Memphis, Tokyo and Amsterdam, and approximately 1,400 daily departures. Northwest is a member of SkyTeam, an airline alliance that offers customers one of the world's most extensive global networks. Northwest and its travel partners serve more than 900 cities in excess of 160 countries on six continents.

###

For more information pertaining to Northwest, media inquiries can be directed to Northwest Media Relations at (612) 726-2331 or to Northwest's Web site at [www.nwa.com](http://www.nwa.com).

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## Commitment - Meet customers' essential needs during long on-aircraft delays

**Northwest Airlines will make every reasonable effort to provide for food, water, restroom facilities and access to medical treatment for passengers aboard an aircraft that is on the ground for an extended period of time without access to the terminal, as consistent with passenger and employee safety and security concerns. Northwest will prepare contingency plans to address such circumstances and work with other carriers and the airport to share facilities and make gates available in an emergency.**

### Inbound Delays

Previously, Northwest Airlines did not have a standardized policy regarding long inbound delays. Since the January 1999 snowstorm in Detroit, Northwest has developed an "Event Recovery Plan" establishing specific procedures for all front-line airline personnel for implementation when bad weather is forecast or during a number of defined weather events which cause inbound delays.

#### The Northwest Event Recovery Plan includes:

- Vesting authority to activate the plan with the flight captain and requiring activation of the plan when an arriving aircraft has been waiting for a gate for one hour.
- Establishing standards and an improved flow of communication procedure involving senior airline officials at the start of disrupted service events.
- Developing procedures to remove passengers from delayed aircraft in a timely manner.
- Acquiring air stairs for 12 airports.

In addition to the above, Northwest will provide snacks to customers in need **when a flight experiences a long delay, as defined here (i.e. in excess of three hours outbound or in excess of one hour inbound).**

Northwest is supplying its fleet with emergency snack kits containing 24 high-energy bars or granola bars, which will be provided, on request, during a long delay. Northwest is also making arrangements with caterers at all airports to truck snacks (e.g. peanuts, crackers) to aircraft engaged in a long delay if the emergency snack kit is insufficient. On occasion, during long outbound delays, the Captain may authorize serving the on-board meal, if operational conditions will allow.

### Outbound Delays

- The flight Captain will continue to have the discretion to make the determination as to when the wait has become excessive on outbound flights.

### Training

- All Ground Operations management employees will receive a briefing on the Customers First Service Plan and on their responsibilities to ensure its successful implementation at an all-managers conference scheduled for the end of September 1999.
- All Customer Service Agents will receive a 4-6 hour Customers First training program starting in the fall of 1999 with completion of the training segments by no later than December 15, 1999.

Specifics of the Customers First training program include:

- Technical aspects of performing the job
- Customer Service Skills
- Understanding service standards and expectations

***Customers First training is being incorporated into Customer Service Agent Initial Training to ensure continuity of service standards.***

- All Flight Attendants will receive a Customers First briefing in an operations policy bulletin to the Flight attendant manual as well as special pre-flight briefings.
- All pilots will receive a Flight Operations bulletin in September 1999 (Bulletin attached as attachment A) advising them of their obligations under the Customers First plan, and the official Northwest Airlines Flight Operation manual (FOM) will be revised to reflect the changes.

### Measurement

- Northwest will establish specific Customers First performance goals.
- Northwest's existing team of nine Customer Service Quality Assurance Auditors will measure Northwest staff performance against the Customers First goals at unannounced, on-sight, survey visits to each domestic station during four yearly visits, and more frequent surveys at Northwest's hub stations.
- Northwest will continue to use customer complaints measured internally by Northwest's Customer Relations Department along with measurements from the Department of Transportation to measure customer satisfaction.
- New Service Recovery Survey Cards will be distributed via Northwest Airlines Service Recovery Packet and/or Customer Relations.

[Commitment #9: Handle "Bumped" Passengers with Fairness and Consistency](#)

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## "Customers First" Customer Guide

### A Letter from Douglas Steenland, President and Chief Executive Officer

**Welcome** to Northwest Airlines and thank you for choosing to fly with us. Our goal, now and for the future, is to be your preferred provider of air travel services whenever and wherever you fly. This Customer Guide is designed to help make your travel experience easier and more enjoyable.

The Guide is part of our Customers First service program, a series of [12 customer service commitments](#) that are listed on the following pages. On behalf of all of us at NWA, you have my pledge that we will do our very best -- every day and in every way -- to meet these commitments.

Our Customer Guide has been arranged in an easy-to-follow format and features tips and explanations for each step of a typical travel experience as well as examples of what may occur in not-so-typical circumstances.

Throughout, our goal for this Guide is to help you understand what you can expect from us at each step in the travel process, how and where you can obtain more information from us, and how to contact us if you have concerns about our service or operations. We will work hard to provide superior service, but when we fail to do so, be assured that we will work even harder to make things right for you as quickly and conveniently as possible.

Safety. Reliability. Comfort. Fairness. Courtesy. Honesty. These promises are what you should expect of any airline and they are the cornerstones of our commitment to you.

Thank you for giving us the opportunity to serve you; when you fly with Northwest Airlines, you're traveling with the best team of aviation professionals anywhere in the world.

Have a great trip!

### Northwest's Customer Service Program Sets New Standards for Service and Commitment to Customers.

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**The Customer Service Commitments have been incorporated in Northwest Airlines' contract of carriage.**

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