

# Why was Southwest Airlines Ranked No. 1 in Customer Service by Newsweek? Our People.

Over the years, Southwest Airlines has proudly earned numerous accolades for its Customer Service. Most recently, Newsweek ranked us No. 1 in Customer Service.

From our terrific network with the most nonstop flights and our leading operational reliability to our award-winning loyalty program, Rapid Rewards, there are countless reasons to love Southwest. But the Heart and soul of our Company are our People.

As the LUV airline, we're known for making people smile onboard, whether celebrating a [Kindergarten graduation onboard](#), [assisting with a proposal](#), or [collecting stories in a traveling notebook inflight](#). Most recently, our Crew realized a [Customer was celebrating his 13th birthday](#), and they sprang into action to honor him. In full Southwest fashion, they created a pretzel crown, made a sash of his favorite inflight snacks, and encouraged the cabin to sing to him. They gave him a celebration he will never forget—complete with a superhero title!

Stories like this showcase that our People make the difference. They are the Heart of what we do and why we were just ranked No. 1 in Customer Service by Newsweek to prove it.

