

Southwest Ranked No.1 By J.D. Power Website Satisfaction Studies

[Southwest Airlines Co.](#) (NYSE: LUV) earned J.D. Power's No.1 Ranking for Southwest.com in customer satisfaction with airline travel websites.

Over the last year, Southwest has made several successful digital enhancements to Southwest.com, and the mobile app to improve the Customer Experience, while offering the award-winning Rapid Rewards program, Customer-friendly policies, and low fares.

Managing Unused Travel Funds

With no change or cancellation fees, Southwest Airlines has one the most Customer-friendly modification policies in the industry. Now, Southwest is making modifications even easier for Customers to manage unused travel funds.

Previously, Rapid Rewards members manually tracked their confirmation numbers for unused travel funds. Now, after December 3, 2019, Customers will be able to see remaining unused travel funds in their respective account as long as their Rapid Rewards number was listed on their booking before a cancellation or change. Expired LUV Vouchers, and Southwest gift cards funds will not be displayed.

More Southwest Digital Enhancements

Southwest is committed to improving the Customer Experience with major investments in digital travel, and optimization to make travel simple, friendly, and fun for Customers.

A recent Southwest digital launch included [Mobile Live Chat](#) on the Southwest mobile app for Rapid Rewards members. This feature provides chat support for past trips, upcoming travel, Rapid Rewards, and Policies and Procedures.

Southwest is also actively testing improvements to the multi-Passengers feature, which enables Travelers to obtain, view, save, and manage multiple mobile boarding passes on one itinerary. The multi-Passenger mobile boarding passes will display up to eight Passengers on a single itinerary. A full launch is anticipated in 2020.

Southwest continues to focus on investments in digital optimization, and the Customer experience to make travel simple, friendly, and fun. Additional onboard enhancements also include digital access to 100 percent free [inflight entertainment](#) on WiFi-enabled aircrafts. It includes free movies,

free messaging, and free music.

Download the Southwest app to view movies and on-demand content. Inflight messaging only allows access to iMessage and WhatsApp. Apps must be downloaded before the flight. Inflight entertainment may not be available for the full duration of flight.

ABOUT SOUTHWEST AIRLINES CO.

In its 49th year of service, Dallas-based [Southwest Airlines Co.](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 60,000 Employees to a Customer base topping 130 million Passengers annually. Southwest became the nation's largest domestic air carrier in 2003, and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating Passengers boarded. In peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 101 destinations in the United States, and 10 additional countries.

ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline(fn. 1). By empowering its more than 73,000(fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting [Southwest.com/citizenship](https://www.southwest.com/citizenship).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

Media Contacts:

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