

## America West Airlines

### Impact Highlights

- America West Airlines needed to provide a trusted, reliable and efficient site to drive online business and encourage repeat customers.
- Keynote provided the information to pinpoint potential problems quickly and proactively address them to maintain optimum site performance.

*"With Keynote on board we're always confident of the reliability of our site. Our customers are rewarded with fast response times and an efficient booking experience."*

### The Challenge: Ensure Fast, Efficient Online Ticketing

America West Airlines, the nation's ninth largest carrier, knows the speed and reliability of its americawest.com Web site can give it a competitive edge by enhancing customer satisfaction. Online airfare bookings are increasing in popularity making it critical for the airline's Web site to consistently offer travelers reliable, round the clock access to key travel features such as reservations, flight status, seat assignments and frequent flyer accounts. With fierce competition in the airline business, America West Airlines must provide a trusted, reliable and efficient site to drive online business and encourage repeat customers.

### The Solution: Keynote Measurement Data

"We're the ninth largest carrier in the nation serving more than 90 destinations with more than 900 daily departures in the U.S., Canada and Mexico. As such we carry an enormous responsibility to make sure our customers can easily make and confirm their reservations on our Web site and that they receive a high level of customer service. We have used Keynote measurement

data for two years to constantly monitor our homepage and booking process for response times. Keynote gives us the information we need to pinpoint potential problems quickly and proactively address them to maintain optimum site performance. Keynote's immediate pager notification provides us the comfort of knowing that if the site develops problems we can quickly remedy the situation."

### The Result: Increased Customer Service

"On the Internet, competitors are only a click away and airline passengers expect instant access to flight information and reservations systems. With Keynote on board we're always confident of the reliability of our site. Our customers are rewarded with fast response times and an efficient booking experience. During peak travel times, such as holidays, site availability becomes even more imperative for last minute access to online bookings and schedules and, with Keynote, we're assured of optimum performance at all times."

## About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance. As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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