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**Southwest Airlines Reservation Centers Renew Relationship  
With Call Center Scheduler™**  
*Savings to date have totaled millions due to software's impact on operations*

**Little Rock, AR (January 16, 2002)** – Call Center Scheduler, leading provider of affordable workforce management software, today announced that Southwest Airlines, the fourth largest domestic carrier in terms of Customers boarded, has chosen to renew its contract for Call Center Scheduler workforce management software and services. SWA uses Call Center Scheduler software to forecast call volumes and generate schedules for the 4,700 agents in its nine reservation centers.

Call Center Scheduler improves forecasting, optimizes schedules and increases overall operational efficiency in order to meet SWA's service level goals while simultaneously lowering costs.

"We chose to continue our relationship with Call Center Scheduler because the software has had such profound effects on our business," said Ellen Torbert, Vice President of Reservations. "Over the years the software has saved us millions of dollars. Call Center Scheduler allows us to simplify complex shift-bid and scheduling processes while achieving efficiencies and meeting union agreements."

"Southwest Airlines found that Call Center Scheduler is the clear choice to improve its overall scheduling process and maximize efficiency," said Wayne Shaw, Call Center Scheduler President. "Our powerful solution helps Southwest Airlines realize its contact center goals by balancing employee and business needs, improving service and operations."

**About Call Center Scheduler**

Headquartered in Little Rock, Arkansas, Call Center Scheduler was formed in January 2001, to provide solutions and services that maximize the primary asset of the call center – it's people. The two founders average 20 plus years of customer contact center operations and technical experience. In addition, its support team is made up of scheduling experts who help clients problem-solve workforce management strategy and processes in addition to supporting software. Clients include Southwest Airlines, Valor Telecom, North Texas Tollway Authority, Drive Financial, and SpeedFC, among others. For more information about Call Center Scheduler visit [www.callcenterscheduler.com](http://www.callcenterscheduler.com) or phone 1-866-222-2363.

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