

EXPERT SESSION QUIZ ANSWERS

Title: **Preemptive Crisis Management Through Employee Engagement**

Name: **Whitney Eichinger**

Answer Key provided below

1. Which one of these is NOT one of the objectives for Whitney's presentation?
 - a. Employee recognition
 - b. A company who cares
 - c. Creating short-term customers*
 - d. Sharing the LUV

2. What is one example of Southwest demonstrating employee recognition?
 - a. Southwest putting employees' faces on the aircrafts
 - b. Southwest newsletter that highlights Southwest employees*
 - c. Southwest letting employees fly the plane sometimes
 - d. None of these options

3. Why is it important to communicate what happens at the company both internally and externally?
 - a. Shows employees that you care about their efforts
 - b. Showing it off shows others that you foster a positive work environment
 - c. Communicating both the positives and negatives exemplifies transparency to consumers
 - d. All of these options*

4. What is NOT one of the responsibilities of the social topics committee?
 - a. Reviews social topic inquiries
 - b. Employs guidelines to measure impact and perception
 - c. Routinely engages senior executives on proposed levels of engagement and responses
 - d. Handles external conflicts*

5. How is Kristin McKenzie making lifelong customers for Southwest Airlines?
 - a. She gave customers her discount
 - b. Kristin helped customers after their flights were canceled
 - c. Kristin treated the customers like family
 - d. All of these options*

6. What is one thing that Southwest has strived for growth in?
 - a. Planes
 - b. Social advocacy*
 - c. Flights

- d. None of these options
7. When preparing responses to social topics, which of the following media channels does Southwest prepare for?
- a. Social media
 - b. Television
 - c. Digital
 - d. All of these options*
8. What is “Sharing the LUV”?
- a. Southwest employees who displayed Southwest’s values
 - b. A platform to show off employees’ rude interactions with customers
 - c. Southwest Airlines’ employee engagement platform
 - d. Both Southwest Airlines’ employee engagement platform and Southwest employees who displayed Southwest’s values*
9. The name of the Southwest holiday themed promotions were called:
- a. Merry Flights
 - b. Flying Jolly
 - c. Holiday with Heart*
 - d. Southwest Christmas
10. How does Southwest maintain such positive experiences aboard their aircrafts?
- a. Live music
 - b. Games on the plane
 - c. Engaged employees*
 - d. Free Wi-Fi

ANSWER KEY

1. C.
2. B.
3. D.
4. D.
5. D.
6. B.
7. D
8. D
9. C
- 10.C