PINPOINT4

FREE CHECK-UP

SAMPLE for Southwest Airlines (not a client; they did not hire Pinpoint4) · Based on public records in place of form answers

FREE · INCLUDED

WHERE YOU ARE TODAY

You flew 99.1 million passengers in 2021 on one fleet of Boeing 737s, and customers like you: J.D. Power ranked you second of all North American airlines that year. But when something goes wrong, crews and planes end up out of place, and getting them back takes days instead of hours.

WHAT WE FOUND

1 One bad day becomes days of cancellations
October 8–10, 2021: more than 2,000 flights cancelled, about one in three departures.

2 Worst cancellation rate that month
October 2021: 3.8% of flights cancelled vs 2.1% for all U.S. airlines; 67.1% on time vs 79.9%.

3 Crews are slow to get back in place
After a bad day, putting pilots and flight attendants back took days, not hours.

4 Outside systems can stop the day
June 2021: a weather-data vendor outage, then a network problem, caused about 545 cancellations.

5 Crews are stretched
Your pilots' union calls the operation "brittle" and says pilots are "tired and frustrated."

6 Growing fast on a strained network
You plan to add 8,000+ people in 2022, and new hires take time to learn the job.

WHAT WE WOULD FIX FIRST

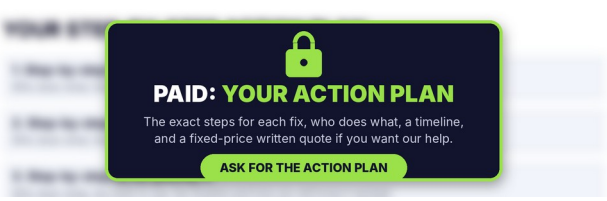
ORDER	AREA	WHY IT COMES FIRST
1	Getting crews back in place after a bad day	Costs the most: about $75 million in October 2021 alone
2	Backups for outside systems	Two June outages show one vendor can stop the day
3	Crew workload	Tired crews make every disruption longer
4	Hiring and training for 2022	Important, but it builds on fixing 1–3 first

✂ FREE ABOVE · PAID BELOW

Public-record sample, not a client

YOUR ACTION PLAN WOULD START HERE.

Your costliest problem is getting crews back in place after a bad day: it cost about $75 million in October 2021 alone. The Action Plan shows how to fix it, step by step: who does what, by when, and how you will know it worked.



MORE FROM YOUR FREE CHECK-UP

YOUR AI RISK

BEFORE ANYTHING ELSE · YOUR AI RISK

Not in the public record, so check it yourself. 78% of people who use AI at work bring their own tools (Microsoft and LinkedIn, 2024). One paste of crew rosters or customer records into a free chatbot, and you no longer control where it goes. Samsung banned these tools in 2023 after engineers pasted in source code.

Start with question 1 of the security check below.

WHAT IT MAY BE COSTING YOU

A ROUGH GUESS · HOW SURE WE ARE: NOT VERY

$75M–$150M a year

BIG BREAKDOWNS A YEAR		COST OF ONE		YEARS
1–2	×	**Up to $75M**	×	**1**
June 2021 (two ground stops) and October 2021		Your own figure for October. June's cost wasn't shared.		Calendar 2021

Lost revenue means refunds, goodwill payments and lost fares. It leaves out overtime and hotels.

Why the range is so wide: public data can't tell us what June cost, or how often smaller bad days happen.

PLUS: TIME SPENT ON ONE REPETITIVE TASK

Not in the public record. On a real Check-up this part uses your answers to "Which repetitive task eats the most hours each week?" and "Roughly how many hours a week?": hours a week × cost per hour × 50 working weeks.

A 5-MINUTE SECURITY CHECK

Five questions any business can answer in five minutes. Question 1 is the gap most teams already have and don't know about.

ASK YOURSELF	WHY IT MATTERS	YES / NO
1 Does your team know not to paste customer or company details into free AI tools?	Once it is pasted in, you may not control where it goes.	☐ Yes ☐ No
2 Does every email account need a second step to log in, like a code sent to a phone?	With a second step, a stolen password alone can't get in.	☐ Yes ☐ No
3 When someone leaves, do you turn off all of their accounts that same day?	Old accounts are one of the easiest ways in.	☐ Yes ☐ No
4 Have you tried restoring a backup in the last 3 months?	A backup you have never tested may not work when you need it.	☐ Yes ☐ No
5 Do your computers and software update on their own?	Most break-ins use problems that already have a fix.	☐ Yes ☐ No

On a real Check-up where you answer the Security questions, this shows your own answers instead.

HOW SURE WE ARE

Every number here says how sure we are. These are the questions public records could not answer.

WHAT WE COULD NOT MEASURE	WHY IT MATTERS
How long did crews wait to reach scheduling in October?	If it was hours, the problem is the crew process, not the weather.
Could the crew system handle a bigger storm than October's?	October hit one in three flights. A holiday storm would be worse.
Are you staffed for the 2022 schedule?	You plan to add 8,000+ people. New hires take time to learn the job.

FREE CHECK-UP VS. ACTION PLAN

This Check-up tells you what is wrong and where to start. The Action Plan tells you how to fix it. You can act on this report without us.

	FREE CHECK-UP (THIS REPORT)	ACTION PLAN (PAID)
What is wrong, and why it matters	✓	✓
What to fix first	✓	✓
The exact steps for each fix	—	✓
Who does what, by when, and with which tools	—	✓
How you will know it worked	—	✓
A fixed-price quote if you want our help doing it	—	✓
Price	**Free**	**Fixed price, quoted before you agree**

To ask: reply to the email this Check-up came with, or email help@pinpoint4.com. Fixed price in writing first; nothing starts until you say yes.

HOW WE MADE THIS CHECK-UP

- No form answers. In their place: Southwest's public statements from October 2021 and its fourth-quarter 2021 results (January 2022).
- News coverage from 2021 and the pilots' union statement of October 2021.
- Data: U.S. DOT Air Travel Consumer Report (October 2021), J.D. Power 2021 airline study, Microsoft and LinkedIn 2024 Work Trend Index.

Our AI tools wrote the first draft from the sources above. Jordan Reyes, a Pinpoint4 consultant, checked every number against its source before it was sent. We did not use interviews, private records, or books.

YOUR ANSWERS STAY PRIVATE. We don't sell or share your answers, and we don't add you to a mailing list. We only use them to write this Check-up and to talk with you about it. Your answers are never used to train AI.

Public-record sample. Southwest Airlines did not fill in our form, hire Pinpoint4, or review this report. Quotes and numbers come from the sources above; the findings and priorities are Pinpoint4's illustration. Data through January 2022.