American Airlines Newsroom

NEWS RELEASE

The Heart of Revenue Management

1/5/2018

Our team members regularly go above and beyond for each other and our customers — cross-culturally, cross-departmentally and across oceans, too. A perfect example transpired in September when Revenue Management Senior Analyst Butch Singh got a unique request from American Airlines' Pacific Joint Business partners at Japan Airlines (JAL).

A 12-year-old boy was traveling with his doctors from Tokyo Narita (NRT) to ORD on JAL and then continuing on with American to Pittsburgh (PIT). Once there, he would be admitted to the hospital to await a heart transplant. But when the family's travel plans changed, their travel agent was unable to reconfirm space on the ORD–PIT flight. That's when Minami Kamijo, Butch's counterpart at JAL, reached out to Butch for help.

Butch, who has been with American for 38 years, went into action confirming seats for the travelers, but the assistance didn't stop there. Nathan Rothman, senior project manager – Alliances, was looped in and immediately reached out to Raj Sidhu, manager – Customer Care, ORD, to ensure a smooth transfer while the patient and doctors were en route. Raj was able to coordinate a team to meet the flight, help expedite the group through U.S. Customs and Border Protection processing and ensure that the boy and his doctors were settled before their next flight. That included a stop at the Admirals Club lounge and pre-boarding.

"We don't just push buttons and play with numbers all day. We have a heart and love what we do helping each other and our customers," Butch said.

Butch monitored the boy's reservation leading up to his travel date and even went as far as reaching out to our Day of Departure (DOD) team to ensure there were no delays for these special customers. "I love my team," commented Tony Yavasile, senior manager – Revenue Management. "This is a perfect example that as a family, we all do things

to help each other.”

Last month, the team received good news. A donor match was found, and the boy had successful heart transplant surgery in Pittsburgh on Dec. 16. While there is still plenty of recovery to go, a crowdfunding effort in Japan had, at last update, raised nearly 150,000,000 yen (about $1.3 million) to cover the boy’s medical expenses.

JAL employees escort the young traveler at Tokyo Narita.