



Fathom Corporate Training  
P.O. Box 340052  
2110 Ranch Rd. 620 S.  
Austin, Texas 78734

I want to take a moment to thank-you for the workshops Fathom Corporate Training facilitated for our Customer Service Representative teams recently. The customer service skills workshop was right on target and was well organized and presented. As American Airlines further solidifies our merger with US Air, it is critical that we continue to focus on providing exceptional customer service. Your past experience in the airline business certainly helped Fathom ramp up for this project and understand our needs.

First, we appreciate you taking the time on the front end of this project to fully scope and understand our departmental challenges by applying your insight to this before the training sessions. This gave you both knowledge and credibility on the issues you faced in the training room with our employees and it yielded direct results.

Second, the time in the workshop reviewing our organizational and departmental barriers to providing outstanding customer service was time well spent. As requested in the session, each team member made a personal commitment to work on the service items we discussed and to address them after training.

Third, the work we did on customer styles was very enlightening for all as well. This will help us to be more flexible and effective as we approach those customers who present service challenges to our team in the future.

Lastly, the custom role-play you created really hit the mark and drove home all the learning for the day. Fathom created a safe and fun atmosphere and this allowed the team to really practice in role-play and delivered an outstanding learning experience.

We would recommend Fathom's training sessions to anyone going through organizational change. We are looking forward to the other training opportunities we have with Fathom in the near future.

Sincerely,

A handwritten signature in blue ink, appearing to read "H. Weeden".

H. Weeden  
Senior Director, Corporate Sales and Marketing Programs  
American Airlines, Inc.