**Each course project team leader will post their Project Overview presentation (VoiceThread, Kaltura or Narrated PowerPoint) to the discussion no later than the second day of the week.**

**Each student will review at least two presentations from other teams and provide feedback**

**\*Team Charlie**

**Our two companies are USAA and Spirit Airlines.**

**We chose USAA as the "Good" company. The United Services Automobile Association (USAA) is a** [**TexasLinks to an external site.**](https://en.wikipedia.org/wiki/Texas)**-based** [**Fortune 500Links to an external site.**](https://en.wikipedia.org/wiki/Fortune_500)**diversified** [**financial servicesLinks to an external site.**](https://en.wikipedia.org/wiki/Financial_services)**group of companies including a** [**Texas Department of InsuranceLinks to an external site.**](https://en.wikipedia.org/wiki/Texas_Department_of_Insurance) **regulated** [**reciprocal inter-insurance exchangeLinks to an external site.**](https://en.wikipedia.org/wiki/Reciprocal_inter-insurance_exchange) **and subsidiaries offering banking, investing, and insurance to people and families that serve, or served, in the** [**United States militaryLinks to an external site.**](https://en.wikipedia.org/wiki/Military_of_the_United_States)**. Some of our team members are actual customers of this company and can speak on the company's customer service.**

**We chose Spirit Airlines as the "Bad" company. Spirit Airlines, Inc. is an American** [**Ultra Low Cost CarrierLinks to an external site.**](https://en.wikipedia.org/wiki/Low-cost_carrier#Ultra_Low-Cost_Carrier)**, headquartered in** [**Miramar, FloridaLinks to an external site.**](https://en.wikipedia.org/wiki/Miramar%2C_Florida)**. Spirit operates scheduled flights throughout the United States and in the Caribbean, Mexico, Latin America, and South America. The airline operates bases at** [**Atlantic CityLinks to an external site.**](https://en.wikipedia.org/wiki/Atlantic_City_International_Airport)**,** [**Chicago–O'HareLinks to an external site.**](https://en.wikipedia.org/wiki/O%27Hare_International_Airport)**,** [**Dallas/Fort WorthLinks to an external site.**](https://en.wikipedia.org/wiki/Dallas/Fort_Worth_International_Airport)**,** [**DetroitLinks to an external site.**](https://en.wikipedia.org/wiki/Detroit_Metropolitan_Airport)**,** [**Fort LauderdaleLinks to an external site.**](https://en.wikipedia.org/wiki/Fort_Lauderdale%E2%80%93Hollywood_International_Airport) **and** [**Las VegasLinks to an external site.**](https://en.wikipedia.org/wiki/McCarran_International_Airport) **as of 2015. We chose this company because reviews were researched and they came up as a company with bad customer service.**

**Our Team's plan so far is dividing the requirements amongst all of us. We know that we should have done this in week two, however, our team is still coming together which has made things like communication, a little difficult given the timeline and for some of us the weekend is when we have the most time available to tackle our assignments. This is a challenge when it comes to meeting certain due dates. So we need to work on a good communication plan as well as making sure that every team member is an active part of the team.**

**We apologize for this week's delay and any other future delayed posts!**

**We have created the following outline of what needs to get done for this project. It will get filled by each of us as we go.**

* *Introduction and Overview of the two companies selected - Provide an introduction to the project and an overview of the companies selected to compare customer service reputations. Provide the rationale for selecting these companies.*

* *Company Strengths - Summarize what was done right by the company with good customer relations and other important information from this section. What is the company with good customer relations doing right? Is this in alignment with its customer service policy? Why or why not? How does this compare to competitors in its industry?*

* *Company Weaknesses - Summarize what was done wrong by the company with poor customer relations and other important information from this section. What is the company with poor customer relations doing wrong? Is this in alignment with its customer service policy? Why or why not? How does this compare to competitors in its industry?*

* *Company Threats - Summarize the results of each company's actions and other important information from this section. What are the results of the actions of the companies? (Financial, competitive, brand equity, public relations, employee relations, etc.)*

* *Company Opportunities - Summarize the actionable recommendations would you give for improving customer satisfaction for* ***each*** *company. What specific, actionable recommendations would you give for improving customer satisfaction for* ***each*** *company?*

* *Conclusions - Summarize your conclusions based on the comparisons made.*

**By Completing the above information we will then put it together into a Final Paper and some of the information will be used to construct a presentation as well.**

* **Final Paper**: During Week 6, you'll finish writing your paper. For APA format guidance please refer to the APA Tutorial in the syllabus. Ensure that the body of your paper, **excluding** cover page and sources, exceeds the 2,000-word count minimum, and that all of the assignment requirements have been met.

* **Presentation**: Also during Week 6, and with the paper nearing completion, select six to ten highlights from each of the four sections of the paper and create two slides per section that summarize that section. Best practices include simple slides that are consistently formatted, light background, black text, three to five bullet points per slide, and proper APA formatting of citations for any images, etc.