

WOWEDAMERICASM

Certificate of Sighting

Awarded To

**JESSICA KAUFMANN
AMERICAN AIRLINES**

For delivering the **WOWEDFactorSM**

WOWEDFactorSM: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

Sighting Recipient: Fred Miller

Sighting Date: October 31, 2006

Testimony: "Told Jessica about previous experience with AA counter person who, when asked for some kind of compensation for putting us on a flight other than one we paid for that would get us home at an ungodly hour, said, 'Well, we're getting you home, aren't we!'"

"Jessica apologized for her co-worker and said I could call her anytime for help. *Extremely* helpful, and, unfortunately, rare. Really expressed an attitude of wanting to help. She gets the fact that delivering the WOWEDFactor builds value for AA."