

Southwest Airlines Doesn't Live Up to New "Transparency" Campaign, SubscriberWise President Says

New audio obtained from SubscriberWise documents a pricing scheme that's proved very costly for the traveling public.

DALLAS, TX, U.S.A., October 13, 2015 /EINPresswire.com/ -- The following is an opinion editorial provided by David E. Howe, president, [SubscriberWise](http://www.subscriberwise.com):

Audio:

<http://www.subscriberwise.com/media/SWA.wav>

"Listen to the audio and I think most reasonable people would agree that [Southwest](#) Airlines engaged in the classic bait-and-switch pricing," said David Howe, president of SubscriberWise. "This is a pricing scheme that's made possible only through sophisticated computer technology. The technology literally translates into the financial exploitation of the traveling public. Sadly, it's a deceptive business practice that's masqueraded as time-honored and legal by Southwest Airlines.

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*David Howe, president of
SubscriberWise*

"Today I notified Jessica Ilich and Robert Gorman of the U.S. [DOT](#) with my concerns and complaint. I forwarded the flight itinerary along with the phone recording to substantiate the claims. Within one hour of contacting the DOT, I received a reply from Jessica Ilich that included the following case: DOT Case # JI2015100057.

"I urge the United States Transportation Department to enforce consumer protections and immediately mandate that

every airline doing business in the U.S.A. implement new computer technology that will end this deceptive and illegal practice at once," Howe concluded.

Read about Southwest's new ad campaign <http://aviationblog.dallasnews.com/2015/10/southwest-creates-new-word-transparency-for-new-advertising-campaign.html/>

Related: <http://www.businesswire.com/news/home/20131126006105/en/U.S.-Department->



David Howe of SubscriberWise

Transportation-Asks-Delta-Airlines-Respond

About SubscriberWise

SubscriberWise® launched as the first U.S. issuing consumer reporting agency exclusively for the cable industry in 2006. In 2009, SubscriberWise and TransUnion announced a joint marketing agreement for the benefit of America's independent cable operators. Today SubscriberWise is a risk management preferred-solutions provider for the National Cable Television Cooperative.

SubscriberWise contributions to the communications industry are today quantified in the billions of dollars annually.

David Howe is founder, president, and majority share-holder of SubscriberWise. He is also a consultant and credit manager for MCTV. At MCTV, Howe manages the bad debt and equipment losses on annual sales in excess of \$60 million. During his 19-year career at MCTV, Howe has reviewed more than 50,000 credit submissions. His interest in credit began in 1986 while a 17-yearold student in high school.

Howe is recognized as one of the most productive and engaged child identity theft experts of the 21st century. Today Howe is using the resources of SubscriberWise to help protect children from identity theft and exploitation across the nation:

<http://www.enhancedonlinenews.com/news/eon/20140921005062/en/Child-Identity-theft/SSNFraud/FTC> .

Howe is the only known individual – living or deceased – to have obtained simultaneous perfect FICO 850 scores across every national credit bureau. Howe has also obtained simultaneous perfect Vantage scores at Equifax, Experian, and TransUnion.

Howe has obtained FICO Professional Certification and is also the first and only citizen of the world to describe and report the details of the perfect FICO and Vantage scores to U.S. reporters.

Howe produced and published two videos on the subject of perfect credit: FICO 850 Credit Report Facts and FICO Scores: The Facts. The first general-purpose FICO scores were debuted a quarter century ago.

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