

Re: email received Sunday,01/03/10 7:06 PM, Speak Up 2147788

Dear Mr. Levine,

Thank you for your additional email regarding our TrueBlue partnership with American Express. We appreciate your business and value you as a loyal customer.

With our JetBlue American Express credit card the TrueBlue point expiration date is extended until an Award is generated. This can be very beneficial to our TrueBlue customers who don't fly frequently enough in one year to earn an Award without the credit card. We apologize for the misunderstanding regarding the Award expiration date compared to the TrueBlue points.

Responding to your email is extremely difficult for we know the high level of service JetBlue strives to extend to each of our valued customers. We know there are times when we are not able to meet their expectations and still remain within the parameters of our company guidelines. We sympathize with your situation; however, we cannot issue TrueBlue points for the new program comparable to the old Awards.

The American Express Terms and Conditions state:

TrueBlue Flight Gratitude® Membership is subject to the terms and conditions set forth in the current TrueBlue Terms and Conditions.

You can review the TrueBlue Terms and Conditions by clicking the link below.

http://www.jetblue.com/trueblue/FF_TermsAndConditions.aspx

As you know, the airline industry is in a very tough position these days, and Crewmembers are held accountable any time they go against company guidelines to make exceptions like those you requested.

Mr. Levine,, we recognize your disappointment. and we feel we have answered your questions to the best of our ability. We stand by our program terms and conditions. This is our final response regarding your concerns.

We value you as a JetBlue customer and hope to provide you with a renewed JetBlue experience in the future.

Sincerely,

Heather
TrueBlue Customer Service Crew
JetBlue Airways
Crewmember 31956

Original Message Follows:

Thank you for your response. However, I'm afraid it is unacceptable. Here is the exact wording from the information I received with my JetBlue card:

*Need another reason to start using your Card? Here's a good one:

* Your TrueBlue points don't expire. That's right - it's a special benefit only for JetBlue Cardmembers like you.

* Whenever you earn a TrueBlue point (by using your Card or by flying JetBlue), we extend the life of every one of your TrueBlue points for a full year.

* That means, as long as you keep using your Card, your TrueBlue points don't expire.*

So my complaint has nothing to do with the difference between the old plan and the new plan. In fact, I did some research and found that others have had this same complaint. See:

http://getsatisfaction.com/jetblue/topics/jetblue_credit_card_is_deceptive_your_points_will_expire_after

and

<http://www.filife.com/reviews/american-express-jetblue-business>

It appears to be JetBlue's position that although "points" don't expire,

"passes" expire in one year. This is clearly misleading since every time an account reaches 100 points, the points are automatically converted to 2 passes. It is my position that 2 passes are the equivalent of 100 points (since there is no way to earn passes without first earning points) and as such, are subject to the same agreement as points--that is to say, they never expire as long as the account continues to earn additional points (see the 3rd bullet above).

I can only assume that the old plan was purposely structured in such a way as to be misleading. Further, I assume the new plan (which is points only) was meant to address complaints similar to mine. Lastly, I never received any notice that my old points would now expire because of the transition to the new plan. If I had, I would have considered that equally unacceptable. This is not the way to treat loyal customers.

I'm sure JetBlue customer service would be happy to trade emails with me and this subject forever. Instead, let me cut to the chase:

I think the proper course of action for JetBlue would have been to convert existing TruePasses into points in the new program. Therefore, I would like my 4 TruePasses converted to the equivalent number of points in the new program. That is, enough points to guarantee 4 flights anywhere JetBlue flies. And again, these points should never expire per my JetBlue American Express Card agreement.

I would appreciate receiving a response from you within 48 hours. If you cannot comply with my request, I will be forced to file a complaint with my state Attorney General's office. If I don't hear from you within 48 hours, I will assume that you are denying my request.

Thank you.

Sincerely,

-brian levine

Dear JetBlue wrote:

> Re: email received Friday,01/01/10 9:46 PM, Speak Up 2146644
 >
 > Dear Mr. Levine,
 >
 > Thank you for again contacting JetBlue Airways regarding your JetBlue American Express Card and it's
 > relationship to your old and new TrueBlue points. We appreciate the opportunity to further address
 > your questions and concerns.
 >
 > While we understand the frustration and confusion that may come as a result of the transition from
 > our old TrueBlue program and our new program, and their interaction with the JetBlue Card from
 > American Express, the program conditions include that the programs themselves are subject to
 > change.
 >
 > As we transitioned between programs, your active spending with your JetBlue American Express card
 > no
 > longer prevented old points from expiring, but does protect new points from doing so.
 >
 > Upon review of your old TrueBlue point balance, we see that you have 81 old TrueBlue points. We
 > also
 > see that you have new TrueBlue points as well. You can take new TrueBlue points that you've
 > accumulated and backward convert them to top off your old balance to 100 points to generate your
 > TruePasses.
 >
 > In order to do that you'd want to follow these simple steps:
 >
 > 1. Log into your TrueBlue account at www.jetblue.com or by following this link:
 >
 > <https://trueblue.jetblue.com/web/trueblue/login/>
 >
 > 2. Once you find yourself on the your TrueBlue account homepage, you'll see a simple statement,
 > "Hello, Brian."
 >
 > 3. Above "Hello, Brian" you'll find a light blue banner that states, "To view your old TrueBlue
 > points and Awards balance click here." Click on that provided link to access your old account
 > information.

>
> 4. Once successfully in your old TrueBlue account, you will be provided a summary of your TrueBlue
> account. Included below your account summary, you will have details available to you that include
> information on how you may utilize your old TrueBlue points.
>
> This information should provide you with all of the details you should need to understand your old
> account and it's relationship to your new account. You may also, if not done already, want to
> reference the information available about our Newer, Truer TrueBlue Program:
>
> <https://trueblue.jetblue.com/web/trueblue/home>
>
> We sincerely appreciate your loyalty to us here at JetBlue Airways and look forward to many future
> opportunities to serve you onboard our flights. May all your skies be JetBlue!
>
>
> Sincerely,
>
> Lindsey
> TrueBlue Customer Service Crew
> JetBlue Airways
> Crewmember 68116
>
> Original Message Follows:
> -----
> Thank you for your response. I'm fairly certain that one of the selling
> points for this card was that points never expire as long as the account
> is in good standing. I realize the terms of the TrueBlue account have
> changed recently, but again, I'm fairly certain that these were the
> terms of the old plan which was in effect at the time I signed up for my
> JetBlue Amex card. Please also see the following from the American
> Express JetBlue Card agreement:
>
> "The expiration date of all TrueBlue points in your TrueBlue Membership
> Account will be extended to be 1 year from any date you have a TrueBlue
> point credited to your TrueBlue Membership Account if you engage in one
> of the following activities: (1) Using your JetBlue Card account for
> eligible purchases or (2) flying on a JetBlue flight. Eligibility and
> timing are based upon the date the TrueBlue point is credited to your
> TrueBlue Membership Account from one of the above qualifying activities."
>
> Since I use my AmEx card every month and therefore have points credited
> to my account every month, they should never expire until one year after
> I stop using the card. Please let me know what I've misinterpreted here.
>
> Thank you.
>
> -brian levine
>
>
> Dear JetBlue wrote:
>
>> Re: email received Friday,01/01/10 9:16 AM, Speak Up 2146265
>>
>> Dear Mr. Levine,
>>
>> Thank you for contacting JetBlue Airways regarding the expiration date of your TrueBlue Awards.
>>
> We
>
>> appreciate the opportunity to address your concerns.
>>
>> TrueBlue Awards expire one year from the date that they were issued, regardless of whether you
> are
>>
> a
>
>> JetBlue American Express cardholder or not. We apologize for any misunderstanding.
>>
>> TrueBlue Awards are made up of two TruePasses, each valid for a one-way flight and can be used
>> together or separately. You can book your award flight either online or by phone; award bookings
>> made by phone will be assessed an additional \$15 fee.
>>
>> Each TruePass is valid for one year. They are fully transferable, so if you don't plan to use

them
>>
>
>
>> yourself you can give it to anyone you wish! However, if you do give it to someone else, note
>>
> that
>
>> you will still need to make the reservation for the lucky recipient.
>>
>> JetBlue continues to be an industry leader in the number of Award seats that are offered.
TrueBlue
>>
>
>
>> Award seats may not be available on all flights. Tuesdays through Thursdays and Saturdays are the
>>
>
>> best days for securing flights and, of course, booking as far ahead as possible increases the
>>
> chance
>
>> you'll get your preferred dates and flight. Award travel on Fridays and Sundays may not be
>>
> available
>
>> on some routes during peak seasons.
>>
>> We appreciate your understanding and look forward to having you onboard JetBlue again soon.
>>
>> Sincerely,
>>
>> Cori
>> TrueBlue Customer Service Crew
>> JetBlue Airways
>> Crewmember 51616
>>
>> Original Message Follows:
>> -----

>> LevelThree:
>> Comments: My JetBlue statement indicates that I have awards that expire at various times in 2010.

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>
>
>> However, I have a JetBlue American Express Card which supposedly means that my awards never expire.
>
>> Is my statement wrong?
>>
>> Note that I've selected flights below because they are required fields. I'm not actually travelling
> on those flights.
>> Recommend Level:
>>
>>
>
>