



What is Metis?

Metis is big data research that analyzes guest feedback utilizing Artificial Intelligence to assess Emotional Intelligence by looking for words and phrases that correlate with important guest experience metrics. As the first airport to utilize this research, LAX will benefit from Metis insights that define root causes, or offer evidence that leads to root causes when supported by other internal metrics and research. Not only does Metis tell you WHAT people are talking about, and how they feel about these things, she also tells you WHY.

Through listening to thousands of guests, strengths and vulnerabilities are exposed and put into context. Only by “hearing” what is NOT said, can market gaps and unspoken needs be sensed.

How is Metis different from standards-driven or formatted questionnaires?

Unlike a survey, the commentary comes completely unprovoked from visitors who *want* to share their experience with others. No one is asking someone to comment on their experience like a survey. And, because no specific question is posed, the reviewer simply speaks about their most vivid memories. This infers what is truly important to that person. When trended, you get a clear sense of consumer priorities.

The open-ended commentary also allows us to get into the minds of our audience. A rating on a 1-to-5 scale gives us a number, but not the emotional connection or understanding of what’s behind that number. Neither numerical scoring nor the commentary tell the whole story, the power is in blending the two to support decisions that truly make a difference for the guest experience.

Why is social media feedback important?

Unlike ASQ feedback, which are shared mostly internally, social media sharing spreads like wildfire, externally. A positive experience can get lots of hype quickly, but conversely, the wildfire can spread more quickly with a negative experience.

What can you expect?

You may be surprised to learn what people care about deeply –what they love or what frustrates. Things you instinctively felt, may now be proven. Problems you thought were critical may turn out to be relatively unimportant to customers. The script may sometimes be flipped on conventional wisdom.

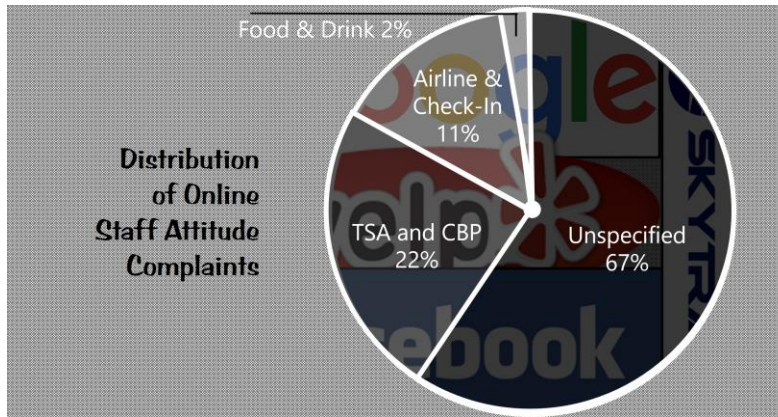
What was the research set for the LAX analysis?

Metis analyzed comments collected from January – June, 2017. 7,000 were open-ended comments from ASQ and nearly 2,000 were social media posts on either Google, Yelp, Facebook or Skytrax. Collectively, this can be considered a giant focus group of nearly 9,000 guests.

Key Metis Insights about LAX

LAX Airport Staff Attitude

26% of the nearly 9,000 respondents mentioned service received from LAX employees. Public perception of employee attitude is FAR more negative online (-32% sentiment) compared to ASQ (+53% sentiment). One word, “rude”, was used in 89 different online reviews.



Signage and Wayfinding

1. Improve the number and visibility of intra-terminal signs for visitors, especially around TBIT. It isn't surprising that international visitors might be the most easily confused, but even Americans seem stumped. One in 10 ASQ respondents mentioned wayfinding with -19% sentiment; one in 20 online reviews with -66% sentiment. This compares to +18% sentiment at SFO.

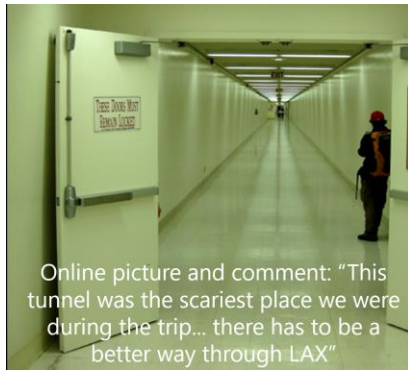
“There are no signs, so I had to just ask around. I was told I needed a shuttle to get to a different terminal. Then I had to ask someone again where do I go to find my shuttle, then I found the shuttle platform, BUT there are no signs to indicate which platform was for airport connections...When I arrived to the right terminal, I had to look again on how to check-in again. The whole experience was very stressful and annoying. I will avoid this airport at all cost.”

2. There's a need for more clarity regarding ground transportation. Let's face it, stepping outside the terminal onto that busy and noisy World Way is confusing.

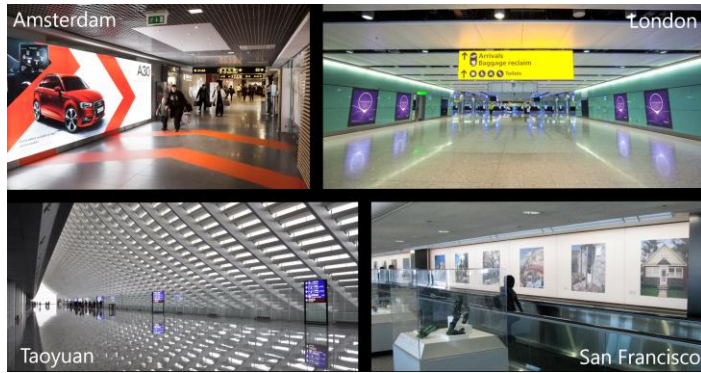
“One other problem I found was the lack of signage to direct me to the Lyft/Uber stands. It is actually outside, up an escalator, and across the airport again above baggage claim. Why aren't the elevators more accessible? And why do I need to walk half a mile to get upstairs for my Uber?”

3. Install more decoration and objects of interest along the intra-terminal corridors. While it would not shorten the walk, it would prevent some of the negative public commentary about being “eerie”, and would also create a more favorable subconscious perception.

“For such a metropolitan and international destination, this airport is horrible. No signage directing travelers to the international terminal...just strange hallways from the domestic terminal that lead to another branch of the airport without any indication it is the international hub.”



vs.



Food & Beverage

1. Price/value is the number one problem for LAX airport visitors who eat and drink. Consider encouraging each vendor to offer at least some attractively-priced options or specials.

- Of the 250 visitors who mentioned price/value, exactly three were positive
- The problem is that visitors compare the airport prices to the same items they see elsewhere and some of the outrage visitors felt was at having to pay high prices for very basic purchases.

"Don't understand why food is so expensive here compared to other airports."

"Food is more expensive here than Disneyland"

"Water cost \$6"

"\$20 for just a water and a sandwich"

"Paying \$20 for a personal pizza!"

"Your food is very expensive yet tastes mediocre."

- Is it possible to offer less expensive options (kiosks?) for the most basic consumables such as water and snacks?

2. Within the airport, brand names don't seem highly valued. In reviewers' minds, the concessionaire brand is rarely mentioned: "Wolfgang Puck" was mentioned only 3 times, and "Homeboy" was mentioned once, although Starbucks got 63 mentions. The dining experience seems to "stick" to the LAX brand.

Most airport visitors don't seem to seek a dining experience. Instead, they are simply looking for something to eat or drink. Ideally, something convenient, quick, tasty and reasonably priced.

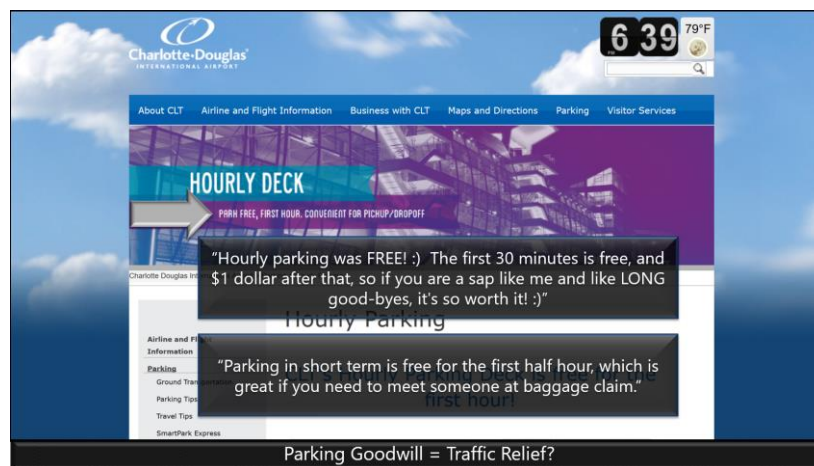
	LAX Los Angeles World Airports	Google value facebook	SFO San Francisco International Airport	
Frequency of Mentions of Key Foods	5%	Coffee	7%	
	3%	Burger	1%	
	2%	Breakfast	2%	
	1%	Beer	1%	
	1%	Salad	1%	
	1%	Pizza	0%	
	0%	Ice Cream	1%	
	0%	Yogurt	0%	

Parking & Roadway Traffic

1. There is upward potential in parking prices; only *one* one-hundredth % complained about the price of parking; Increasing rates by just a couple dollars per day could create up to \$9.5 million/year in added revenue, given your number of spaces and occupancy.



2. Parking appears to be relatively smooth. Of almost 9,000 voices, only 1% mentioned parking. Could a bit of promotion help steer some traffic away from curbside like they do at CLT?



3. The procedures and comportment of police officers is damaging to public perception of both the airport and the police force. No one doubts the capability or importance of their security mission. But too often the police are perceived as part of the traffic problem at LAX, and not part of the solution.

"I feel security and police really fell down on the job yesterday... When we finally got dropped off, there was virtually no one there on the departure level, and large groups of police standing around chatting."

Gate Delays

waiting on the tarmac for a gate to become available happens too often, and is terribly damaging to guest perception of LAX. The many online comments about this seem to come from frequent flyers who seem to believe that waiting for gates to open is a common experience at LAX. LAX: 7% mentions with **-55%** sentiment vs. SFO: 6% mentions with **+6%** sentiment.

Are there measures that can reduce this? If not, are there steps airport management can take to ameliorate visitor annoyance?

"Has to be the worst airport in the nation for not having a gate ready for incoming planes! Literally the 15th time I've had to wait on the tarmac for the clown show of LAX ATC to clear a gate! 45 minutes this time!"

TSA

"I've only ever had a layover at LAX, never had to go through security until recently. Was a little daunted after hearing people speak poorly about it. Ended up fine, got there 2.5 hours early for security, we ended up getting through in 10 mins!" AND "TSA officer sang the rules - made the line fun!"

TSA efficiency was generally successful and is a relative strength; TSA courtesy ranged from jolly officers to those who disappointed, at worst making travelers feel ill-treated

- **There are wide gaps in both TSA efficiency and courtesy amongst the terminals, providing an unreliable experience, which then contributes to an undeserved poor reputation**
- **Terminals 4-7 (especially T6) were best perceived for efficiency, although T6 was notably challenged with attitude complaints in Q2. Tom Bradley was the biggest overall sore spot Q1-Q2 for both efficiency and courtesy**

"Tom Bradley... The security check in (TSA) was backed up because there was only 7.30 scanner being used 2 lines, for all 8 lines! Made the process slow and staff unhappy."

- **Expectation management through "Estimated Wait Time" signage, as seen at other airports, could further ease traveler stress**

CBP

CBP, only lightly measured on the ASQ, was more often mentioned in online reviews. CBP drew wrath and dismay online due to long waits, a sense of confusion / disorganization and officer attitude. For every person who complimented the international entry process, two complained.

- **Border control is a serious responsibility, but the public perception of understaffing and impolite behavior is causing online PR challenges for LAX**

"Trying to get to and through customs was difficult, one person yelling that everyone needed to go through the same line. I asked about Global Entry and was told to get in the same line as everyone else, then was later told I could go to a separate line (by the same person)."

"...customs agents pressuring people for information about their trip till they're stressed to tears (then they just stamp their papers and wave them on like they're a nuisance"