Was the employee’s airport badge or other identification visible?

Yes – The employee’s airport badge or other identification was visible If the lanyard or badge card was partially obstructed (for example under a jacket), but were there, please answer this question yes. This should be answered yes, if any branded ID is visible. This could be a police or TSA badge, a company name tag, etc. If any portion of the badge is visible, score the question Yes. Some companies/positions do not have need for an airport badge.
No – The employee’s airport badge or other identification was not visible
If no, please explain.

1. APPROACHABLE | Was the employee clean, neat and in appropriate attire?
   Yes – The employee was dressed appropriately and represented LAX in a positive manner.
   No - The employee was not dressed appropriately, they were out of uniform or wore wrinkled, holey or stained clothing.
   If no, please explain.

2. EFFICIENT & EFFECTIVE | How long did it take for an employee to greet or acknowledge you from the time you entered the store?
   Time should be specified.

3. COURTEOUS | Were you greeted by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?
   LAXceptional Experience – The employee was friendly, approachable, and gave a sincere greeting that was TWO PARTS and included several of the following: a smile, pleasant tone of voice, great eye contact, friendly gestures, use of passenger’s name. They created an Xceptional Xperience. A simple, pleasant greeting does NOT qualify as Xceptional.
   Area of Opportunity – Greeting was ONE part, no greeting was given, greeting was NOT exceptional. It was rote, monotone, routine, mechanical or was unfriendly or sharp. The employee was rude or uninterested

4. What was the greeting used by the employee?
   Specify greeting.

Was the employee’s airport badge or other identification visible?

Yes – The employee’s airport badge or other identification was visible If the lanyard or badge card were partially obstructed (for example under a jacket), but were there, please answer this question yes. This should be answered yes, if any branded ID is visible. This could be a police or TSA badge, a company name tag, etc. If any portion of the badge is visible, score the question Yes. Some companies/positions do not have need for an airport badge.
No – The employee’s airport badge or other identification was not visible
If no, please explain.
5. APPROACHABLE | Was the employee dressed in clean, neat, appropriate attire?
   Yes – The employee was dressed appropriately and represented LAX in a positive manner
   No - The employee was not dressed appropriately. They were out of uniform or wore wrinkled, holey or stained clothing.
   If no, please explain.

6. What was the open-ended product-related question you asked to assess the employee's product knowledge?
   Text Box

7. RESPONSIVE | Were you presented the item you inquired about?
   Yes – The employee presented the item requested.
   No - The employee did not present the item.
   If no, please explain.

8. RESPONSIVE | Did the employee suggest alternative or additional items?
   LAXceptional Experience – The employee presented alternative or additional items, sale and/or promotional items, items of varying price points.
   Area of Opportunity – The employee did not present alternative or additional items, asked questions such as “Will that be all?” or “Is there anything else?”

   Notes about the upselling questions (8 & 14):

   Two employees (one on floor, one at register):
   - Every employee **should** be suggestive selling and/or upselling. If the interaction is with TWO employees, as long as ONE employee attempts to upsell or suggestive sell they earn the points.

   One employee (working floor and register):
   - If the employee suggestive sells/upsells on the floor and the register, they still only earn points once.
   - If they attempt an upsell only once (which is reasonable) the appropriate question (on floor or at register) should be answered and the second question should be NA’d.

9. RESPONSIVE | Did the Employee listen attentively to your question?
   LAXceptional Experience – The employee actively listened and provided accurate and meaningful responses. May also have made good eye contact, smiled, used a pleasant tone of voice, or used friendly body language.
   Area of Opportunity – The employee did not listen, did not respond or carried on other conversations while speaking with you.

10. RESPONSIVE | Did you feel the employee’s primary goal was to serve the customers?
LAXceptional Experience – The employee prioritized assisting customers over other duties such as stocking, etc. The customer was the primary focus.

Area of Opportunity – Anything less than a LAXceptional is an area of opportunity since the goal for all is to create Xceptional Xperiences for all passengers.

11. COURTEOUS | Were you greeted by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?

LAXceptional Experience – Employee was friendly, approachable, and gave a sincere greeting that was TWO PARTS and included several of the following: a smile, pleasant tone of voice, great eye contact, friendly gestures, use of passenger’s name. They created an Xceptional Xperience. A simple, pleasant greeting does NOT qualify as Xceptional.

Area of Opportunity – Greeting was ONE part, no greeting was given, greeting was NOT exceptional. It was rote, monotone, routine, mechanical or was unfriendly or sharp. Or employee was rude or uninterested.

12. COURTEOUS | What was the greeting used?
Specify greeting.

13. EFFICIENT & EFFECTIVE | Was the employee accurate in handling the transaction?

LAXceptional Experience – The employee handled the transaction in an accurate and efficient manner.

Area of Opportunity – The employee did not handle the transaction accurately.

14. RESPONSIVE | At the time of transaction (register only) did the employee suggest any additional items?

LAXceptional Experience – The employee presented alternative or additional items, sale and/or promotional items, or items of varying price points.

Area of Opportunity – The employee did not present alternative or additional items, asked questions such as “Will that be all?” or “Is there anything else?”

15. EFFICIENT & EFFECTIVE | How much time passed from the time you entered the line until your transaction was complete?
Indicate exact time

16. RESPONSIVE | Were you offered a receipt without having to request it?
Yes
No

17. COURTEOUS | Were you thanked?

LAXceptional Experience – The employee said the words “thank you” or “thanks.”

Area of Opportunity – The employee did not say the words “thank you” or used such terms as “My pleasure” or “You’re welcome.”
18. COURTEOUS | Were you offered a parting remark by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?

LAXceptional Experience – The employee was friendly, approachable, and gave a sincere, upbeat parting remark that may have included several of the following: a smile, pleasant tone of voice, great eye contact, friendly gestures, use of passenger’s name. It was not average, but an Xceptional Xperience. Anything less than exceptional is still an area of opportunity. A simple, pleasant routine remark such as, “Have a nice day,” does NOT qualify as Xceptional unless it is said in an upbeat, sincere, or enthusiastic manner.

Area of Opportunity – Parting remark was rote, monotone, routine or was unfriendly or sharp OR no parting remark was given OR employee was rude or uninterested.

19. COURTEOUS | What was the parting remark?
Text Box

20. What airport-related question did you ask?
Text Box

21. INFORMATIVE | Did the Employee demonstrate knowledge of the airport?
Yes
No

Please comment on questions 11 - 21:
Text Box

22. Were the shelves fully stocked with merchandise?
Yes
No

23. Were shelves/product marked appropriately with prices?
Yes
No

24. Were the fixtures, floors, and interior clean?
Yes
No

25. Was the signage displayed in a clear and professional manner?
Yes
No

26. Were any boxes or clutter visible from stocking or merchandising?
Yes
No
27. Were any employees observed eating or any employee food or beverages visible?  
   Yes  
   No  

28. Did you feel that the item you purchased was an acceptable value for the price paid?  
   Yes – The item purchased was an acceptable value for the price paid. Was comparably priced to a non-airport.  
   No – The item purchase was not an acceptable value for the price paid. It was overpriced.  
   If no, please explain.