

APPROACHABLE | 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 host/hostess clean, neat and in appropriate attire?

Yes – The host/hostess was dressed appropriately and represented LAX in a positive manner.

No - The host/hostess was not dressed appropriately. They were out of uniform or wore wrinkled, holey or stained clothing.

If no, please explain.

2. APPROACHABLE | What was the length of time it took for the Host to acknowledge you when you entered?

Enter exact time.

3. COURTEOUS | Were you greeted by the host/hostess in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?

LAXceptional Experience – The host/hostess 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. Host/Hostess was rude or uninterested.

3a. COURTEOUS | What was the greeting used?

Text Box

Please add any additional comments that you may have about the host interaction

Text Box

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 was 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.

4. APPROACHABLE | Was the server/bartender clean, neat and in appropriate attire?

Yes – The server/bartender was dressed appropriately and represented LAX in a positive manner.

No - The server/bartender was not dressed appropriately. They were out of uniform or wore wrinkled, holey or stained clothing.

If no, please explain.

5. EFFICIENT & EFFECTIVE | How long did it take for the server/bartender to approach you once you were seated?

Indicate exact time

6. COURTEOUS | Were you greeted by the server/bartender in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?

LAXceptional Experience – The server/bartender 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. Server/Bartender was rude or uninterested.

6a. COURTEOUS | What was the greeting used?

Text Box

7. COURTEOUS | When the server/bartender greeted you did they offer to start you off with a menu item or beverage?

LAXceptional Experience – The server/bartender offered a menu item or a beverage.

Area of Opportunity – The server/bartender did not offer a beverage and/or menu item.

Please comment on questions 4-7:

Text Box

8. **What was the open-ended product-related question you asked to assess the server/bartender's menu knowledge?**

Text Box

9. **INFORMATIVE | Did the server/bartender demonstrate knowledge of the menu?**
LAXceptional Experience – The server/bartender was knowledgeable about the menu and could easily explain menu choices in detail.

Area of Opportunity – The server/bartender was not knowledgeable about the menu items and could not explain them in detail.

10. **RESPONSIVE | Did the server/bartender listen attentively while listening to your order?**

LAXceptional Experience – The server/bartender actively listened and paid attention while taking your order.

Area of Opportunity – The server/bartender did not actively listen and paid little to no attention while taking your order.

11. **RESPONSIVE | Did the server/bartender suggest any additional items or upsell larger sizes, combos or add-ons (i.e. cheese or bacon added)?**

LAXceptional Experience – The server/bartender presented alternative, additional items or higher price point choices.

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

12. **RESPONSIVE | Did the server/bartender remain attentive throughout the visit?**

LAXceptional Experience – The server/bartender checked back multiple times to assure that the customer had everything that they needed creating an exceptional experience.

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.

13. **Did you feel the server/bartender's primary focus was to serve the customer?**

LAXceptional Experience – The server/bartender 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.

14. **From the time you placed your order, how long did it take to receive your food?**

Indicate exact time

Please comment on questions 8 - 14 below:

Text Box

15. **EFFICIENT & EFFECTIVE | Was the server/bartender accurate in handling the transaction?**

LAXceptional Experience – The server/bartender handled the transaction in an accurate and efficient manner.

Area of Opportunity – The server/bartender did not handle the transaction accurately.

16. RESPONSIVE | Were you offered a receipt without having to request it?

Yes

No

17. COURTEOUS | Were you thanked?

LAXceptional Experience – The server/bartender said the words “thank you” or “thanks.”

Area of Opportunity – The server/bartender 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 server/bartender 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 parting remark?

Text Box

20. INFORMATIVE | What airport related question did you ask?

Text Box

21. EFFICIENT & EFFECTIVE | Did the server/bartender demonstrate knowledge of the airport?

LAXceptional Experience – The server/bartender demonstrated a good knowledge of the airport or was able to seek out the correct answer to the question.

Area of Opportunity – The server/bartender did not demonstrate a good knowledge of the airport. They did not know the answer and/or did not attempt to secure the answer.

Please comment on questions 15 – 21 below:

Text Box

22. Was you table and surrounding tables wiped clean (Free of food, spills)

Yes

No

23. Were the floors clean?

Yes

No

24. Was your food prepared as specified?

Yes

No

25. How was the quality and temperature of your food?

LAXceptional Experience – The food was good quality and was served at the correct or expected temperature.

Area of Opportunity – The food was poor quality or was not served at the correct or expected temperature.

Please explain.

26. 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 purchase.

No – The item purchase was not an acceptable value for the price paid. It was overpriced or priced higher than you would typically expect to pay.

If no, please explain

27. Were any boxes or clutter visible from stocking or merchandising?

Yes

No

28. Were any employees observed eating or any employee food or beverages visible?

Yes

No