

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

1. APPROACHABLE | Was the employee dressed in clean, neat, appropriate attire?

Yes – Employee was dressed appropriately and represented LAX in a positive manner

No – 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 the employee to greet you 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 – 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. Employee was rude or uninterested.

3a. What was the greeting used by the employee?

Text Box

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

Text Box

5. 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 gestures.

Area of Opportunity – The employee did not listen, did not respond or carried on other conversations while speaking with you.

6. RESPONSIVE | Were you asked questions to clarify your needs?

LAXceptional Experience – The employee asked a question(s) to clarify my needs.

Area of opportunity - The employee did not ask any questions to clarify my needs at all.

6a. If yes, what questions were you asked?

Text Box

7. INFORMATIVE | Was the employee knowledgeable about the merchandise or services?

LAXceptional Experience – The employee was knowledgeable about the merchandise and was easily able to give product descriptions

Area of Opportunity – The employee was not knowledgeable about the merchandise or services and could not offer product descriptions

8. RESPONSIVE | Were you presented the item you inquired about?

Yes

No

9. RESPONSIVE | Did the employee suggest alternative or additional items?

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

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

10. COURTEOUS | Did the employee maintain a positive demeanor? (Body language, tone of voice, etc.)

LAXceptional Experience – The employee maintained positive body language, pleasant tone of voice and eye contact throughout the experience.

Area of Opportunity – The employee did not use a pleasant tone of voice, positive body language or eye contact throughout the experience.

11. 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 Xperience is an area of opportunity since the goal for all is to create LAXceptional Xperiences for all passengers.

12. 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.”

13. COURTEOUS | Were you given a courteous parting remark with eye contact and a pleasant tone of voice?

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.

14. What was the parting remark?

Text Box

15. INFORMATIVE | What was the airport related questions you asked?

Text Box

16. INFORMATIVE | Did the employee demonstrate knowledge of the airport?

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

Area of Opportunity – The employee 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 4 - 16:

Text Box

17. Were the shelves fully stocked with merchandise?

Yes

No

18. Was the establishment presented/merchandised in an appealing manner?

Yes

No

19. Were the fixtures, floors, and interior clean?

Yes

No

20. Was the signage/pricing displayed in a clear and professional manner?

Yes

No

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

Yes

No

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

Yes

No