

Discussion Topics

Traffic Update - Chief David Maggard

- 34% growth in traffic with approximately 100,000 to 120,000 vehicles through Central Terminal Area (CTA) in 2016. Numbers continue to increase.
- 50% entering the CTA are private vehicles.
- Heavy staff deployment including traffic, bicycle, motorcycle and commercial enforcement officers
- Traffic Control Unit responsibilities include fixed messaging signs (traffic signage)
- Continuous Improvement Plan (Uber, Lyft, LADOT) – Additional 13 officers and trial partnership with LA Department of Transportation

ASQ Quarter 2 2017 – Anne Shea, Guest Experience Specialist

- ASQ 2017 Second Quarter Results (April, May and June) discussed.
- All major metrics improved compared to Q2 2016
- Overall Satisfaction improved year-over-year (3.64 to 3.76), but LAX's ranking among participating airports declines
- Most important metrics with greatest improvement are:
 - Internet Access: Up 14%
 - Washroom Cleanliness: Up 5%
 - Security Wait Time: Up 5%
- Handout available on the Tenant 411.
- ASQ scores confirm that LAX is on the right path, but progress has been slow. Question posed to group on how to more rapidly and more significantly move the needle. Proposal for each terminal to select three to five things to improve the experience and scores was well received. Many believe there are quick wins that can be accomplished collaboratively using this approach. Proposed to facilitate one meeting per terminal and invite all key players – airlines, concessions, TSA, CBP, etc.

Guest Experience Tools – Barbara Yamamoto, Chief Experience Officer

Partners asked to utilize guest experience tools:

- ASQ Results – Review scores and share with staff to generate discussion of how to improve scores and the experience.
- Train-the Trainer Workshops – September and October
Best way to effectively and efficiently reach critical mass. With this first set of trainers, anticipate that approximately 12,000 employees will be reached after the September workshop.

September 26 and 28 – Two Train-the-Trainer workshops are full with 50 participants, including:

Airlines:

American Airlines (three staff)

Cathay Pacific

Air Canada

Concessions:

HMS Host

Areas

DFS (two staff)

Delaware North (two staff)
Hudson
Crews

Service Providers:

ABM (parking)
APS
Aviation Safeguards
Hallmark 5

TSA

Next workshops in Board Room:

October 24 - 9 a.m. to 4 p.m.

October 26 - 11:30 to 5:30 p.m. in Board Room

- Mystery Shop Consultations – Held August 8, 2017
Thanks to Areas, HMS Host and Hudson for participating, as well as LAWA executives – Mike Christensen, Keith Wilschetz and Pat Gannon
Next group consultation will be held September 12 and will cover all of the evaluations being done in TBIT in August.

Rewards/Recognition Program – Barbara Yamamoto, Chief Experience Officer

The rewards/recognition program is airport-wide and not tied to terminals only. Suggestions made at last meeting were incorporated into the revised program outline (available on the Tenant 411). Any additional feedback is due in two weeks.

Keith Jeffries of TSA suggested a ballot box and asked how the comments will be captured and counted. Barbara Yamamoto explained that the plan is to have ballot boxes in each terminal, as well as other key locations and offices. Will collect the ballots monthly in addition to any comments that are submitted online or by text. Three employees will be selected for each terminal in addition to 10 employees that will be selected for the airport-wide submissions. Those employees can select a prize from the “LAXceptional Grab Bag”.

Barbara provided criteria and timeline, as well as an idea of the types of rewards:

1. On-the-spot recognition internally (within LAX employee groups) and externally from our guests.
 - Can submit with hard copy certificates, online (website and QR codes)
 - Criteria is based on the iCARE standards
 - Everyone who is recognized will get a certificate and the opportunity to be in a monthly drawing for rewards. Desiree Scott of Areas suggested that the process to nominate an employee should be as seamless as possible. Deborah Flint suggested a mobile texting function.
2. LAXtra Mile – This category recognizes employees who go above demonstrating the iCARE behaviors and do something that is outside their normal course of duties. These nominations can be made online and will be vetted by a committee made up of LAWA and Partners council members. Top five will be selected for annual awards.
3. Quarterly awards based on ASQ and mystery shop scores
4. Annual Awards Ceremony

GUEST EXPERIENCE PARTNERS COUNCIL

MINUTES – August 22, 2017

Rewards – The items on the list handed out (available on the Tenant 411) were based on feedback from the Guest Experience LAWA Council. Many require further research regarding feasibility and coordination with partners – tours of aircraft, etc.

Multiple kinds of rewards on ongoing basis:

Can select items from a website – These are generic items, much like a credit card rewards program (but feedback is that employees prefer branded LAX items.)

Gift cards – Will create generic LAXceptional gift cards that can be used at LAX much like a Visa or MasterCard credit card.

Experiential rewards – Things that either make our daily work lives a little easier (like special parking or an expedited badging pass) or things that are unique to LAX (like a tour of the Private Suite, a lounge or an A380).

Rewards for annual awards ceremony:

Experiential – sporting events, tickets, cruises

LAXperiences – unique and not easily accessible like lounge, FAA tower tour, shopping spree

Entertainment, restaurants, products (case, Fitbits, over-the-ear earphones)

Timeframe:

January 2018	Launch Rewards/Recognition Program
May 2018	Quarterly Awards to cover ASQ and Mystery Shops for January – March
August 2018	Quarterly Awards to cover ASQ and Mystery Shops for April – June
November 2018	Quarterly Awards to cover ASQ and Mystery Shops for July – September
February 2019	Quarterly Awards to cover ASQ and Mystery Shops for Oct – Dec
March 2019	Annual Awards Ceremony to include a year's worth of ASQ scores and mystery shops

One-year Partners Council anniversary survey – Barbara Yamamoto, Chief Experience Officer

Will send survey to capture partners' thoughts about the Partners Council, improvements, suggestions, new ideas, ways to make sure we are actually improving the guest experience.

Mobile Passport – Aura Moore, LAWA Chief Information Officer

Mobile Passport is available in all LAX FIS areas to expedite the entry process. Guests can download the free app to set up their profile. A dedicated lane is available for those who use Mobile Passport. Aura asked members to spread the word to employees and other partners. Flier handed out and available on the Tenant 411.

Follow-up Items:

Domestic vs. International Value for Money (VFM) results – Anne Shea, Guest Experience Specialist

Have been focusing on VFM because it is one of our lowest scores. Anne shared perspectives on VFM to spur ideas on how to improve VFM scores.

- VFM ratings on average are 80-85% of the general eating and shopping ratings
- For Q2 2017, 73% of respondents rated restaurants and 49% rated shopping, down a few points from 2Q 2016
- LAX scores lead other West Coast gateways for international departing passengers, but trail for domestic departing passengers (SEATAC and SFO comparison)

How do we start to move the perception of VFM?

- Desiree Scott of AREAS mentioned that they focus on specific words that are used to make the sale. Also engagement with guests is key.

- Bring numbers of perception up to the experience scores (VFM scores are lower than the overall scores for shops/dining).
- Educate guests on why the costs are high, messaging about the costs of doing business at LAX and social economics
- Jim Moses of American Airlines asked if people really want to know about why the costs are high – or do they just not like high prices no matter how much they understand the pricing?

Proposed Concessions Signage (parking structures and terminals) – Barbara Yamamoto, Chief Experience Officer

At last meeting, Partners Council received draft concept of concessions messaging in parking lots. LAWA will go back and discuss the directory style vs. generic messaging/promotions of retail/dining overall. The directory style requires so many updates as things change so rapidly.

Elevators and Escalators – Barbara Yamamoto, Chief Experience Officer

At the last meeting, it was brought up that there were inconsistencies with the nomenclature in elevators and escalators. Meeting held with Mike Christiansen, Maintenance and Facilities Deputy; Alicia Robertson of CALM; and Barbara Yamamoto, Chief Experience Officer, to discuss. Alicia's team researched and discovered that there are discrepancies with the signage/directory outside of the elevators vs. the buttons inside the elevator. Continuing with review to identify other discrepancies. Action item to be diligent about punch walks during and after construction to ensure that the signage works.

Bigger issue is "ticketing" term – is it outdated because airlines no longer ticket? Alicia researching what other airports are doing. Larger issue as we embark on the cores for the LAMP – what should everything be called that makes sense to our guests?

Open Forum

Issues and opportunities from Partners Council

- John Gaff from Delta mentioned that the officer presence in terminals has made a positive difference.

Tenant 411

To access ASQ scores and Partners Council agendas, minutes and handouts, please visit:

<http://www.lawa.org/tenants411/>

Click "Guest Experience" in red box

Access either "Survey Results" or "Partners Council"

Username: tenant411noreply@lawa.org

Password: LAX4u

Please be sure to share minutes, handouts and information with your employees and colleagues. We depend on our Partners Council members to communicate and champion the guest experience airport-wide.