



MULTI-LEVEL REWARDS & RECOGNITION PROGRAM

1. “You are LAXceptional!” (Internal On-the-Spot Recognition)

- Employees can submit certificates available in visible ballot box displays (in terminals, offices, and other airport locations). They can submit the hard copy certificate or submit via QR code or website.
- Criteria: Based on iCARE behaviors (see certificate sample)

2. Guests’ Choice Awards (External On-the-Spot Recognition)

- Guests can submit certificates available in visible ballot box displays and online.
- Employees will be given business-sized cards to hand out to guests who want to send in a compliment to guestexperienceteam@lawa.org.
- Compliments that come through other avenues (social media, email, phone, etc.) will be funneled through guestexperienceteam@lawa.org. The Guest Experience Team will send the certificates to the employees’ management team to present to the employee.
- Criteria: Based on iCARE behaviors (see certificate sample, same as above)

3. Monthly Rewards – Certificates in ballot boxes, as well as comments from other avenues, will be collected. Drawings will be held.

4. Collect and win! The top three LAXceptional employees from each terminal and top 10 representing airport-wide functions will be invited to an Annual Awards ceremony.

5. LAXtra Mile – Recognizes employees who take exceptional service to the next level. Selected through nominations that will be reviewed by a Council Awards Committee (made up of both internal and external guest experience council members) and approved by the full Guest Experience Partners Council and LAWA Council.

Criteria: Beyond demonstrating the iCARE behaviors, these employees take the guest experience to the next level by stepping out of their normal course of duties to provide exceptional services. What does that look like?

- They help an elderly passenger by calling the gate to let them know they are on their way and help them get to their gate on time.
- They alert APD that a child has been separated from his parents and comfort the child until he is reunited with his family.
- They help a passenger who has dropped a bag and its contents are strewn over the concourse.
- They assist an ailing guest and alert emergency services

6. Quarterly Terminal Recognition

Criteria: Perpetual trophies will be awarded for excellence based on Mystery Shop and ASQ scores. The winning terminal will also receive a trophy/plaque to keep. The award categories are:

- Mystery Shop Scores – Best Overall Terminal
- Mystery Shop Scores – Most Improved Terminal
- ASQ – Best Overall Terminal
- ASQ – Most Improved Terminal
- ASQ Friendliest Terminal (courtesy scores)
- ASQ Highest Satisfaction – Check-in
- ASQ Highest Satisfaction – Security Process
- ASQ Highest Satisfaction – Restrooms
- ASQ Best Airline
- ASQ Most Improved Airline

7. **100% Mystery Shop Recognition** – Employees who receive 100% on their Mystery Shop Scores will be recognized.

8. **Training Participation** – Recognition will be awarded to employees for successfully completing various program training components.

9. Annual Awards Celebration

Awards categories include:

“We are LAXceptional” award winners (top three in-terminal employees and top 10 airport-wide employees with most certificates)

“Guests’ Choice” award winners (top three in-terminal employees and top 10 airport-wide with most compliments)

“LAXtra Mile” award winners (top five employees vetted by a Council committee and approved by the full Council)

“Company with highest percentage of 100% mystery shop scores”

“Best Overall/Most Improved Terminals” - ASQ

“Best Overall/Most Improved Mystery Shops”

“Friendliest Terminal” - ASQ

“Terminal with Best/Most Improved ASQ Check-in Scores”

“Terminal with Best/Most Improved Screening ASQ Scores”

“Terminal with Best/Most Improved Restroom ASQ Scores”

“LAXceptional Partner” (Organization with best overall service excellence)

REWARDS

These items were suggested and voted on by a cross-section of the Guest Experience LAWA Council. Many require further research regarding feasibility and many require coordination with our partners (e.g. tours). Many of these items can stand-alone or be combined with other rewards to create "packages".

LAXCEPTIONAL GRAB BAG - ONGOING AWARDS

1. Rewards website with generic gifts to select from (i.e. credit card rewards sites)
2. LAX and City/branded items - Branded items preferred over generic options on website. Hoodies, jackets, t-shirts, beach towels, sunglasses, iPad cases.
3. *Gift cards*
 - Starbucks
 - Proud Bird
 - LAXceptional gift cards good at any LAX concessions (similar to Visa/MasterCard gift cards)
 - Trader Joe's
 - Uber/Lyft gift cards
4. *LAXperiences (things to make your daily lives a little easier)*
 - Private airfield tour for you and your family
 - Opportunity to shop at DFS - during the month that the employee wins, he/she gets 25% off instead of 15%
 - Tour Private Suite
 - Tour of A380
 - Expedited badging pass
 - Parking in CTA for a day or reserved spot for LAWA employees at Admin East, Admin West, Skyview
 - Flower or food delivery by PUPs to workplace
 - Tour TBIT and lounge - lunch in a lounge
5. *Experiential*
 - Tickets to City facilities – Zoo, Travel Town, Griffith Observatory
 - Team lunch/food delivery (catered by one of our concessionaires i.e. Shake Shack)
 - Gym membership - "Class Pass" for access to multiple clubs
 - Lunch at Fire Department for two
6. *Other*
 - Customized photo with Deborah, Deputies, Company Leadership
 - Free Metro pass

ANNUAL AWARDS

1. Experiential

- Airline tickets
- Sports tickets (Rams, Chargers, Lakers, Clippers, Dodgers) - include with sports paraphernalia (shirts, mugs, etc.), autographed items
- "LAXperience Package" - Limo tour with stops at LA landmarks like Griffith Observatory, Hollywood sign, etc. Ends with performance at Hollywood Bowl.
- Cruise from Port of Los Angeles

2. LAXperiences (experiences that are unique and not easily accessible to everyone)

- Access to a lounge
- FAA Tower Tour
- Access to Private Suite
- Shopping Spree at LAX
- Access to Observation Deck for your own Happy Hour or Root Beer Float Party
- LAX Romance - Spa Xpress, wine/caviar bar, Three Forks

3. Entertainment

- Disney tickets
- Universal Studios tickets
- Ride on the Goodyear blimp, special message on blimp
- AEG/Staples tickets
- Hollywood Bowl tickets

4. Restaurants/Food

- Celebrity chef meal prepared at your home or elsewhere
- Three Forks
- Maestros Steakhouse
- Crustacean

5. Products/Things

- Cash awards
- Over-the-ear earphones (Beats, BOSE, etc.)
- FitBit
- Echo, Alexa, Ring

6. Other

- Pay your tuition/bills
- Housekeeping service
- Name a Star: star-registration.com

TIMELINE

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