

## iCARE Module #1: History of Guest Experience & Brand Statement | 10 minutes

### DISCUSSION:

We're hearing a lot about the LAX guest experience. How did we get here? This commitment to enhance the guest experience is shared by LA Mayor Eric Garcetti who has a deep commitment to and passion for improving the level of customer service throughout the city. At LAX, we get particular attention because we are the first and last impression of the City of LA. The Mayor, the Board of Airport Commissioners and LAWA CEO Deborah Flint are fully committed to the guest experience and delivering a gold-standard airport. As part of this commitment, all LAX employees are expected to participate in training so we all share a common understanding of what we are trying to achieve together.

To set the groundwork, a cross-section of LAWA employees created an action plan with a number of items they believed would improve the guest experience. This training is a key item in the action plan to ensure that employees airport-wide are all providing a consistent level of service. There are some 65 different brands at LAX that make up the various links in the LAX service delivery chain. If even one of these links is weak and breaks, that's what colors the guest's experience. And the guest won't necessarily blame the weak link, they may blame the entire chain which is LAX. It's an "LAX EXPERIENCE". So although it may not be our fault, it IS our problem. Instead of all these separate, distinct links, our wish is for all of these separate links to become one golden chain of exceptional experiences.

Our vision for the future leads us to our commitment to our guests with the creation of our brand statement. The brand statement was created by a cross-section of employees across LAX. This brand statement is not a slogan, tag line or jingle. It's the "promise" that we keep in mind for everything we do at the airport. It's what we want our guests to experience **each and every** time they come through LAX regardless of who is responsible for that service.

This is the brand statement: "At LAX, we strive to make our guest visits efficient, hospitable and memorable by providing modern, world-class facilities, services and innovation that showcase the ambiance and excitement of Los Angeles and the lifestyle and warmth of sunny Southern California."

### DISCUSSION QUESTION:

We connect our guests to the world. We are now using the word, "guest", instead of "customer". Why do you think we are doing this?

Possible responses: It's all a part of an exciting culture change that includes a shift to a hospitality mindset in which passengers are not just customers – which is more of a business transaction. Instead, they are viewed as guests in our home who feel welcomed and appreciated. The use of the term, "guest", is not just a name change; it's a culture change. It's an immediate attitude and mindset shift in the way we view and treat our passengers. The

words we use are powerful because when we change the way we speak, we change the way we act. How we treat guests and how we make them **feel** will always be so important to treat our guests with care as if they are a guest in our home.

Enjoy this video that illustrates the essence of the LAXceptional Xperience and captures the heart of the airport.

*Play Inspirational video (3:48 minutes)*

<https://vimeo.com/208917959>

Password: LAX

## **FOLLOW-UP QUESTIONS:**

1. What message does the video send about the LAXceptional experience?
2. What message are we sending by playing the song, "We're Glad You Came?"

## **POSSIBLE RESPONSES:**

By demonstrating the iCARE behaviors it shows that the guest is our priority, it builds loyalty and trust to show we care to create an LAXceptional Xperience!

## **SUPPORTING MATERIALS:**

-iCARE handout

-Video clip: LAXceptional Xperience Intro (3:48 minutes) <https://vimeo.com/208917959> |

Password: LAX

## Module #2: iCARE Overview | 10 minutes

Discussion:

As discussed in the last session, the iCARE standards and behaviors were created by a cross-section of LAX employees BY employees, FOR employees for employee development. Refer participants to the iCARE handout and discuss the ICARE standards.

To improve guest satisfaction and to propel our airport in rankings, LAX team members uphold the brand statement and demonstrate a hospitable and caring attitude with these iCARE LAX behaviors.

As a proud member of the LAX Team, I will uphold the LAX brand statement and because iCARE, I will be . . .

### **informative – showcasing all things LAX, its people, facilities, services and amenities**

- Be knowledgeable and informed
- Be present and alert
- Be proactive
- Seek out answers and be accountable

### **Courteous – exuding excitement and the warmth of LA**

- Smile and be friendly, energetic and sincere
- Be respectful and culturally sensitive
- Make good eye contact and be attentive
- Be patient with words, intent and feelings

### **Approachable – creating exceptional memorable moments**

- Be accessible and visible
- Demonstrate positive body language
- Be professional in appearance and actions
- Demonstrate a “can do” attitude

### **Responsive – demonstrating integrity and empathy**

- Empathize with a sense of urgency
- Actively listen
- Anticipate guests’ needs
- Be thoughtful and provide accurate and meaningful responses
- Be aware of safety and security risks and call (424) 646-7911 if warranted
- Help ensure clean facilities

### **Efficient & Effective – respecting our guests’ time and experiences**

- Clearly communicate
- Be resourceful
- Help ensure consistent processes and communications
- Take ownership of situations and handle with confidence

Let's now go into the airport and see how the iCARE standards and behaviors are demonstrated on the job. Watch the video and pay special attention to who you might know in the video!

Activity: Show the iCARE video (4:44 minutes)

<https://vimeo.com/210843115>

[Password: LAX](#)

Follow-up Question:

How do you currently see the iCARE standards (informative, courteous, approachable, responsive, efficient and effective) and behaviors being demonstrated in your position or within your department?

## **SUPPORTING MATERIALS:**

-iCARE handout

- iCARE Video (4:44 minutes)

<https://vimeo.com/210843115>

Password: LAX

## Module #3: iCARE Behaviors |10 – 15 minutes

Discussion:

One of the iCARE standards and behaviors is being informative.

We define informative as the following:



**Informative** – showcasing all things LAX, its people, facilities, services and amenities

Informative iCARE Tips:

- Provide accurate answers
- Attempt to find an answer
- Stay informed and knowledgeable about the airport
- Know where to go to get an answer
- Take the initiative to assist and direct the guest

There are construction improvements everywhere! We are in the midst of a \$14 billion modernization effort, including nearly two dozen projects with almost \$3 million spent per day.

We realize that construction can create a lot of anxiety, stress and confusion – not only for our guests, but for our employees, as well. Our guests deal with the construction on a periodic basis, but you deal with the construction every day – whether it's on the roadways approaching the airport, taking the parking shuttle to the Central Terminal Area (CTA), getting around the CTA in a vehicle or by foot. We know it's tough and we acknowledge that. So thank you for dealing with all of the many challenges just to get to and from work. It will be painful for a while, but I hope you'll agree that the end result of all of this construction will be well worth the wait. We'd like to share with you a couple video clips of the future of LAX.

Activity: Show LAMP video (1:27 minutes)

<https://www.youtube.com/watch?v=8i44peNVWCU>

Show Midfield Satellite Concourse video (1:00 minute)

<https://www.youtube.com/watch?v=ZmTspcwv1Fs>

We have many tools to assist you so you can be INFORMATIVE.

The Modernization handout is a quick glimpse of the construction projects. All of this work is being done to improve the guest experience and deliver a gold-standard airport, which is our vision.

## Discussion Questions:

1. What are the resources and tools to keep you up to date on the construction?

Possible responses:

Websites: [www.flylax.com](http://www.flylax.com)

Construction Updates: <https://www.lawa.org/en/lawa-tenants-411/guest-experience>

2. How can you provide accurate answers to our guests?
3. Share a time when you had to be proactive in solving a guest problem.

Let's review being Courteous and Approachable.



**Courteous** – exuding excitement and the warmth of LA

## Courteous iCARE Tips:

- A smile is universal across all borders and cultures
- Smile and greet with “Good morning” or “Good afternoon” or “Welcome”
- Smile and greet with “Have an LAXceptional Xperience Day”
- Be positive with, “I’m here to help.”
- Be respectful and offer an empathetic ear and listen
- Give a warm thank you by saying, “Thank you” or “My pleasure” or “You’re Welcome”



**Approachable** – creating exceptional memorable moments

## Approachable iCARE Tips:

- Be visible by wearing your badge or visible ID
- Engage in discussion by asking, “How can I assist you today?”
- Be ready to give direction and use an open hand or two fingers when pointing
- Be attentive with eye contact, smile, sitting or standing upright with open gestures
- Create a memorable moment by helping others in need

## Discussion Questions:

1. How do you typically greet a guest?
2. How do you demonstrate respect to guests and co-workers?
3. How do you demonstrate positive and open body language?

Let's discuss Responsive, Efficient and Effective.



**Responsive** – demonstrating integrity & empathy

Responsive iCARE Tips:

- If someone is looking lost and confused, approach and assist
- Be proactive and offer two alternatives to situations
- Empathy provides comfort to our guests to show we care
- Demonstrate patience by actively listening with eye contact, nodding your head to show your listening and understand
- Acknowledge a guest's concerns by saying, "I understand how you feel" or "I understand how frustrating this must be" or "I see what you mean"



**Efficient & Effective** – to respect our guests' time and experiences

Efficient & Effective iCARE Tips:

- Stop what you are doing to assist and engage the guest
- Take ownership and find the answer for the guest
- Listen with your eyes by observing body language
- Listen, let the guest tell their story and don't interrupt

Discussion Questions:

1. Share a time when you had to demonstrate patience with a guest or co-worker?
2. Discuss a situation where you had to respond in a quick and thoughtful manner?

## **SUPPORTING MATERIALS:**

-iCARE handout

-Modernization handout

-LAMP Video (1:27 minutes) | <https://www.youtube.com/watch?v=8i44peNVWCU>

-Midfield Satellite Concourse Video (1:00 minute)

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