

iCARE Training and Rewards – Barbara Yamamoto, Chief Experience Officer

TRAINING

The deadline to complete iCARE training was June 30, 2018. To date, 12,701 employees completed the formal training with a combination of classroom, onsite, train-the-trainer and computer-based training (1,300 employees did computer-based training in one month). iCARE training has also been folded into the badging process similar to the security/safety video and accounts for 55,324 training touches.

For those who have not completed the training, the Guest Experience Team is reaching out to them for their plans on completing the training (when and how).

In addition – Gateway to LA, which represents all the hotels, private parking shuttles and businesses along Century Boulevard, has asked for the iCARE training as well as an extension of the LAX journey. They want to be informed of what's going on at LAX so they can be part of the overall iCARE mentality and program. Deborah Flint asked if there were any other groups that should be considered for iCARE training.

REWARDS AND RECOGNITION

The rewards program is still going strong with 667 recognitions coming in the second quarter for a total of 860 recognitions since the program began in January. A nice trend is comments from our guests saying that it's not WHAT the employees are doing as part of their jobs, but HOW they are doing it. High caliber of comments coming in with great examples of behaviors that should be emulated.

Reminder of the process: Everyone who is recognized gets a certificate. Each quarter, a random drawing is held in which three employees are selected from each terminal and 10 employees in airport-wide capacities. Those employees are part of the Wall of Fame. In addition to a certificate, they get a special code to redeem for prizes.

LAXtra Mile winners are those employees who have gone above and beyond their normal course of duties. The selection committee met and vetted 11 nominees (from an original group of 60) and selected five winners that will be announced at the upcoming awards celebration. The 2nd quarter awards celebration is on August 8, following an abbreviated Partners Council meeting. Those who won perpetual trophies last quarter are encouraged to return the trophies to Darcy Driscoll of the Guest Experience Team at (424) 646-6777.

Customer Service Experts, LAWA's employee engagement consultants, created a case study that provides a nice overview of the iCARE program and its many components and results.

Los Angeles Federal Executive Board Public Service Award – Keith Jeffries, TSA Federal Security Director

On June 28, 2018, TSA and LAWA received the "Public Service Team Accomplishment Award" in recognition of the iCARE training from The Greater Los Angeles Federal Executive Board which represents 21 federal agencies in the region. An excerpt from the commendation reads, "The feedback we have received from the workforce has been amazing. Everyone who takes the training is excited that finally, as a team, all employees working at LAX receive the same customer service training. The iCARE training initiative was a huge success at TSA-LAX due to the partnership and collaboration by all LAWA and TSA stakeholders. This training success clearly demonstrates the commitment and dedication everyone had with this project. Starting from the planning stages to scheduling and to the execution of the training, everyone went above and beyond and played a critical role making this program a success."

ASQ 2nd Quarter Results – Anne Shea, Guest Experience Specialist

ASQ results for April, May and June show overall guest satisfaction at 3.87, a 3.75% increase since we began getting ASQ scores in January 2016. Typically, second quarter scores are much lower than first quarter scores, but this time, we were flat from 3.88 in the first quarter to 3.87 in the second quarter. We are on a path of continuous improvement.

Terminal Walks Update – Anne Shea, Guest Experience Specialist

Following airport-wide initiatives like training and Wifi, the Partners Council agreed that walks in each terminal was the next step to drill down and address all the unique attributes and opportunities at the terminal level. The first round of terminal walks has been completed and action plans have been created addressing areas including ambience, amenities, cleanliness, facilities, technology and wayfinding. In each category, responsibility falls across the spectrum including LAWA and its partners. All categories have more than one organization responsible for action items in that group. Discussion about the terminal walks concluded that the walks are an effective way of communicating and collaborating, resulting in actionable outcomes.

Mystery Shops – Anne Shea, Guest Experience Specialist

A mystery shop comparison of Quarter 1 versus Quarter 2 demonstrates an increase in the number of employees rated at 90% and above.

Partners Council Action Plan – Barbara Yamamoto, Chief Experience Officer

Members were asked to review suggestions and ideas in the Partners Council action plan and communicate if certain items should be escalated.

Administrative

*To access ASQ scores and Partners Council agendas, minutes and handouts, please visit this new Tenant 411 online location: <https://www.lawa.org/en/lawa-tenants-411/guest-experience>
Scroll to either "Survey Results" or "Partners Council"; 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.

Next Meeting

Wednesday, August 8, 2018

1 p.m. to 1:30 p.m. – LA Next Conference Room

Followed by 2nd Quarter Awards Celebration

1:30 p.m. to 2:15 p.m. – Samuel Greenberg Board Room