

iCARE Training and Gold Stars Celebration – Barbara Yamamoto, Chief Experience Officer

A computer based training (CBT) module is now available at <https://icare.bssnet.com>. It takes about 30 to 40 minutes to complete and participation is automatically tracked. The CBT is an addition to training options that include:

Classroom training (June 20 and 21)

Group onsite sessions

Train-the-Trainer

Chunked training (10-minute segments that can be shared during staff meetings, shift briefings, etc.)

This suite of options will help achieve the goal of completing training by June 30, 2018.

Lori Peters of AVAirPros asked for a list of airline participation. Barbara Yamamoto to provide.

On May 21, the first-ever Quarter 1 Gold Star awards celebration was held based on ASQ and mystery shop scores. Winners and a video are posted on www.flylax.com/stars. Congratulations to all the winners! The event received very positive feedback and a lot of people indicated that healthy competition is a great way to move the guest experience needle.

Awards celebrations were envisioned as quarterly to align with the ASQ and mystery shop scores which come out quarterly. However, want to ensure that time commitments are respected. Discussed frequency of awards ceremonies. An annual awards ceremony will be held, but how often should other ceremonies be held? It was decided that the ceremonies should be quarterly, but should be held immediately following the regularly scheduled Partners Council meetings.

J.D. Power Study Results, Wave 3 – Anne Shea, Guest Experience Specialist

In Wave 3 (February – April 2018), LAX scored 735 on a 1,000-point scale which is a 23-point or 3.1% increase over 2017. LAX scores have improved approximately 10% since the surveys began in 2015. LAX continues to lead mega-airports (32.5M+ passengers annually) in improvement. However, LAX scores last amongst mega-airports. Orlando is the highest rated mega-airport at 783.

Terminal Walks Update – Anne Shea, Guest Experience Specialist

Walks for each terminal have been completed with approximately 155 action items included which are tracked and monitored. The second round of walks will begin in late June. A review of the parking garages was also completed. A walk of the FIS areas will be scheduled separately as it became too unwieldy to incorporate into terminal walks.

Business-to-Business Survey – Amy Willard, Guest Experience Manager

LAWA is conducting a review its business practices, policies and procedures to achieve greater efficiency and effectiveness with a survey with all business partners in June/July conducted by Unison Consulting. Partner’s Council members were encouraged to participate. All comments will be anonymous.

Metis Analysis – Amy Willard, Guest Experience Manager

In addition to in-person surveys and other traditional feedback mechanisms, LAWA is now utilizing Metis, big data research that analyzes the voice of the guest utilizing Artificial Intelligence to assess Emotional Intelligence by looking for words and phrases that correlate with important guest experience metrics. As the first airport to utilize this research, LAX listened to the voices of nearly 17,000 guests and has benefited from Metis insights that define root causes or offer evidence that leads to root causes when supported by other internal metrics and research. Not only does Metis tell you WHAT people are talking about, and how they feel about these things, it also tells you WHY. A five-minute video was shared intended to start conversations about possible remedies: https://youtu.be/ZTY84v8_UUA

Partners Council Action Plan – Barbara Yamamoto, Chief Experience Officer

Suggestions and ideas that come up during Partners Council meetings are captured in an action plan. The latest addition to the action plan was a suggestion for prior notification of full parking garages so guests can make better informed decisions. Changeable Message Signs have been programmed and positioned earlier on in the journey and other options are being considered. In addition, a review of all the transportation issues at the airport needs to be reviewed.

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, July 19

2:30 p.m. to 3:30 p.m. - LA Next Conference Room