



Guest Experience Partners Council Agenda September 9, 2020

- Labor Day Recap
Michael Christensen, LAWA Deputy Executive Director,
Operations and Maintenance
- Getting Passengers Back/Touchless Experience
Michael Christensen, LAWA Deputy Executive Director,
Operations and Maintenance
- Travel Safely Ambassadors
Barbara Yamamoto, LAWA Director of Guest Experience and
Innovation
- ASQ Update (Q2 2020 Results, New Health-Related
Questions, and Global Survey)
Tomi Brent, LAWA Guest Experience Manager
- ASQ and LAXtra Mile Winners
Barbara Yamamoto, LAWA Director of Guest Experience and
Innovation
- Open Forum – Issues and Opportunities from Partners
Council

Travel Safely Ambassadors



Welcome to LAX!

Just a reminder that face coverings are required.



If you don't have one, please see me.
Thank you!

Travel Safely at **LAX**

FlyLAX.com/TravelSafely



Face Covering Options

- Personal Protective Equipment vending machines on Upper/Departures levels, pre-security.
- Select concessions (for sale)
- Information booths on Lower/Arrivals levels (free)
- Travel Safely Ambassadors in Terminal 1 and Tom Bradley International Terminal (free)

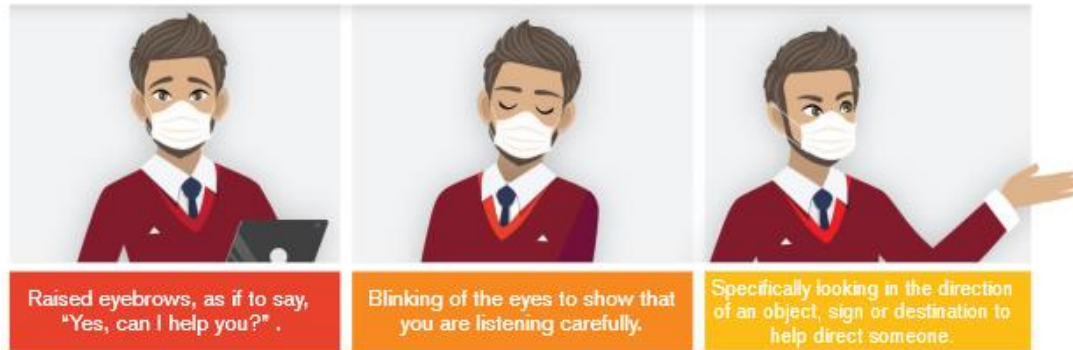


**All Airport Employees
are Travel Safely
Ambassadors**

LAX

| EYE GESTURES

It is possible to say a lot without saying anything at all – especially with your eyes – when you are wearing a mask. Gestures made with eyebrows, eye lids and overall eye movements can help you to reinforce what you are saying and help the listener better understand you. Some effective methods include:



| HEAD AND FACIAL GESTURES

Although your face may be covered and your voice is muffled, it is still possible to support your voice with gestures using your head and face, similar to the concept of "smiling" over the phone, when a customer can actually "hear" a smile in your voice.

- Give a quick head nod for "yes," or while you say a positive comment or want to respond positively to a customer or coworker.
- Shake your head when saying, "no," to support your verbal response to a customer or coworker. Be sure to maintain positive eye contact while gesturing, "no."

By harmonizing eyebrows, eye contact, facial and head gestures, you will more rapidly get your point across and will be more easily understood by the listener.



| HAND GESTURES

The megaphone for all the other communication tactics, your hand gestures help to reinforce your verbal and nonverbal communication and effectively convey your message to customers and coworkers. Here are some examples of some common gestures and what verbal response can accompany them, or what they convey nonverbally:



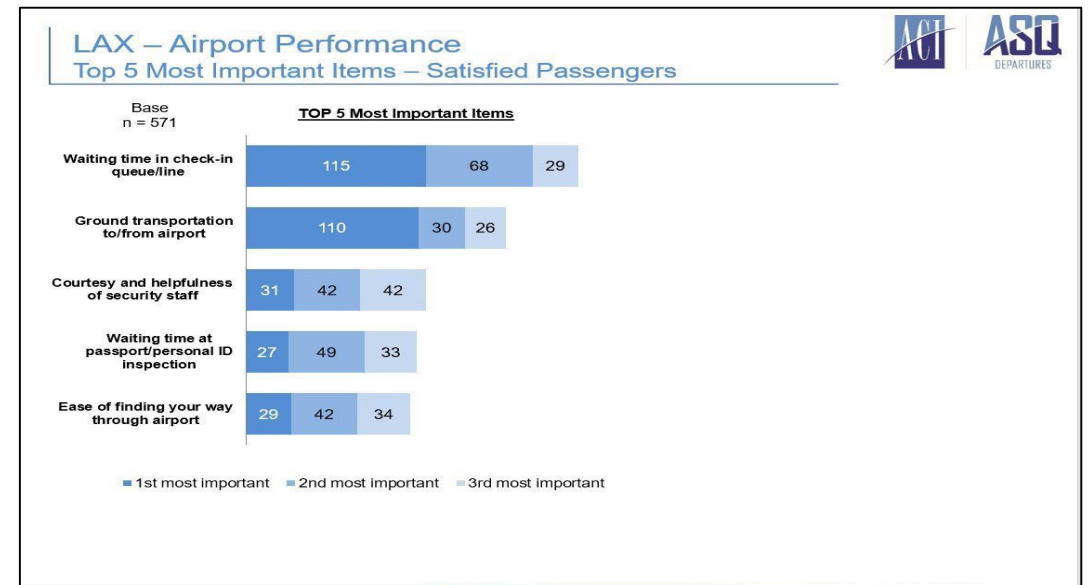
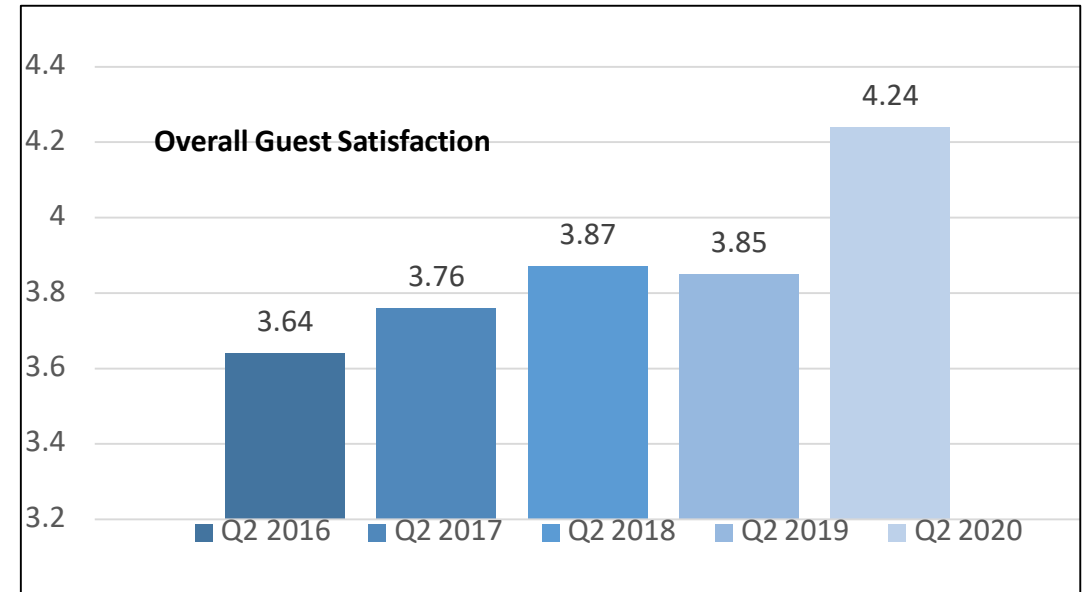


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ASQ Survey Results Q2 2020 – Overall Guest Satisfaction

- **Overall guest satisfaction for Q2 2020 is 4.24**, a 10.1% increase from the same period in 2019.
- LAX ranked 63 out of 71 participating airports. In Q2 2019, LAX ranked 308 out of 349 airports.
- 4.64 is the average overall satisfaction score for all participating airports.
- 572 surveys were collected in Q2 2020; 3,199 were collected in Q2 2019. Due to Safer At Home orders, surveys at LAX were only collected in June.
- **The top five things that matter most:**
 - Wait times check-in
 - **Ground Transportation**
 - **Courtesy and Helpfulness of Security Staff**
 - Wait times at security
 - Wayfinding



New Questions to Measure CX during COVID-19 Outbreak



ACI ASQ is looking for ways to adapt the current Departures survey to cover the new reality that passengers are facing since the coronavirus outbreak. While the key steps of the passenger journey remain the same, passengers have a new set of expectations in regards of their own health safety.

A few questions will be added in the tablet version of the survey – after the satisfaction questions – so that the current benchmarking history would not be impacted; and comparison with data collection on paper would still be possible.

1. On a 5-pt scale: level of satisfaction with:
 - a) Efficiency of safety and hygiene measures in place
 - b) Clarity of signage and instructions to inform about safety and hygiene measures
 - c) Ability of staff to apply safety and hygiene measures
2. On a 5-pt scale: level of confidence in traveling today
3. On a 5-pt scale: level of stress experienced, if any

What to expect...

In addition to the insights on safety and hygiene measures in place, data from questions #2 and #3 will be correlated with all items measured in the Departures questionnaire to identify what are the key touch points that are reassuring and more stressful.

A light blue, stylized world map is centered in the background of the slide.

ASQ Global Passenger Survey

Objective

ACI ASQ wants to provide insights to the Member airports to help them planning for the recovery phase by understanding how COVID-19 is impacting passenger behaviors and expectations, and future travel plans

Methodology

- Online survey distributed on social networks
- 30 countries with a sample size representing international traffic in the 6 regions covered by ACI ASQ
- Total sample size: N=4,100
- About 15 questions (including demographics)



Target

- Aged 18+
- Have traveled by plane (domestically or internationally – for leisure or business) in 2019 (before COVID)

Timeline

- Data collection: **weeks of August 31, Sept. 7, 14, 21**
- **Research report release beginning of November**



Demographics

1. Gender
2. Age group
3. Country of residence
4. Number of return trips by air made to any destination in 2019 (*must be at least 1*)
5. Have traveled in 2020 since COVID?
6. Reason for most recent flight (Business or leisure)
7. Most recent flight domestic or international

Areas of Insights

- When are they planning to travel again
- Confidence level to travel at the airport
- Steps of the journey that are the more stressful
- Reasons to travel again
- Factors influencing intent to travel
- Expectations in terms of behaviors and measures in place
- Intension to consumer on-site (shops, restaurants)
- Communications (how they want to be informed)



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LOS ANGELES WORLD AIRPORTS GOLD STAR RECOGNITION

LAWA | **LAX VNY**



2019 ANNUAL

Best Check-in	Terminal 1 and Terminal 6 (4.29)
Best Restrooms	Terminal 7 (4.18)
Best Security	Terminal 7 (4.23)
Best Retail & Dining	Tom Bradley (3.43)
Friendliest	Terminal 7 (4.19)
Most Improved Terminal	Terminal 1 (+0.15)
Best Overall Terminal	Terminal 1 (4.09)
Most Improved Airline	Southwest Airlines (+0.14)
Best Airline	Southwest Airlines (4.08)

LOS ANGELES WORLD AIRPORTS GOLD STAR RECOGNITION

LAWA | **LAX** **VNY**



2020 QUARTER 1

Terminal 1

Best Check-in (4.45)

Best Security (4.24)

Best Retail & Dining (3.66)

Friendliest (4.30)

Most Improved Terminal (+0.13)

Best Overall (4.16)

Terminal 7

Best Restrooms (4.16)

Southwest Airlines

Best Airline (4.16)

Most Improved Airline (+0.13)

LOS ANGELES WORLD AIRPORTS GOLD STAR RECOGNITION

LAWA | **LAX** **VNY**



2020 QUARTER 2

Terminal 7

Best Check-in (4.58)

Best Restrooms (4.42)

Best Retail & Dining (4.15)

Friendliest (4.62)

Best Overall (4.46)

United Airlines

Best Airline (4.46)

Terminal 5

Most Improved (+0.55)

Terminal 6

Best Security (4.51)

Delta

Most Improved Airline (+0.51)

LOS ANGELES WORLD AIRPORTS
GOLD STAR RECOGNITION

LAWA | LAX VNY



LAXtra Mile Winner

Cynthia Jackson
G2 Secure



LOS ANGELES WORLD AIRPORTS
GOLD STAR RECOGNITION

LAWA | LAX VNY



LAXtra Mile Winner
Cathy Berger
Superintendent of Operations
Van Nuys

LOS ANGELES WORLD AIRPORTS
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LAXtra Mile Winner

**Airport Police
Training Unit**





**Guest Experience Partners Council
September 9, 2020**

Administrative

- Meeting agenda, minutes, handouts and survey results are available on the Tenants 411.
<https://www.lawa.org/en/lawa-tenants-411/guest-experience>
- Visit www.lawa.org
Click “Tenants 411” (may have to use navigation arrows to rotate the carousel with the large photographs)
Click “Guest Experience” in right-hand blue navigation panel (no user name or password required)
- 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 Call

October 14, 2020

1 p.m. to 2 p.m.

Webex Info to Come