

Responsible Party	Discussion Topics
<p>Barbara Yamamoto</p>	<p>Introduction of Michael Christensen, Deputy Executive Director – Facilities, Maintenance and Utilities Group</p> <p>Guest Experience Charter Discussion regarding the endorsement of a charter signed by airport partners to deliver the airport brand. Additional discussion on how the charter would formalize the LAX partnership and show externally, our commitment to enhance the guest experience together. Charter will be more specific than our brand statement and will demonstrate a commitment that we are all in this together. It outlines the commitment we all endorse to deliver the airport brand. It is generally co-branded with the partners’ logos.</p> <p>Question was raised by Jim Moses (AA) if we are able to measure scores of airports that have charters versus those that don’t. GET will research this topic. Additional question asked about how the charter would be used and how partners would commit to it? Must determine and communicate the value of the charter.</p> <p>Action item: Guest Experience Team will draft charter and share with the full Partner’s Council for review.</p> <p>Airport-wide Employee Training Program Employee feedback on training launch was discussed. Training launched on May 9 (currently in third week of training)</p> <p>Changes to program</p> <ul style="list-style-type: none"> - Originally allotted only a certain number of slots per class per group to get a good mix, but GET quickly found that this was too limiting. Some groups could only send people on a certain day due to scheduling issues. Training is now open-ended. - First phase (May – August) was for LAWA frontline (GEMs, VIPs, custodians, traffic officers, inspectors). Guest Experience has now opened up the training to concessions. Worked with concessions training coordinators. <p>Badge Office is now running three videos in the lobby. The improvements video and the intro video will run at the top of the hour and at the 30. The iCARE video will run at the 15 and 45 of every hour. iCARE video will be included in Certified Training Curriculum shortly.</p> <ul style="list-style-type: none"> • Train-the-Trainer process (action items from prior meeting) We would recommend the following steps: Step #1: Communication Campaign – LAX Council Step #2: Launch Survey Step #3: Trainer Selection Process Step #4: Pre-work & TTT Announcement Step #5: Attend TTT workshop in October Step #6: Implementation of iCARE workshop Step #7: CSE support and follow up Incorporate into existing training programs at the beginning of the year after the holiday season. • Inclusion of interns (action item from previous meeting) Susan Yandell – Glendale Community College interns, June 15 United Summer Associates <p>Action Item: Training deadlines set for February 2018 for companies/organizations with less than 100 employees and June 2018 for larger companies with more than 100 employees.</p>

Guest Experience Rewards and Recognition Program

- Feedback was incorporated into the draft rewards and recognition program
- There are six proposed components: On-the-Spot Recognition, LAXtra Mile, Quarterly Terminal Recognition, 100% Mystery Shop Recognition, Training Participation, Annual Awards Celebration
- Potential issue identified for partners that have employees not associated with a specific terminal. Question was asked how we will reward/recognize employees not assigned to a terminal. Guest Experience Team will research this on how to address and identify solution/alternatives.

Guest Experience Initiatives

- Signage Focus Group – This will be presented at the July meeting
- Midfield Satellite Concourse Guest Feedback – event will take place on June 28 to raise awareness of the MSC and collect feedback.

ASQ Value for Money (VFM) Scores

- Presentation made on the Q1 2017 Value for Money Scores (Eating and Shopping Facilities)
- LAX scores were compared against California, North American and >40 M passenger airports
- LAX VFM scores are comparable to SFO and significantly better than LGA
- Discussion on setting targets for moving LAX scores to comparable airports in North America
- Comparison made on the various demographic groups (gender, travel purpose, age)
- Comment analysis is a new subscription that LAX added in Q1 2017 (best, worst and additional comments)
- LAX Terminal Averages were identified and compared (TBIT and T2 were highest) (T3 was lowest)

Comments/Discussion

Partners Council Follow-up Discussion

- Lori Peters gave kudos to American and Southwest Airlines for their consistent participation and engagement in the Partners Council. Discussion on how to gain higher level of participation from other LAX airlines.

Tenant 411

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