



## LAXceptional Xperience Performance Management Program MYSTERY SHOP EVALUATION COMPONENTS

### Objectives:

- Leverage several types of evaluations designed to reinforce the new airport-wide iCare culture and assure the effectiveness of iCare training.
- Assess potential trending on key performance issues that when combined with other measurement tools (such as customer satisfaction surveys or operational audits) will help predict and anticipate future trending on Airport Service Quality (ASQ) and other standards for industry performance.
- Capture and gauge the same journey that guests travel without distracting employees from their normal course of duties. The evaluators do not “test” how employees react to disgruntled passengers.

### Mystery Shop Tools:

- **Enhanced Employee Interaction (EEI)** evaluation: A comprehensive 20-question evaluation that includes a meaningful, realistic interaction with all types of passenger-facing members of Operations. Personal interaction includes a question that touches on the iCARE behaviors: Informative, Courteous, Approachable, Responsive and Efficient & Effective.
- **Targeted Mobile (TM)** evaluation: A targeted, observation-based interaction with TSA or security employees. The 17-question evaluation is also based on the iCare standards, but does not include personal interaction with the employee for safety and security reasons, as well as for efficiency sakes.
- **Concessions** evaluation: Measures not only iCARE behaviors, but also concessions-specific performance issues that can directly impact non-aeronautical revenue at the airport. These 25-31 question evaluations also address clarifying questions, upselling, suggestive selling and merchandise knowledge.
- **Passenger Journey** evaluation: Comprehensive, 109-question assessment of a realistic passenger experience from curbside to gate. The departure journey starts with parking and moves through 12 key passenger touch points ending gate side. Then, the arrivals component evaluates 8 key touch points ending at either ground transportation or the parking payment/exit experience.

### 2017 Quarterly Evaluation numbers:

- 54 Targeted Mobile (2 X 3 Job functions X 9 Terminals)
- 159 Enhanced Employee Interaction (EEI) (2 per job function X 9 terminals)
- 386 Concessions (2 per location per quarter)
- 27 Passenger Journey (1 per month X 9 terminals X 3 months)

### 626 Quarterly Evaluations

## **BENCHMARKING**

A set of 614 baseline evaluations comprised of Enhanced Employee Interactions and Targeted Mobile evaluations were conducted in late April/May to benchmark pre-activity data to establish a baseline from which to gauge service improvements. This data will be retained for comparison purposes as we move forward.

## **Q3-2017 & BEYOND**

The regular mystery shop evaluation process will begin July 2017. The 626 anticipated quarterly evaluations will be divided over the quarter by terminal. Terminal activity will have a varied rotation to prevent identification of an evaluation pattern.

- Following each month of mystery shop activity, companies and divisions located in the terminals evaluated will be invited to attend consultation sessions to review the terminal results and explore the success and opportunities revealed.
- For the balance of 2017, mystery shop data will be used for monitoring improvement and aligning with other measurement information from ASQ, JD Power and LAX conducted surveys. In January 2018, completed evaluations will be shared with appropriate division and company representatives. This will allow for the iCARE standards to be rolled out and embraced at LAX before accountability for results is a consideration.
- Quarterly Executive Summaries are prepared following the end of quarterly activity and presented to key program staff for review and appropriate distribution.

## **OUR EVALUATION TEAM**

Utilizing the First Source Hiring program, the LAXceptional Xperience program brought on a team of 35 new evaluators from LA and surrounding areas that were coached and prepared to conduct these evaluations. These professional evaluators will be rotated throughout the terminals to assure fresh and varied perspectives monthly. New evaluators will be added to the mix as needed.