

Training Participation/ Options – Barbara Yamamoto, Guest Experience Team

Based on the last meeting in which Lori Peters of AvAirPros relayed that airlines are having difficulty scheduling classroom training, Ms. Yamamoto reported that LAWA is working on two new training options in addition to open classroom training, onsite group training, and train-the-trainer options:

Training Modules – LAWA is working on a series of 10-15 minute modules that can be housed on an existing LAWA platform. The existing classroom content would be broken down into “chunks” of information that can be relayed during meetings, briefings, tailgates and other employee forums.

Computer Based Training – LAWA can use an existing training platform used for emergency preparedness training. Will use existing classroom content and videos.

Train-the-Trainer sessions still going strong with two more sessions scheduled January 16 and 17. Will have 133 certified trainers at the end of sessions. Follow-up with the trainers occurs every 30, 60 and 90 days to ensure that training is taking place.

Reminder that the deadline for the training is February 2018 for companies with less than 100 employees and June 2018 for companies with 100 or more employees.

Posters with iCARE standards/behaviors and modernization projects were shared to keep iCARE standards top of mind and to share information about projects underway, as part of the iCARE standard to be informative. If you need more posted, please email guestexperienceteam@lawa.org.

Deborah Flint acknowledged that the one-on-one meetings with the airlines were beneficial and encouraged AVAirPros to schedule similar meetings in the future. When asked if similar meetings should be held with concessions and ground transportation providers, Ms. Yamamoto responded that the concessionaires have been very engaged and that she has met with ABM who is also actively participating in the training.

Terminals 1, 4 & 5 Walk-Through and Action Plan – Anne Shea, Guest Experience Specialist

Ms. Shea shared the action plan that was created as a result of walks in Terminals 1, 4 and 5. The action plans are available on the Tenants 411. The objective of the walks is to identify short-term guest experience enhancement opportunities mainly inside the terminals, but will be extended to the landside and parking garages. The Guest Experience Team and Operations have consolidated walks to avoid duplication.

After reviewing Terminal 1 ASQ data and identifying pain points, it was determined that the goal of the walk would be to enhance comfort and aesthetics. Action items include improving signage to help guests find concessions and creating better visuals on blank construction.

In Terminals 4 and 5, the focus was on cleanliness. Jim Moses of American Airlines reported that he has seen progress and improvements, especially in regards to signage. Ms. Shea also reported that power outlets were restored, which was a high priority.

Ms. Shea reported that additional terminal walk-throughs have been scheduled through the end of the year.

The Partners Council members were extremely supportive of the terminal walks. Blayne Esparza of Westfield noted that the tracking sheet/action plan is a great tool to ensure success.

ASQ/Partners Council Focus Areas – Justin Erbacci, Chief Innovation and Technology Officer

Every Partners Council meeting will focus on a key area that has been identified as most important either by ASQ results or feedback from terminal walks. This month's focus area is connectivity issues. Justin Erbacci provided an update on cellular improvements, as well as innovations that will help improve the overall guest experience.

Key points included:

LAWA was selected as an "innovation airport" by TSA. Projects included Automated Screening Lanes and biometrics screening at select gates in TBIT.

CBP collaboration includes innovation such as Mobile Passport Control and a biometric exit program.

Digital strategy is to get all information and services communicate with passengers, employees and stakeholders through any device and channel. New and improved channels include web/mobile sites and wayfinding.

Exploring and piloting new services such as an interactive kiosk, Alexa, Facebook Chat, food and retail purchasing, smart parking, a loyalty program, smart restroom technology, and a robot for wayfinding and entertainment.

Erbacci said that LAWA has come to an agreement with all four major cellular carriers (AT&T, Sprint, T-Mobile & Verizon) and that documents are being prepared for signature. Implementation project to be kicked off this month in a phased approach. Services intended to cover public spaces and LAWA/tenant operational areas. Cellular companies will work through single General Contractor/Project Manager. Will leverage common infrastructure. Deployments will facilitate future upgrades, e.g. 5G, without significant re-work. Finding space for equipment in terminals will be challenging.

Rewards and Recognition Update – Barbara Yamamoto, Guest Experience Team

At the end of the month, LAWA is preparing for the launch a rewards program to recognize LAX employees who have demonstrated the iCARE standards throughout their daily interactions with our guests. Recognition is simple and can be done in several ways:

Website: flylax.com/stars

Texting

QR code

In addition, hard copy recognition certificates will be placed info booths and other public counters (ie. badging, parking offices, permits, HR, etc.) for immediate delivery.

The Intranet will be a key piece of the rewards and recognition program as it will be the main portal through which employees can be recognized and also redeem rewards.

Tracking Partners Council Action Items to Ensure High Performance – Barbara Yamamoto, Guest Experience Team

As the Partners Council is focused on action and results based on collaboration, LAWA has created an action plan based on the feedback provided by members since the Council's inception. The action plan ensures the Council stays on track and stays focused on results. Each meeting, we will add items that come up as a result of our discussions.

Open Forum – Issues and Opportunities for the Partners Council

Lori Peters asked to add a policy decision about Smarte Cartes utilized by airport employees for passenger/guest use.



Tenant 411

To access ASQ scores and Partners Council agendas, minutes and handouts, please visit:

<http://www.lawa.org/tenants411/>

Click “Guest Experience” in red box

Access either “Survey Results” or “Partners Council”

Username: tenant411noreply@lawa.org

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.