Airport Customer Service Overview Briefing

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AV Customer Experience &

Brand Strategy

Port of Seattle®

AV Customer Service Department Background

- AV Managing Director established the department in May 2018 to create a more intentional focus on improving the customer experience at SEA

- Primary functions include:
  - Front-line customer service representatives (Pathfinders, Volunteers)
  - Communications
  - Airport-wide training & recognition programs
  - Airport Lost & Found Office contract
  - Conveying the customer's perspective in decisions and discussions across the airport

Customer Satisfaction Measurements

CS leads an airport-wide team in developing and executing strategies to improve customer satisfaction rankings

- **Key Benchmark: Airport Service Quality Survey**
  - International (320 Airports in 80 countries); 25 Peer Airports
  - 2500 passengers surveyed quarterly; 28 key attributes
  - Six focus areas at SEA: washroom cleanliness, Wi-Fi, security screening, staff courtesy, wayfinding, and comfort at gate hold rooms
- **Skytrax** has a prestigious five-star rating system for airports and airlines; also conducts stand-alone comprehensive reviews ; Dec. 2018 review
- **J.D. Power Survey:** high consumer recognition; #13 of 20 peer airports

Customer Satisfaction Measurements

2019 Aviation Division Goal:

Attain and exceed the five-year average ASQ scores for at least two of the six key service attributes

Recent Wi-Fi Improvements:

- Installing access points to expand coverage

- Eliminated log-in requirement and increased time before session timeout

ASQ Score: 5 Year Avg. – 3.82   2019 Q1 – 3.85

ASQ Focus: Staff Courtesy and Helpfulness

Improvements Underway:

- Customer Service Training Curriculum:
  - Over 58% of POS airport staff have participated in WE ARE SEA customer service classes in 2019
  - Several external stakeholders are also being trained (e.g. TSA)
  - Dedicated "train the trainer" staff cohort
- Hired Pathfinder Manager
- Hiring Volunteer Coordinator to grow the 20-year program; Currently have 80 dedicated volunteers with potential for more
- Increasing engagement with AV Operations and customer service contract staff (VIP Hospitality) in Federal Inspection Services area

ASQ Score: 5 Year Avg. – 4.27   2019 Q1 – 4.28

BEST AIRPORT STAFF SERVICE
IN NORTH AMERICA - 2019

WORLD AIRPORT
SKYTRAX
WINNER
AWARDS 2019

SEATTLE-TACOMA INTERNATIONAL AIRPORT
Port of Seattle

Customer Experience Initiatives & Programs

Internal & External Stakeholder Groups:

- **Customer Service Excellence Action (SEA) Team**

  - Engaged in program development: WE ARE SEA training and an airport-wide employee recognition program (launching in late 2019)

- **Sea-Tac Frequent Traveler Committee**

- **S.M.I.L.E.S.:** Sensational Art, Music, Immersive Innovations, Live Performances, Eating & Seating

- **Wayfinding Roundtable**

- **SEA App Coordination**

Airport-Wide Customer Experience Initiatives

Short-term & long-term improvements needed to improve customer satisfaction:

- **Restrooms:** upgrades, janitorial, pilots (lights), apps, accessible

- **Amenities:** nursing suites, pet relief areas, meditation rooms, play areas, accessibility features, lounges, art displays

- **Hold Rooms:** new carpet, new seats w/power (B & C)

- **Airport Dining & Retail:** diverse offerings, app ordering

- **Expanded Terminal Events:** holiday parade, Lunar New Year

- **Customer Service:** information "hubs", baggage claim wait area

Customer Experience Initiatives & Programs

- **Seattle-Tacoma International Airport Brand Strategy**

  - Developing a distinct airport brand to create clear expectations for the customer and to differentiate SEA in the marketplace

  - The official name remains unchanged - will appear on major airport signage; no changes for local vernacular of "Sea-Tac" (e.g. I-5 signage)

  - Increased use of historic airport code "SEA" (e.g. on-line uses such as SEA App)

  - Continued engagement with stakeholders; Late-fall timing for introduction

- **Improving and expanding customer communication tools:**

  - Real-time engagement with customers via social, responding to phone calls and inquiries via e-mail and web site; close coordination with External Relations

Customer Service Overview

QUESTIONS?