



**COMMISSION
AGENDA MEMORANDUM**

Item No. 9b

BRIEFING ITEM

Date of Meeting June 26, 2018

DATE: June 19, 2018
TO: Stephen P. Metruck, Executive Director
FROM: Michael Drollinger, Director – Business Intelligence
SUBJECT: Customer Experience and Business Intelligence at the Airport

EXECUTIVE SUMMARY

The purpose of this briefing is to share with the Commission how business intelligence tools are leveraged by staff to support decision making, define strategy and focus resources with the goal of best satisfying community needs as they relate to the services the Port of Seattle provides.

BACKGROUND

The Port of Seattle’s 5-year plan clearly articulates the organization’s mission and vision statement as well as provides a set of supporting strategies and objectives. At the core of this planning effort is a desire to create and perpetuate the appropriate community image, as well as build and maintain the optimum constituent relationship by providing superior service quality.

In that regard, image-wise, making Sea-Tac Airport “the West Coast Gateway of Choice” for international travel; advancing the region as a “leading tourism destination / business gateway” and relationship-wise, being perceived as “the top customer service airport in North America” are specifically stated goals the Port of Seattle is focused on achieving strategically.

The Business Intelligence (BI) Department, an internal Port Center of Expertise (COE), was created to collect, filter and, disseminate data insights across the organization. Today, BI’s role has been expanded and refined with a more focused approach on (1) systematically and proactively building an enterprise information support system which supplies timely and accurate information, as well as (2) providing guidance in its application. Central to this effort is the realization that there are organizational needs to prioritize limited resources, identify and clearly understand choice options, gain consensus/agreement, and select solutions with the greatest gain in achieving the Port’s stated goals.

Using select case studies, staff will illustrate how information curated by BI is not only facilitating strategy development and resource prioritization, but also driving culture change. Staff will also share efforts underway to create a powerful and innovative enterprise data analysis and market research program that supports the need to understand what is and is not

Meeting Date: June 26, 2018

important to focus on in generating the desired community image and optimum customer relationship.

ATTACHMENTS TO THIS BRIEFING

- (1) Presentation slides

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

None