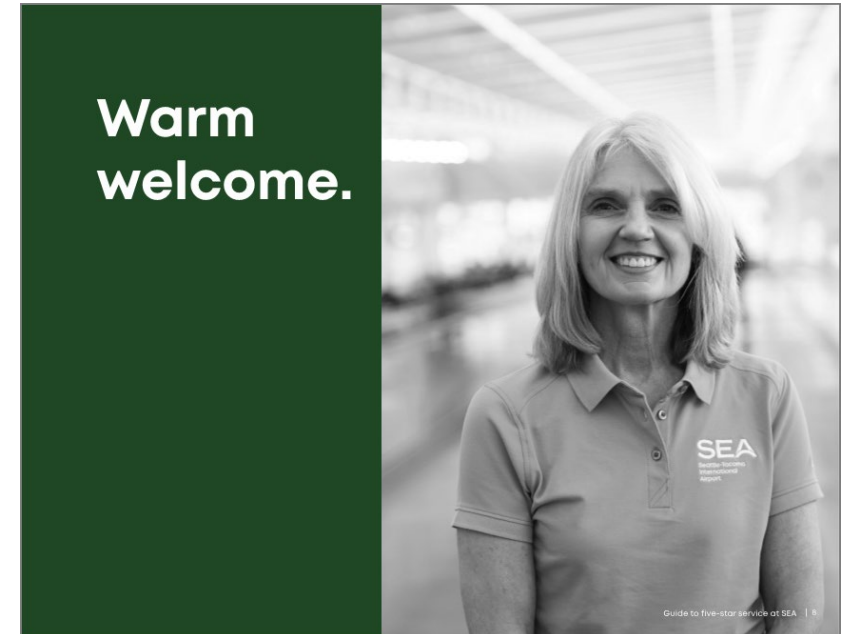


# SEA Customer Experience Quality Assurance (QA) Program

# Why is Quality Assurance (QA) important?

## QA aligns with the long-term vision for SEA:

- To deliver a world-class customer experience, as measured by ASQ and Skytrax.
- To be the most Accessible Airport in the U.S.
- Provides SEA leaders and airport tenants with valuable insights for actions to:
  - Improve Customer Satisfaction
  - Reward Positive Behavior
  - Identify Training Opportunities



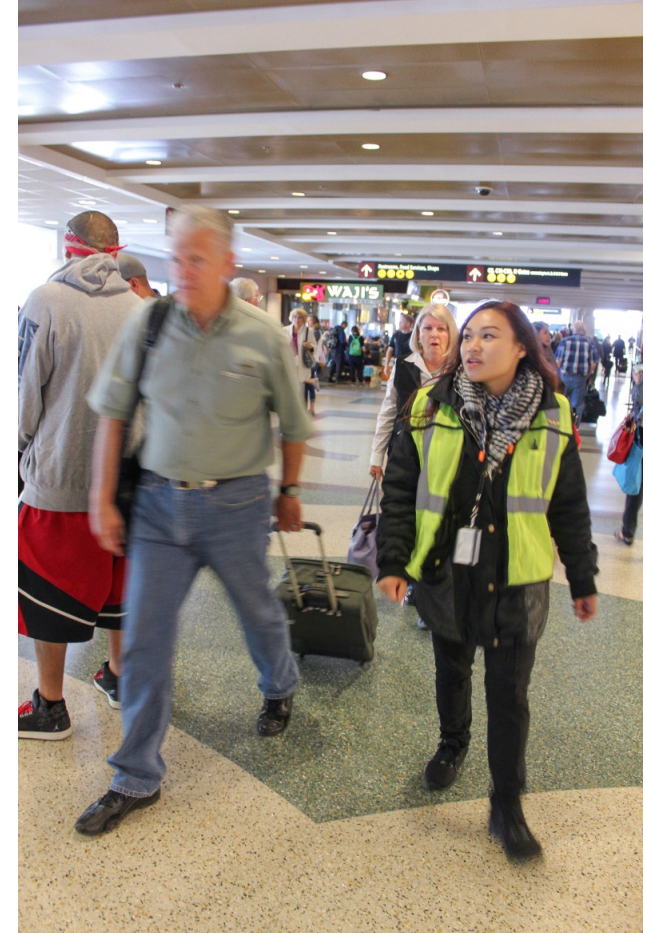
# What is QA, and how it can make a positive difference

- Measures and reinforces **employee engagement**
- Is guided by SEA's Customer Service Standards
- SEA Brand Compliance



# How will the QA program work?

- Will utilize professional evaluators, referred to as **Confidential Customer** representatives
- Anonymously pose as SEA customers to engage with frontline employees
- Observations and Experiences are reported.



# How will Quality Assurance Be Measured?

- **Confidential Customer** representatives will monitor and measure service excellence by SEA employees across the customer journey.
- QA programs are a common best practice at US airports.

## SEA Customer Journey

### Employee Engagement At Key Touchpoints



# A Layered Approach to Quality Assurance

**New for 2021**

Quality Assurance  
Program

**Confidential  
Customer**



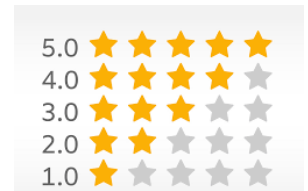
**Daily Facility  
Inspections**



**Airport Service  
Quality (ASQ)  
Customer  
Surveys**



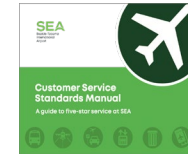
**Skytrax Airport  
Ratings**



# S★T★A★R★S★ Elevated Customer Experience Program



Standards



Training



**Assurance Program (Confidential Customers)**



Recognition



Stakeholder Collaboration



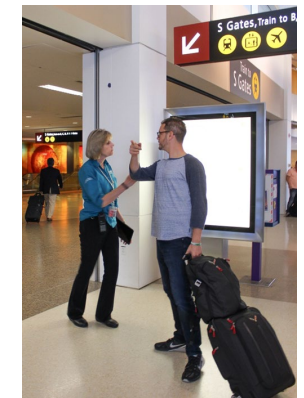
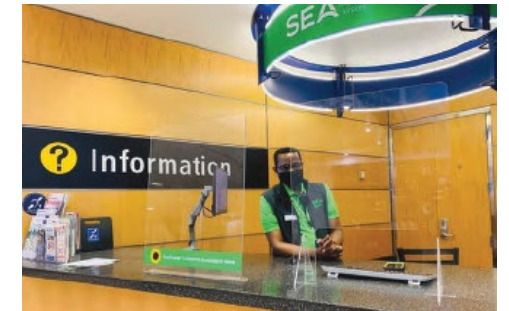
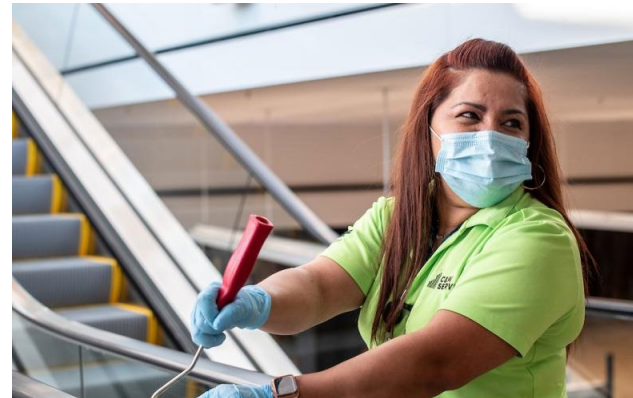


# Proposed Program Phasing

## Frontline Employee Engagement Curbside-to-Gate

### This year:

- Departures curb
- Ticketing
- Wheelchair services
- Custodial Services
- Checkpoint queues
- Security Screening
- Customer Service Representatives
- Volunteers





# Proposed Program Phasing

## Frontline Employee Engagement + Airport Dining, Retail, Parking, & Rental Car Shuttles

The QA program will be expanded to add these touchpoints in the customer journey:

- Dining
- Retail
- Parking Toll Plaza
- Rental Car Shuttles



# Questions?