

**i**

informative

**C**

Courteous

**A**

Approachable

**R**

Responsive

**E**Efficient &  
EffectiveThe logo for iCARE is displayed in a large, bold, dark blue font with a white outline. The background of the slide features a vibrant, textured image of palm trees against a bright yellow and orange sky, suggesting a sunny, tropical atmosphere.

# iCARE



"At LAX, we strive to make our guests visits efficient, hospitable and memorable by providing modern, world-class facilities, services and innovation that showcase the ambiance and excitement of Los Angeles and the lifestyle and warmth of sunny Southern California. It's all about an LAXceptional Xperience!"

**Airport Customer Experience Symposium**  
**March 6, 2019**

# The LAXceptional People Plan

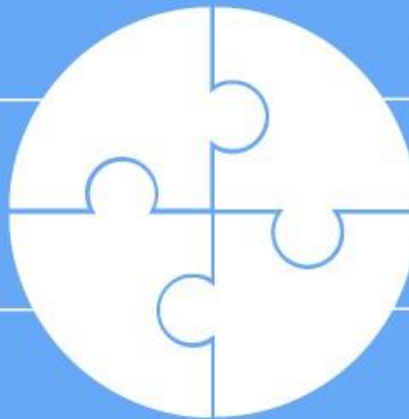
What is your strategy?

- Holistic approach with blended learning and active participation
- Classroom training; quick trains on-site; and video as part of badging process

## Training

- Training completion; improved mystery shop scores; on-the-spot recognition

## Rewards / Recognition



## Mystery Shopping

- Full airport journey
- Quick targeted interactions
- Enhanced interactions
- Coaching/consultation roundtables

## Communications Campaign

- Key to reinforcing positive behaviors and ensuring program adoption and sustainability

## Guest Experience LAWA Council





# Guest Experience Partners Council



Airlines



Concessionaires



Service  
Providers

**Deborah Flint**  
CEO & Executive Sponsor

**LAX**ceptional  
perience

**Barbara Yamamoto**  
CXO & Chair

Customs & Border  
Protection



U.S. Customs and  
Border Protection

Transportation  
Security Agency



LAWA Executive  
Staff / Managers



**CSE**

every connection counts.

*Butterfly* Consulting

# iCARE Standards and Behaviors

## Created by Employees





## HAVE YOU EXPERIENCED GOLD STAR SERVICE?

Recognize a GOLD STAR employee

CELEBRATE SUCCESS IN 60 SECONDS

[FlyLAX.com/Stars](https://flylax.com/stars)



Text "Star"  
to **52948**

Or Scan  
here!



DO YOU HAVE ADDITIONAL FEEDBACK OR COMMENTS?  
EMAIL US AT:

[GUESTEXPERIENCETEAM@LAWA.ORG](mailto:GUESTEXPERIENCETEAM@LAWA.ORG)



## At LAX, we care to be:

- i**  **informative**  
Showcasing LAX, it's people, facilities, services and amenities
- C**  **Courteous**  
Exuding the excitement and the warmth of LA
- A**  **Approachable**  
Creating exceptional memorable moments
- R**  **Responsive**  
Demonstrating integrity and empathy
- E**  **Efficient & Effective**  
Respecting our guests' time and experiences

# 100% Mystery Shops

Luis Aguilar - TSA  
James Alonzo – ICE Currency Services  
Imarana Amin – Hudson  
Maribel Avila – HMS Host  
Royce Barba – TSA  
Shatara Barber – LS & Partners Retail  
Christina Biggs – LAWA Guest Services  
Freddie Bradley – TSA  
Brittney Brown – TSA  
Mekida Burke – United Airlines  
Ramiro Calderon – Southwest Airlines  
Ava Carolina – Soto Sanchez  
Alfredo Castaneda Jr. - TSA  
Anna Pamela Chin - TSA  
John Paul Constantino - TSA  
Jeanette Corona – Southwest Airlines  
Michelle Debrau – Delta Airlines  
Erik Fagin – TSA  
Vivian Flores - Hudson  
William Fluentes – ABM  
Peyarcha Forer – HMS Host  
Damien Fuentes-Gomez – TSA  
Beto Garcia - Hudson  
Jose Garcia – Aviation Safeguards  
Alfredo Gonzalez – TSA  
Jennifer Gonzalez – Delaware North  
Byron Hansbrough – G2 Secure Staff  
Angela Hau – HMS Host  
Xavier Hawkins - XpressSpa  
Anita Henry – TSA  
Eliana Hernandez – J&H Enterprises  
Jarvis Hines – SSP America  
Sherita Hudson – HMS Host  
Alejandra Huizar – TSA  
Rodney Inagi – TSA  
Jessica Ning Jia - Hudson  
Renee Kraven - TSA  
Mike Le - TSA  
Mara Teresa Lizarrage – Delaware North  
Itze Lomeli Cuevas - TSA  
Andrea Lozano – Crews  
Henry Leung – LAWA Guest Services

Paul Lobos - TSA  
Luis Marquez- American Airlines  
Maria Mejia – Soto Sanchez  
Yajaira Meza – Delaware North  
Jake Milligan-Nolan – URW  
Marquell Moore - Paradies  
Sue Muyres – American Airlines  
Pedro Perez-Moran – TSA  
Ashley Nunes – TSA  
Narciso Phillip Omega - Hudson  
Valerie Ramirez - URW  
Gabriella Rebolar – Areas  
Tina Robinson – Hudson  
Jessica Rodriguez – Delaware North  
Yadira Rodriguez-Lopez – Delta Airlines  
Zakia Shields - TSA  
Genesis Simmons - URW  
Champaigne Stamps – TSA  
Patricia Stewart – Delta Airlines  
Karla Torres-Franco – Southwest Airlines  
Mia Wen Tu - Hudson  
Trevor Vand Brake -TSA  
Ruben Vazquez – Allegiant Airlines  
Maria Venegas – HMS Host  
Alex Vereus – Jet Blue  
Ross Webb – American Airlines  
Cory Williams - TSA  
Dolores Williams – LAWA Guest Services  
Tasha Wright – Hudson  
Helen Yan Junxian - Hudson  
Sade Young – Hawaiian Airlines  
Alfredo Zamora - TSA



## GOLD STAR "WALL OF FAME"

### **Terminal 1**

Vilma Del Carmen Ramirez, SmarteCarte  
Colleen Smith, Southwest Airlines  
Michael C. Williams, TSA

### **Terminal 2**

Maria Azher, G2 Secure Staff  
Annette Matlock, G2 Secure Staff  
Andrew Ruktoume, Delta Airlines

### **Terminal 3**

Ana Garcia, VIP

### **Tom Bradley International Terminal**

Violeta De La Cruz, Philippine Airlines  
Charles Robins, TSA  
Maria Santana, Areas

### **Terminal 4**

Frehlwot Deme, G2 Secure Staff  
Regina Morcos, Areas  
Chene Stone, G2 Secure Staff

### **Terminal 5**

Alvaro Barrientos, TSA K9  
Patrick Fisher, American Airlines  
Elisa Thompson, American Airlines

### **Terminal 6**

Edgar Ngomeni, American Airlines  
Officer Palma, Airport Police Department

### **Terminal 7/8**

Timira Gilmer, Areas  
Mercedes Ventura, United Airlines  
Mario Zepeda, United Airlines

### **Airport-wide**

Timothy Bradley, Airport Police  
Joshua Elder, FMUG  
Ramon Garcia, Van Nuys FlyAway  
Aida Kerze, Security Badge Office  
Paola Moreno, Security Badge Office  
Choung Vo, Rideshare Office

Angela Coleman, Security Badge Office  
Juan Carlos Gideon, Operations  
Alex Gorme, Van Nuys FlyAway  
Michael Law, Airport Police  
Eduardo Ruiz, FMUG  
Aaron Wiley, Airport Police





**LAX**ceptional  
perience

**GOLD STANDARD, GOLD STAR**

## RECOGNIZE

RECOGNIZE GOLD STAR  
SERVICE IN TWO MINUTES

## REDEEM

LOGIN USING AWARD  
CERTIFICATE INFORMATION

## PRIZES

BROWSE REWARDS CATALOG  
FOR PRIZE OPTIONS

Click [HERE](#) to read about our Gold Stars

Click [HERE](#) to see our LAXtra Mile Winners and their stories

Click [HERE](#) to see our Wall of Fame

Click [HERE](#) to see our ASQ and Mystery Shop winners

Click [HERE](#) to view a video about our awards program

[www.flylax.com/stars](http://www.flylax.com/stars)

At LAX, we strive to make our guest visits efficient, hospitable, and memorable by providing modern world-class facilities, services, and innovation that showcase the ambiance and excitement of Los Angeles and the lifestyle and warmth of sunny Southern California.

# Quarterly Awards

## *Mystery Shop Scores*

- ❑ Best Overall Terminal
- ❑ Most Improved Terminal
- ❑ Friendliest Terminal

## **ASQ**

- ❑ Best Overall Terminal
- ❑ Most Improved Terminal
- ❑ Friendliest Terminal (courtesy scores)
- ❑ Highest Satisfaction – Check-in, Security Process, Restrooms
- ❑ Best Rated Airline
- ❑ Most Improved Airline

**GOLD STANDARD, GOLD STAR**





# LAXtra Mile Awards



GOLD STANDARD, GOLD STAR



Please join the Los Angeles Board of Airport  
Commissioners and LAWA Executive Staff

1<sup>st</sup>

## Annual Awards Celebration

CELEBRATING A YEAR OF **LAX** *exceptional*  
*periences*

Thursday, March 21, 2019  
10 a.m. to 11 a.m.  
Samuel Greenberg Board Room

This celebration will be held in conjunction with the  
regularly-scheduled Board of Airport Commissioners meeting.

*Light refreshments will be served following the ceremony.*



For more information:  
[guestexperienceteam@lawa.org](mailto:guestexperienceteam@lawa.org)  
(424) 646-5011



**GOLD STANDARD, GOLD STAR**

### How to Recognize an LAXceptional Employee!

- 1) Complete this certificate.
- 2) Give the certificate to the employee, who will follow the steps below.

### Employee:

- 1) Scan or take a photo of this certificate and email it to [guestexperienceteam@lawa.org](mailto:guestexperienceteam@lawa.org).
- 2) Keep this certificate and show it off in your work area!

Employee \_\_\_\_\_  
 of \_\_\_\_\_ (company name or division)  
 is hereby recognized for creating LAXceptional experiences and displaying the following ICARE behavior(s):

- ☐ **Informative** – showcasing all things LAX: people, facilities, services, amenities
- ☐ **Courteous** – exuding excitement and the warmth of LA
- ☐ **Approachable** – creating exceptional memorable moments
- ☐ **Responsive** – demonstrating integrity and empathy
- ☐ **Efficient and Effective** – respecting our guests' time and experiences

Comments: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Awarded by (guest or employee name): \_\_\_\_\_ Date: \_\_\_\_\_

Company Name/Division (if applicable): \_\_\_\_\_

Email: \_\_\_\_\_

**LAX**ceptional  
 perience

Drawings will be held quarterly to recognize employees who receive certificates.

**Questions? Email** [GuestExperienceTeam@lawa.org](mailto:GuestExperienceTeam@lawa.org)



**GOLD STANDARD, GOLD STAR**







VISIT FLYLAX.COM/STARS OR TEXT STAR TO 52948 TO RECOGNIZE A STAR EMPLOYEE

“

The terminal was just full of laughter and happiness. The entire team in Terminal 5 was so helpful, smiley, and polite. I fly often and this by far was the best.

Please let them know they are greatly appreciated!

GUEST FROM FLORIDA ABOUT TSA AGENT IN TERMINAL 5

GOLD STANDARD, GOLD STAR

FlyLAX.com/Stars

GOLD STANDARD, GOLD STAR

FlyLAX.com/Stars

GOLD STANDARD, GOLD STAR

FlyLAX.com/Stars

Gold Star Video

# Is it making a difference? **YES!**

- ❑ ASQ (Airport Service Quality) overall guest satisfaction and courtesy scores are up
- ❑ J.D. Power – Increased by 56 points in the last four years (7.7% increase)
- ❑ Skytrax – Jumped 26 spots since 2015 and we are now in the Top 10 Best US Airports



# Not just a “feel good” initiative

- Happier customers spend more time and money
- Disappointed airport guests spend an average of \$19  
Pleased airport guests spend \$27  
Delighted airport guests spend \$43
- An increase of 1% in ASQ overall satisfaction generates an average of a 1.5%-increase in Non-Aeronautical Revenue

Sources: J.D. Power  
ACI World





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