

AAAE/ACI-NA

CX Symposium 2019



Snow Event

Seattle-Tacoma International Airport

From a Customer Experience Perspective

- Unusual Weather/Irregular Ops
- Prepare well in advance
- Participate in a Stakeholders' Snow Symposium - October



Create a Plan for Customer Service



Step 1: Determine On-Call Staff

- Understand Availability & Constraints
- Determine Shifts
- Determine if Customer Service has a chair at Snow desk (Or in ECC)



Step 2: Anticipate Customer Needs

- Stranded Customers
- Location of Emergency Supplies
- Airline Coordination



Step 3: Determine Point of Contact

- Weather Updates
- Airfield Conditions
- Flight Delays

Prepare Frontline Staff



Pack overnight bag



Consider transportation needs; fuel in vehicles



Secure Hotel accommodations for employees who won't be able to get to Work/Home/Work

Continue Communications

- Other staff members
- Front Line Staff



“Snowmageddon” at Sea-Tac

