



BEST EMPLOYEE RECOGNITION PROGRAM (AIRPORT)

I AM TPA

ENTRY DESCRIPTION

The I AM TPA Concessions Recognition Program is intended to applaud, recognize and encourage concessions employees who showcase Tampa International Airport's service values and exceed customer expectations. Our employees are the reason we're regarded as one of the friendliest airports in the world, and we want them to know we appreciate them. Concessionaire General Managers and Concessions Department leadership have the ability to nominate front line and back-of-house employees based on customer feedback and direct observations through an online nomination platform. On average, TPA recognizes 28 team members each month, representing about 2% of the concessions staff. Our rewards structure is as follows:



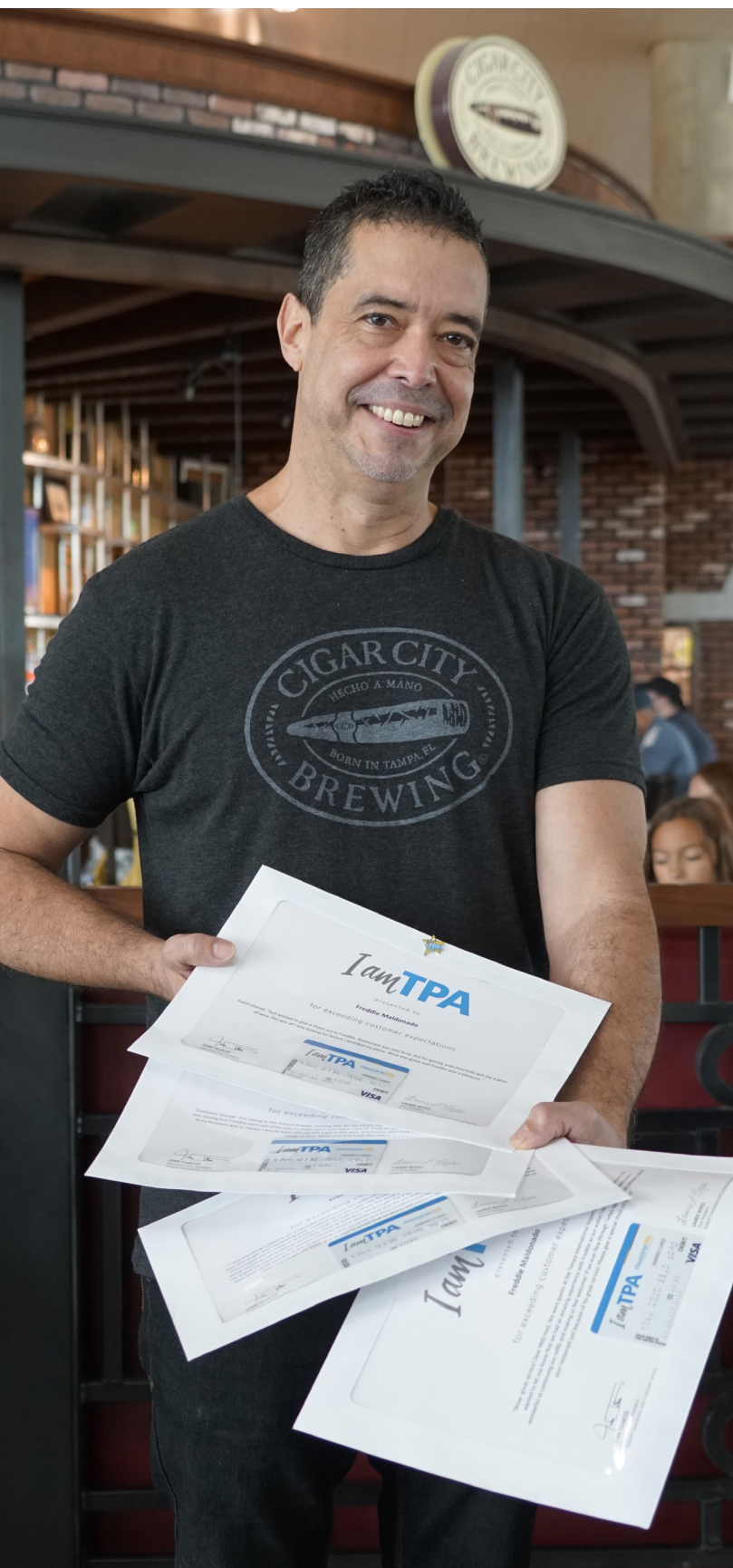
Monthly WOW Card: Up to 100 employees per month receive a WOW card, which is a \$5 voucher card that can be used on food and beverage or retail items.



Monthly Gift Cards: Up to 40 employees get a professional certificate, lapel pin, and a \$50 VISA card for receiving an online nomination. This includes customer feedback, manager feedback, and airport management feedback. Pre-COVID, the monthly awards event also included a breakfast for all recipients.



Annual Awards: Up to 25 employees are recognized annually based on multiple monthly recognitions. They receive a professional certificate, lapel pin, imprinted weekend travel bag and \$100 VISA card.



GOALS

The goal of this program is simple, yet important. We want our Concessions employees to feel valued. While others stayed home for months, these employees showed up to work every day and smiled underneath their masks so that the passengers who travelled felt at ease. We know that frontline employees who feel valued and appreciated represent TPA to the public in the manner our guests expect. Their friendliness and guest focus is what helps TPA call itself "America's Favorite Airport" (affirmed by numerous supporting accolades).

When we started researching employee recognition programs, we found that the majority of existing Concessionaire programs focus on sales achievements not service values or customer experience. They were

also inconsistent in how often they recognized employees and the average reward had a value of \$25. We wanted to do better. We set goals to:

- Recognize 200 individuals during Fiscal Year 2020
- Recognize employees who showcase TPA's service values and standards
- Produce an elite team of customer service experts to serve as an example among their peers
- Give the TPA Airport team a tool with which to reinforce desired behaviors
- Create a tool for TPA Concessions/Airport leadership and Concessionaire General Managers to recognize TPA Concessions front line and back-of-house employees
- Create an elevated recognition program compared to existing Concessionaire programs.

ENGAGEMENT

We created this program with a strong vision in mind and our colleagues helped us bring that vision to life. The Airport Concessions Department extensively researched and benchmarked other programs to come up with something we thought would make an impact. We worked with TPA's IT Department to create the online nominating platform and worked with the Marketing Department's in-house design studio to brand all of the program components. Our graphic designer created the I AM TPA logo, designed the gift cards, certificate and lapel pin, in addition to all communication materials.

We feature photos of our winners on our in-terminal FIDS displays as another means of recognizing and encouraging our concessions team members and showcasing their service to the community.

Additionally, pre-COVID 19, the Concessions Department hosted a daylong event featuring Michael Falcon,

inspirational speaker and author of People-First Culture, in order to announce the I AM TPA program to the

Concessions employees. All front line, back-of-house associates, managers and supervisors were encouraged to attend and 95% actually did.

The Concessions Department continues to work very closely with Concessionaires on this program. From the time of inception, the Concessionaires were excited about I AM TPA and they continue to nominate employees on a regular basis. The Airport Concessions Department continuously reminds Concessionaire General Managers of the program during monthly meetings and involves them when they surprise employees with their gifts.

EVALUATION

Over 250 honorees have been recognized through the I AM TPA Concessions Recognition Program. Their rewards include a professional customized certificate (detailing why they were nominated), a lapel pin, and a \$50 VISA card. Pre-COVID we planned monthly breakfast ceremonies with Airport Concessions Department leaders and other Airport leadership, including our CEO, to celebrate the honorees and their respective managers. During COVID, we had to adapt. Instead, each honoree was surprised by Airport leadership and their respective managers during their shift. We presented them with their rewards and took photos.

The Concessions employees receive high praise from our passengers on a daily basis. We've received stories of employees going above and beyond during extended delays by keeping restaurant kitchens open later, ordering ride share vehicles, driving to a nearby grocer to purchase a certain baby formula, and guiding travelers throughout the airport. In fact, "kind" and "friendly" are two of the most-used adjectives to describe our Concessions employees. This past year, they also worked extra hard to ensure all locations were thoroughly cleaned and that passenger safety came first.

The I AM TPA recognition program has served to reinforce and emphasize the Airport's values on a daily basis in a positive, highly visible way. We are confident that our employees' approach to customer service and safety is directly linked to the many awards we receive as an Airport, including the 2021 ACI Best Hygiene Measure Award. TPA also recently achieved its highest annual overall satisfaction ASQ score of 4.53 and ranked third among North American airports in the 15-25 million-passenger range.

