



## TRAINERS GUIDE

Updated: 6/8/18

### *60 Minute Workshop*

#### Supplies:

- USB – flash drive that includes the PowerPoint Presentation
- Play 4 Video clips embedded in PP
  - LAXceptional Xperience Intro (3:48 minutes)  
<https://vimeo.com/208917959> Password: LAX
  - iCARE (4:44 minutes)  
<https://vimeo.com/210843115>  
Password: LAX
  - Automated People Mover (.44 minutes)  
[https://www.youtube.com/watch?v=e\\_7jaXDtZ2o#video\\_1](https://www.youtube.com/watch?v=e_7jaXDtZ2o#video_1)
  - MSC (1:00 minute)  
<https://www.youtube.com/watch?v=ZmTspcwv1Fs>
- Trainers Guide
- Easel paper, magic markers, pens
- Laxceptional Pursuit Board game boxes (6) - to include board, cards, dice, pawns, STAR (5 to a table)
- iCARE Collateral – English & Spanish
- LAMP brochure
- LAX fold out map
- Lanyard & badge holder, iCARE card

#### Before participants enter...

- Distribute the LAMP collateral, iCARE collateral, feedback form, fold out map, set up the LAXceptional Pursuit board games prior to workshop beginning & take out the supplies on the game board at their table, magic markers.
- Post blank easel paper on walls ahead of time

## Welcome & Introduction of LAXceptional Xperience Orientation

Sit back, relax and enjoy the video that illustrates the essence of the LAXceptional Xperience and captures the heart of the airport.

Play Inspirational video playing from Nothing Films (3:46 minutes)



Trainer: The song playing in the video states, "We're glad you came!" I'm glad you're here too; do you know why you're here today?

Gather their feedback to capture the environment in the room with the participants.  
Trainer: Let's find out why you're here as you read the objectives.

### Our Objectives

- Showcase our LAX brand statement and address LAX mission/vision
- Highlight investment in physical improvements (\$14 billion capital program)
- Highlight human investment - share iCARE standards  
We know that we can't just do it with brick and mortar. We know we have to match world-class **facilities** with world-class **service** and world-class **people**. The human element will ALWAYS be a huge part of the guest experience.
- Engage in demonstrating iCARE behaviors through activities and interaction!



## Let's talk about LAX



We are the world's 5<sup>th</sup> busiest airport in the world and second in the US

How many passengers do you think came through our airport last year?

Response: Nearly 85 million passengers had experiences across the airport!

What airport is the busiest?

Response: Atlanta

How many people do you think work in the airport that are badged?

Response: 54,000 badged employees across the airport

LAX was named one of Skytrax 2018 top 10 airports

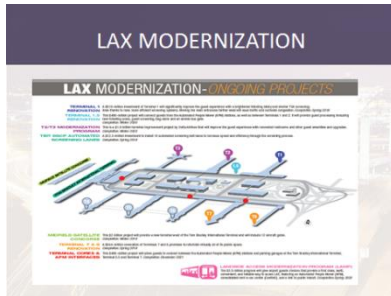
In the latest wave of J.D. Powers surveys (January 2018), LAX was the most improved airport in the mega-airport category-meaning airports with 32.5 million passengers or more!

Airports Council International – Airport Service Quality (ASQ)

Every quarter, LAX receives guest satisfaction scores from ACI ASQ telling us what our guests are saying about us. Last year, our overall score was 3.70 on a 1 to 5 scale. The average of all 300 participating airports is about 4.15, so we are below average. And out of 300 airports, we are ranked about 276. The good news is that we have a lot of room for improvement and we are already heading in that direction. And with your help – along with all of the physical improvements – we know we can be one of the most highly rated airports in the world!

We connect our guests to the world; we are now using the word guest instead of customer why do you think we are doing this? Guest means we treat them with care as they are a guest in our home.

## LAX MODERNIZATION



As of May 2017 these are the construction improvements - however this is changing daily. There are construction improvements everywhere! We are in the midst of a \$14 billion modernization effort, including nearly two dozen projects with almost \$3 million spent per day.

We realize that construction can create a lot of anxiety, stress and confusion – not only for our guests, but for our employees, as well. Our guests deal with the construction on a periodic basis, but you deal with the construction every day – whether it’s on the roadways approaching the airport, taking the parking shuttle to the Central Terminal Area (CTA), getting around the CTA in a vehicle or by foot. We know it’s tough and we acknowledge that. So thank you for dealing with all of the many challenges just to get to and from work. It will be painful for a while, but I hope you’ll agree that the end result of all of this construction will be well worth the wait. We’d like to share with you a couple video clips of the future of LAX.

### World Class Airport



We have many tools to assist you so you can be INFORMATIVE.

The Modernization handout in front of you is a quick glimpse of the construction projects. All of this work is being done to improve the guest experience and deliver a gold-standard airport, which is our vision.

How many of our passengers ask you for direction?

Now you have the tools you need to be informative.

The LAX fold out map is a great tool and take a look inside the pocket and see the list of airlines and terminal location.

## LAX on the Move



News and updates to keep you updated so you are informed of all of the changes at LAX!

Utilize the website [www.flylax.com](https://www.flylax.com)

## Weekly Construction Update



<https://www.lawa.org/en/lawa-tenants-411/guest-experience>

LAWA.org will give you access to the employee portal which has the weekly construction updates. (scroll down to “Construction Updates”).

*10 Minutes*

## Brand Statement

One of the most important things that a cross-section of employees created was our brand statement. This brand statement is not a slogan, tag line or jingle. It's the "promise" that we keep in mind for everything we do at the airport. It's what we want our guests to experience **each and every** time they come through LAX regardless of who is responsible for that service.



Our vision for the future leads us to our commitment to our guest with the brand statement.



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.

Ask for volunteer to read the LAXceptional Xperience Brand Statement:

It's all a part of an exciting culture change that includes a shift to a hospitality mindset in which passengers are not just customers – which is more of a business transaction. Instead, they are viewed as guests in our home who feel welcomed and appreciated. The use of the term, "guest", is not just a name change; it's a culture change. It's an immediate attitude and mindset shift in the way we view and treat our passengers. The words we use are powerful because when we change the way we speak, we change the way we act. How we treat guests and how we make them **feel** will always be so important.



Ask the participants to select “One Word” that resonates and speaks to them. Introduce yourself to everyone at your table in a small group and discuss why you selected this word, and then collectively draw a picture that represents each of their words of the brand statement without using words, letters or numbers.

Large Group De-brief:

Ask the group to share their easel picture and why those words resonated with their department or job function.

## iCARE



Introduction and history of how the iCARE standards and behaviors were created by the taskforce members or “BY employees, FOR employees for employee development.”

*Barbara Yamamoto, Chief Experience Officer*

### History of Guest Experience Initiative

How did we get here? This commitment to enhance the guest experience is shared by LA Mayor Eric Garcetti who has a deep commitment to and passion for improving the level of customer service throughout the city. At LAX, we get particular attention because we are the first and last impression of the City of LA. The Mayor, the Board of Airport Commissioners and LAWA CEO Deborah Flint are fully committed to the guest

experience and delivering a gold-standard airport.

To set the groundwork, a cross-section of LAWA employees created an action plan with a number of items they believed would improve the guest experience.

This training that you are participating in is was a key item in the action plan to ensure that employees airport-wide are all providing a consistent level of service, as well as there are some 65 different brands at LAX and all of these brands make up the various links in the LAX service delivery chain. If even one of these links is weak and breaks, that is what colors that traveler's experience. And the traveler won't necessarily blame the weak link, they may blame the entire chain which is LAX. It's an "LAX EXPERIENCE". So although it may not be our fault, but it IS our problem. So instead of all these separate, distinct links, our wish is for all of these separate links to become one golden chain of exceptional experiences.



Key points to cover as it relates to the Community Engagement Task Force:

- ✓ Across Entire Airport
- ✓ Across Departments
- ✓ Cross section of tenure
- ✓ Cross section of positions (management and front line)
- ✓ 2 day task force (pre-work, 4 hours to craft the standards & behaviors)
- ✓ Describe the task force process of the guest journey points for each standard
- ✓ Approval process with Guest Experience Team
- ✓ Approval process to CEO Airport – Deborah Flint
- ✓ Presentation to the Partners Council

Review the iCARE standards:

Refer participants to the collateral at their seat to review briefly through the ICARE standards.





To improve guest satisfaction and to propel our airport in rankings, LAX team members uphold the brand statement above and demonstrate a hospitable and caring attitude with these iCARE LAX behaviors.

As a proud member of the LAX Team, I will uphold the LAX brand statement and because **iCARE**, I will . . .

**informative – showcasing all things LAX, its people, facilities, services and amenities**

- Be knowledgeable and informed
- Be present and alert
- Be proactive
- Seek out answers and be accountable

**Courteous – exuding excitement and the warmth of LA**

- Smile and be friendly, energetic and sincere
- Be respectful and culturally sensitive
- Make good eye contact and be attentive
- Be patient with words, intent and feelings

**Approachable – creating exceptional memorable moments**

- Be accessible and visible
- Demonstrate positive body language
- Be professional in appearance and actions
- Demonstrate a “can do” attitude

**Responsive – demonstrating integrity and empathy**

- Empathize with a sense of urgency
- Actively listen
- Anticipate guests’ needs
- Be thoughtful and provide accurate and meaningful responses
- Be aware of safety and security risks and call (424) 646-7911 if warranted
- Help ensure clean facilities

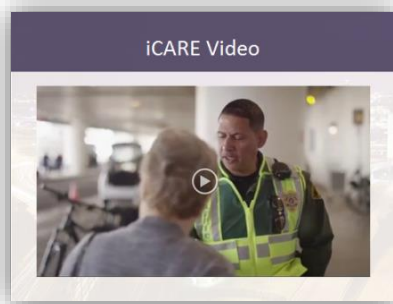
**Efficient & Effective – respecting our guests’ time and experiences**

- Clearly communicate

- Be resourceful
- Help ensure consistent processes and communications
- Take ownership of situations and handle with confidence

Let's now go into the airport and see how the iCARE standards and behaviors are demonstrated within the LAX airport. Watch the video and pay special attention to who you might know in the video.

Play iCARE video – *5 Minutes*



Group D-Brief Questions & Discussion: I CARE, HOW ABOUT YOU?

How did you see the iCARE standards and behaviors being demonstrated in your position or department in your everyday work life?

*5 Minutes*



### **Gold Star Rewards Program**

Delivering LAXceptional Xperiences in itself is rewarding, but to make it even MORE rewarding, we have a Gold Star recognition program! This is an opportunity for our guests and colleagues to recognize LAX employees who provide exceptional service and demonstrate the iCARE behaviors. It's open to all LAX employees.

There are many ways that guests and colleagues can nominate an employee:

1. Go to [www.flylax.com/stars](http://www.flylax.com/stars) OR
2. Text "STAR" to 52948 OR
3. Use a QR code that is available on promotional material OR
4. Complete a certificate available at LAX information booths on the arrivals levels.

I'm sure many of you are approached by guests who want to recognize you for doing an exceptional job. Now, you can hand them these business cards (show business card) which tell them exactly how they can nominate you.

If you're nominated, you'll receive a certificate and an opportunity to win any one of 170 prizes, including \$25 gift cards to a number of cool places.

In addition, there will be quarterly awards for terminals with the best guest satisfaction scores. And finally, there will be an annual awards event highlighting a year's worth of exceptional experiences (not until May 2019).

If you'd like to help communicate this program with your colleagues, we have wall and tabletop posters, tent cards, business cards and even buttons (GET will provide you with these items for each training session).

It's been said that "People work for money, but go the extra mile for recognition, praise and rewards." This is so true and that's why we are very excited to be able to reward you for your exceptional service.

## LAXceptional Pursuit

Facilitator explains to the participants all the pieces to the game and then discuss game rules below.

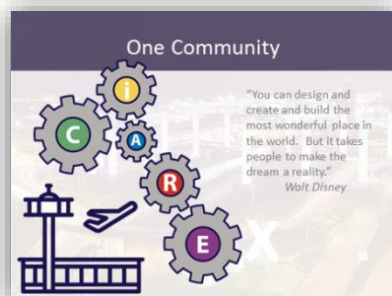


Play LAXceptional Pursuit and explain that all of the questions were designed around the iCARE standards and behaviors.

### Game Rules:

- Roll the dice (1)
- Move game pawn according to the dots on the dice
- Select a color coded card on the color space you landed
- One player reads the question for the team to answer
- Correct answer is highlighted on the back of the card
- If the question is correct – fill in that section of the STAR
- Next player rolls the dice
- When all sections of the STAR are completed your team wins!
- OR whoever has the majority of the STAR completed within the 20 minutes

Have Fun, Ready, Set, Go!



### **Quote from Walt Disney**

“You can design and create and build the most wonderful place in the world.  
But it takes people to make the dream a reality.”

We are the people and the team to create a LAXceptional Xperience a success!  
I care and I can see that you care as well!

Distribute the LAX lanyards

As a thank you for attending the iCARE workshop today and for your commitment to the iCARE culture at LAX we are distributing to everyone to wear proudly the LAX lanyard and iCARE badge.

**Thanks!**



*5 Minutes*