

## Discussion Topics

### Guest Experience Initiative: Signage Focus Group

Presentation by Pat Tomcheck, Planning and Development Group (presentation posted on Tenant 411)

Focus group was created to review specific proposed signage concepts. Feedback was reviewed and incorporated into plans:

- **Column identification numbers** assist meeters/greeters with locating their guests (especially Uber/Lyft drivers). They also are useful during emergency situations. Now that the pilot has been completed, LAWA will consider bolder colors and different designs to increase visibility. This is a fairly low-cost project. LAWA is looking into the best way to maintain the identification as the columns are frequently repainted.  
Comment: Suggestion to paint a band around column (similar to the yellow taxi bands)
- **Vertical circulation sign and lighting upgrades** – New signage for elevators and escalators have been installed. Replaced circular sign panels and upgraded the internal light fixtures for greater visibility.
- **Ground transportation primary information displays** – Displays will change from static to digital which provides the greatest visual wayfinding improvement. Monitors can be changed and will be particularly helpful during emergencies.
- **Terminal-to-terminal directional signs** – These electronic monitors will inform guests how to get to other terminals. Also has ability to provide multiple displays or emergency messaging.
- **Directories kiosks** – Kiosks with interactive displays will show "you are here" so guests can identify location in proximity to LAX destination.  
Question: Will the interactive boards include a trouble shoot number?  
Answer: Yes, LAWA IT to test it.
- **Shuttle island identification lighting** – LED lights proposed at 52 commercial islands to match the color of the zone signs (i.e. the blue "LAX Shuttle" sign will be lit in blue so that it can be seen from a long distance)
- **Commercial islands** – Detailed information signs on commercial islands are being installed. Currently, it is too low, the font is too small and the glare makes it difficult to read.
- **North/South campus directional signs** – The pilot feedback determined that the prototypes were too small, so LAWA will make them bolder, easier to see, and brighter/reflective. The solution is a four-sided monolith displaying terminal direction. It will be placed in landscaped areas and made of materials to withstand the elements. The Capital Oversight Committee is the next step.

### Questions/Comments:

- Wayfinding is consistently a low score on surveys and incremental improvements are needed.
- The word "ticketing" is archaic. What about using "departures" or another word?
- Signage in elevators is confusing because it says, "Level 4 for Ticketing" which is a restricted area. Signage is not correct in all terminals. Words need to be consistent on outside signage as well as inside and elevators.
- Question: What about wayfinding inside the parking structures? Is there any thought of placing a directory in parking structures? A lot of customers are confused about which structure to go to. Directional signage to parking structures would be helpful.  
Answer: It can be considered in the second phase.

### Mystery Shop Benchmarking Results

Presentation by Lise D'Andrea, Founder and CEO, Customer Service Experts, Inc.

- Results from April 20, 2017 to May 8, 2017 baseline. Blended forms of feedback (i.e. mystery shop, focus groups, surveys, etc.) is best practice.
- Overall score: 81.53, very good for a first-time implementation of the mystery shopping program (lowest score was only 9 points below that).
- Lowest score overall was in Courtesy. Scores may be low because employees were not using a greeting or parting

remark which is a nuance that will help drive scores. Hospitable and memorable should be a focus.

- Baseline scores for each terminal were also high. Data from each terminal shows that subcultures can start to form within terminals. Lowest scores per terminal were in T1, T2, T6, T7, and T8. Highest scores were in T4 and TBIT as courtesy scores stood out.
- The reason why the scores were low or high in terminals was due to their either high or low courtesy score
- Net promoter scores - great indicator of performance – was 36.29 out of 100. We want to raise our detractors so that they can become promoters.
- Retail scores were also low. There is an opportunity for more revenue by increasing retail scores.
- Lise explained process of meeting with stakeholders and TTT program. CSE will provide an action plan/coaching guide and translate into coaching with employees. Guest Experience Team coaching is available to airlines, concessions, and retail companies to help address low scores.
- Key takeaway – There is an opportunity in improving courtesy scores. We have a lot of successes that we want to celebrate.

### Next steps

- Implement journey evaluations to get even more data for terminals. There are 10 touch points curbside to gate.
- Set score targets for the actual implementation of the mystery shopping program.

**ASQ Value for Money (VFM) Follow-up Discussion** – Discussion on key takeaways from last meeting. Information provided on domestic vs. international guests satisfaction scores VFM. Continue discussion at next meeting.

**Concessions awareness project** – The goal is to prepare guests earlier in their LAX journey for dining/retail opportunities. Awareness may begin in parking structures, as well in-terminal, pre-screening. Proposal is to display signs identifying pre/post security eating and retail facilities in the terminals. Discussion on use of dynamic data which can be done with digital signs. The concession information is fairly dynamic, so will need to update frequently. Quality control to ensure accuracy is important. Additionally, the new LAX mobile website is in progress and is set to go live in November. The information on signage and the LAX website must be consistent. Will also pilot interactive kiosks in the terminals with same information. Question: Is this revenue generating?

Answer: Yes, there are partnership opportunities.

Training update – Forty trainers submitted applications for workshop in September. Deadline reminder to complete training:  
February 2018 – 100 employees and under  
June 2018 – More than 100 employees

Rewards and Recognition – Last meeting, concerns aired that the focus was only on terminal employees. Need to include employees who are not assigned to a specific terminal and have more airport-wide responsibilities, including office employees. Created categories that are terminal specific AND airport-wide. Met with ABM who had great suggestions on getting feedback from guests. For example, in addition to ballot boxes inside the terminals, make them available in parking garages, shuttles, cashier booths – and include QR code and website.

Working on timeframe and actual prizes.

### Open Forum

- Traffic - Update partners at next meeting
- Road conditions and airport access near is part of LAX experience. Should consider experience prior to getting on airport property.

## Tenant 411

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