

CUSTOMER SERVICE ACTION COUNCIL MINUTES

January 13th, 2022

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

Number of attendees: 26

- | | |
|---|----------------|
| 1. Welcome & Introductions | Roy Fuhrmann |
| 2. Public Service Announcements | Katlyn Schenck |
| 3. Committee Updates | Roy Fuhrmann |
| 4. 2022 CSAC Goals | Roy Fuhrmann |
| 5. MSP Construction Overview | Puneet Vedi |
| 6. Customer Experience Updates | Phil Burke |
| 7. 2021 Compliments and Complaints Overview | Katlyn Schenck |
| 8. MSP Nice Program Overview | Katlyn Schenck |

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- | | |
|---------------------------------|----------------|
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STANDARD DRIVER'S LICENSE OR ID CARD	ENHANCED DRIVER'S LICENSE (EDL) OR ENHANCED ID CARD (EID)	COMING OCTOBER 2018 REAL ID-COMPLIANT DRIVER'S LICENSE OR ID CARD
Now: <ul style="list-style-type: none"> These can be used as a valid form of identification and for lawful driving privileges. These cards are also an acceptable form of ID for domestic air travel and to access federal facilities. 	Now and after Oct. 10, 2018: <ul style="list-style-type: none"> These can be used as a valid form of identification and for lawful driving privileges. 	After Oct. 10, 2018: <ul style="list-style-type: none"> When they become available in Minnesota, REAL ID-compliant cards will be an accepted form of identification for domestic air travel and to access federal facilities. These cards can be used as a valid form of identification and for lawful driving privileges. These cards cannot be used as border crossing documents.
Postponed to May 3, 2023 <ul style="list-style-type: none"> While these cards will continue to be a valid form of identification, they will not be accepted for domestic air travel or access to federal facilities. Another form of identification, such as a valid passport or Enhanced Driver's License, will be required for air travel or access to federal facilities. 	New Location: The Real ID kiosk has relocated from the main mall at Terminal 1 to Level 3 of the Gold Ramp. <ul style="list-style-type: none"> They can also be used for domestic air travel and to access federal facilities. These are only issued to U.S. Citizens. (Learn more on the DPS-DVS website.) 	

Watch the MSP Creates Awards Presentation here on Jan. 25 at 7 PM.

<https://airportfoundation.org/about-us/artsmsp/rotating-exhibits/msp-creates-2021/>

RSVP for the Jan. 27 Open House for MSP Creates here.

<https://www.eventbrite.com/e/msp-creates-open-house-tickets-216398843767>

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- On Display until May 27 in Concourse C Art Gallery
- 100 Works of Art
- 68 Participating Artists
- Awards Video on Jan 25
- Open House on Jan 27
- DJ Cassieopia



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Mitigation Efforts

Face Coverings + Social Distancing



MSP Testing Options

Both locations are currently appointment only



The state Vault testing site is currently still appointment only due to overwhelming test numbers however MSP badged staff are still permitted to walk in for testing.

Two COVID-19 Vaccinations Available

[Johnson & Johnson + Moderna]

Now available:

Terminal 1 (boarding pass required)

Terminal 2 (open to general public)



MSP Vaccination Options

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STAY SAFE MN

Latest CDC Guidance on Isolation and Quarantine

m MINNESOTA

New Quarantine and Isolation Guidance

STAY SAFE MN

Following apply in all cases

- Must be able to safely mask at all times when with others
- Need to avoid immunocompromised and higher risk individuals
- Shortened time allows return to work, school, essential activities
 - Should lay low during early release to avoid unnecessary exposure to others
- If test positive during quarantine move to isolation
- Does not apply to health care, long term care, visitors to these settings

1/5/2022

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Quarantine: If exposed to someone infected with COVID

STAY SAFE MN

Vaccinated and up to date with booster? No Quarantine.

- ≥18 yo: Received all doses of vaccine including booster
- 5-17 yo: completed primary series of vaccine
- Had confirmed COVID in past 90 days

- If symptoms develop:
1. Isolate
 2. Get tested
 - a. If positive move to isolation guidelines
 - b. If negative return to above guidance

1/5/2022

<https://www.cdc.gov/coronavirus/2019-ncov/your-health/quarantine-isolation.html>

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Quarantine: If exposed to someone infected with COVID

STAY SAFE MN

• **Quarantine:** If exposed to someone infected with COVID

Unvaccinated or out of date

5 Days
Stay Home
Monitor symptoms

Days 6-10
Mask (no eating drinking with others)
Monitor symptoms

If symptoms should test

May test at Day 5

1/5/2022

<https://www.cdc.gov/coronavirus/2019-ncov/your-health/quarantine-isolation.html>

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Isolation

STAY SAFE MN

• **Isolation:** if test positive for COVID or have symptoms and awaiting test result

5 Days
Stay Home
Monitor symptoms
Isolate from household

No fever
Symptoms improve or asymptomatic

Days 6-10
Mask
Monitor symptoms

No travel
No eating or drinking with others
No gym

May test at Day 5

1/5/2022

<https://www.cdc.gov/coronavirus/2019-ncov/your-health/quarantine-isolation.html>

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3. Committee Updates

Roy Fuhrmann

Committee	Chair	Update
Forum	Abby Kes	<p>CSAC FORUM</p> <p>Welcome our new Chair</p> <p>Abby Kes</p> <p>And we thank Dana Nelson for being a wonderful Forum Chair since 2019</p>
Travelers Advisory (TAC)	Phil Burke	<p>TAC Building a team of frequent travelers</p> <p>Next Meeting: Monday, February 14th</p>
Travelers Advisory with Disabilities (TDAC)	Phil Burke	<p>TDAC JOURNEY TO EQUITABLE ACCESS</p> <p>Next Meeting: Monday, March 14th</p>

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Benchmarking	Phil Burke	
Building on Success	Nicole Kiefer	
MSP Jobs	Jay Noseworthy	

There are only SEVEN spots remaining at the next Job Fair. January 20th is the deadline to RSVP!

We are also excited to share the return of the Workforce English classes, coming soon!

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<p>MSP Nice</p>	<p>Katlyn Schenck</p>	<p>mspnice award</p> <p>Remember to recognize your employees who receive customer compliments!</p> <p>The MSP Nice Award consists of:</p> <ul style="list-style-type: none"> • Framed certificate of recognition • Service Professional Pin  • \$25 Target gift card  
<p>MSP Nice Celebration</p>	<p>Kerry Forbes</p>	 <p>THANK YOU FOR ATTENDING THE MSP NICE CELEBRATION!</p>
<p>Airport Customer Service Hero</p>	<p>Roy Fuhrmann</p>	<p>AIRPORT CUSTOMER SERVICE HERO</p> <p>Nominate an employee or volunteer for the Airport Customer Service Hero award!</p> <p>Simply provide their <u>name</u>, <u>company</u> and <u>why</u> you believe they should win to: HERO@mspmac.org</p> <ul style="list-style-type: none"> • Up to three winners are selected every year • Awards are presented at a Commission meeting • Personalized crystal trophy • Check for \$1,000  <p>CSAC CUSTOMER SERVICE ACTION COUNCIL ★ Promote ★ Inform ★ Improve ★</p>



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4. 2022 CSAC Goals

Roy Fuhrmann

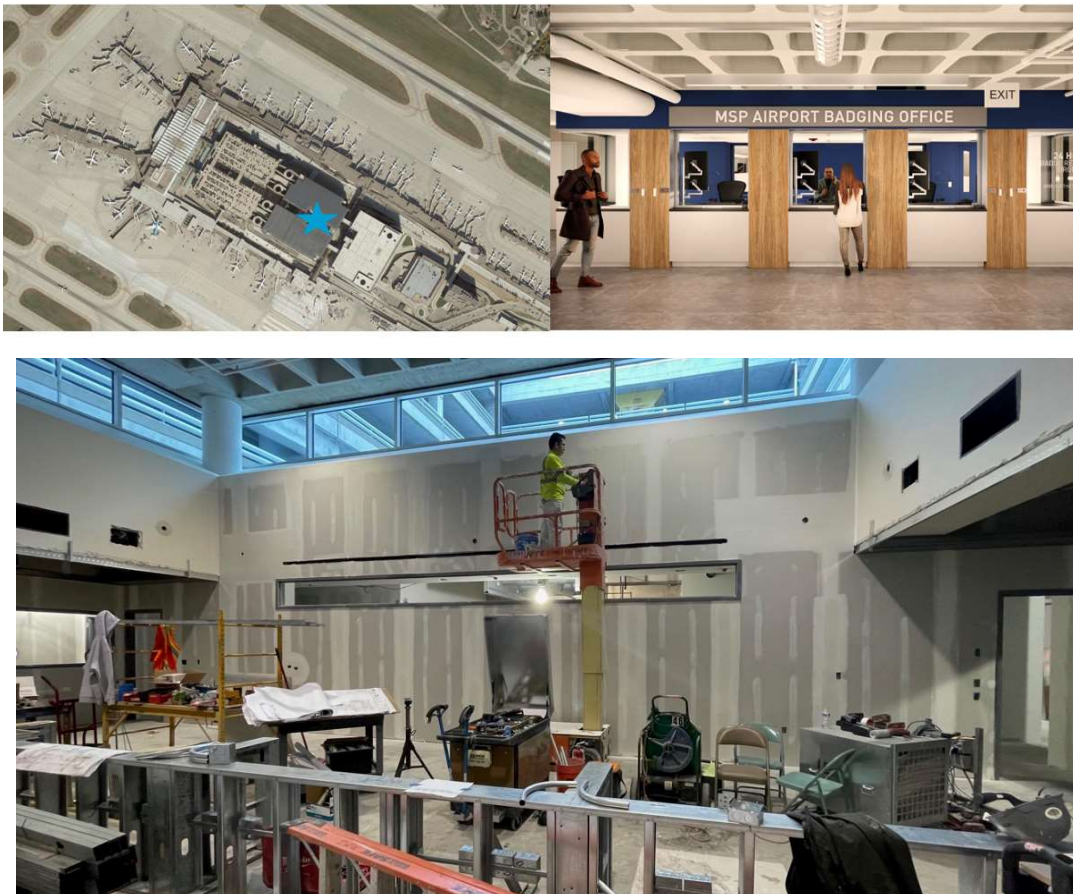
2022 CSAC Goals

- Celebrate Successes!
- Broaden CSAC participation and track results
- Expand CSAC awareness with guest chairs
- Provide construction transition updates for 2022

5. MSP Construction Update

Puneet Vedi

Badging Office Relocation



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Terminal 1: Commission Chambers

- Badging Office Relocation
- G Concourse Gate Infill
- Baggage Claim / Ticket Lobby



CUSTOMER SERVICE ACTION COUNCIL MINUTES

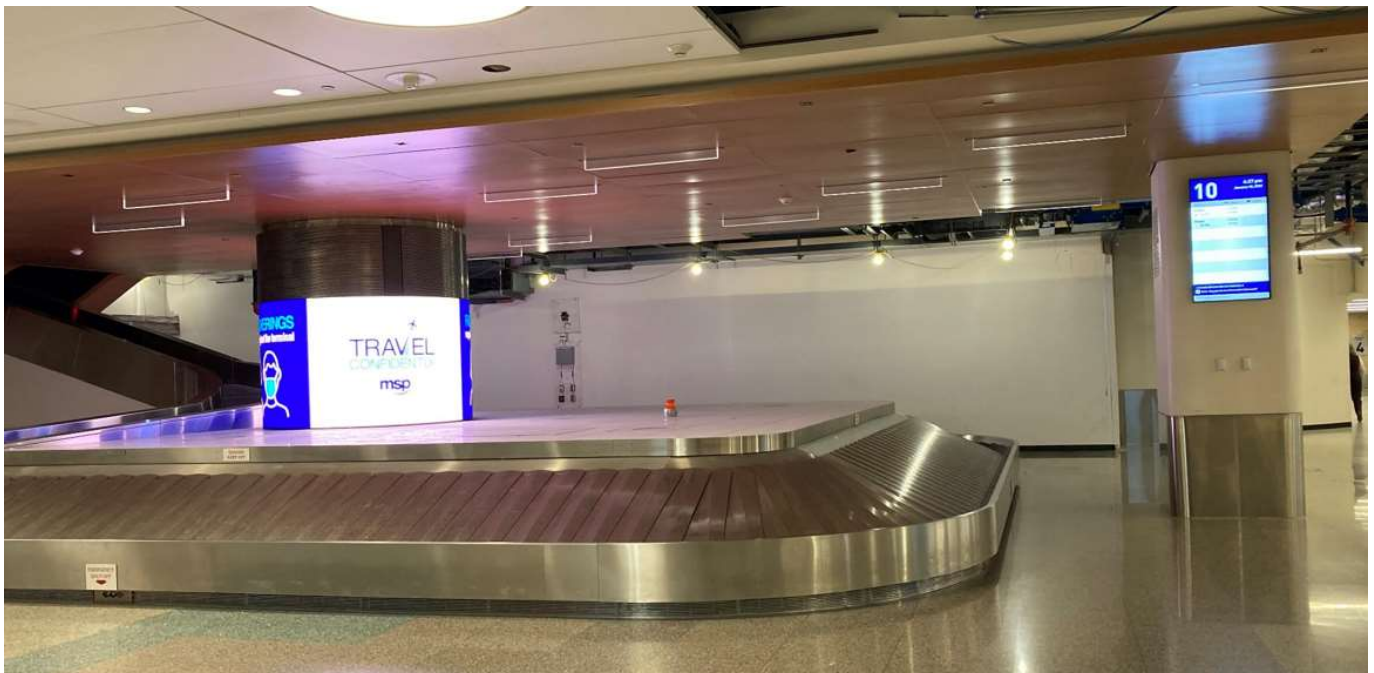
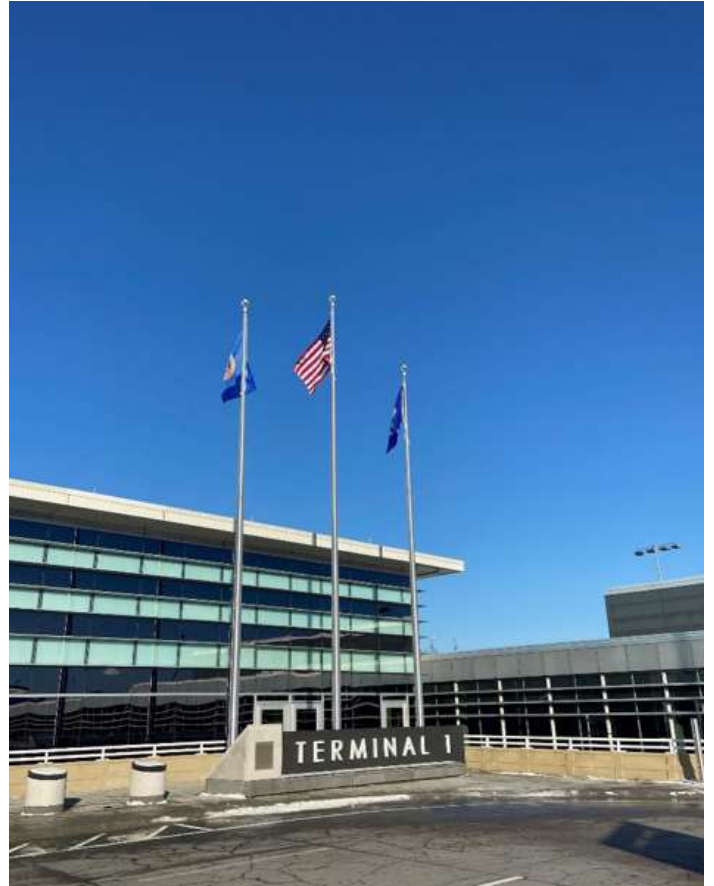
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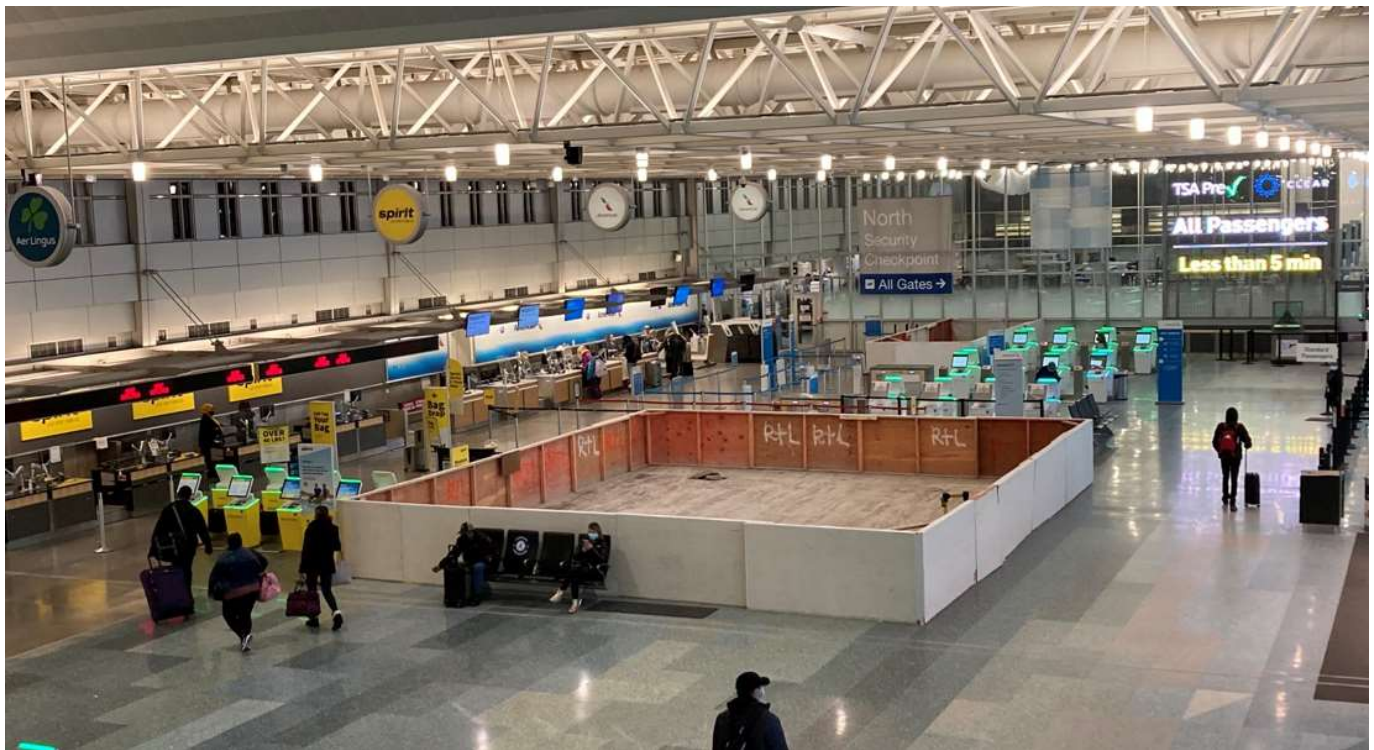


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6. Customer Experience Updates- Phil Burke

Why should we provide knowledgeable and courteous first and last impressions?

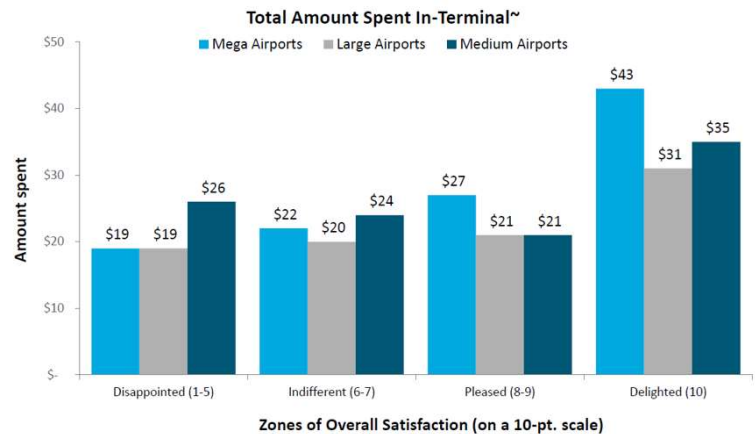
It is good for business.

Why should we provide knowledgeable and courteous first and last impressions?

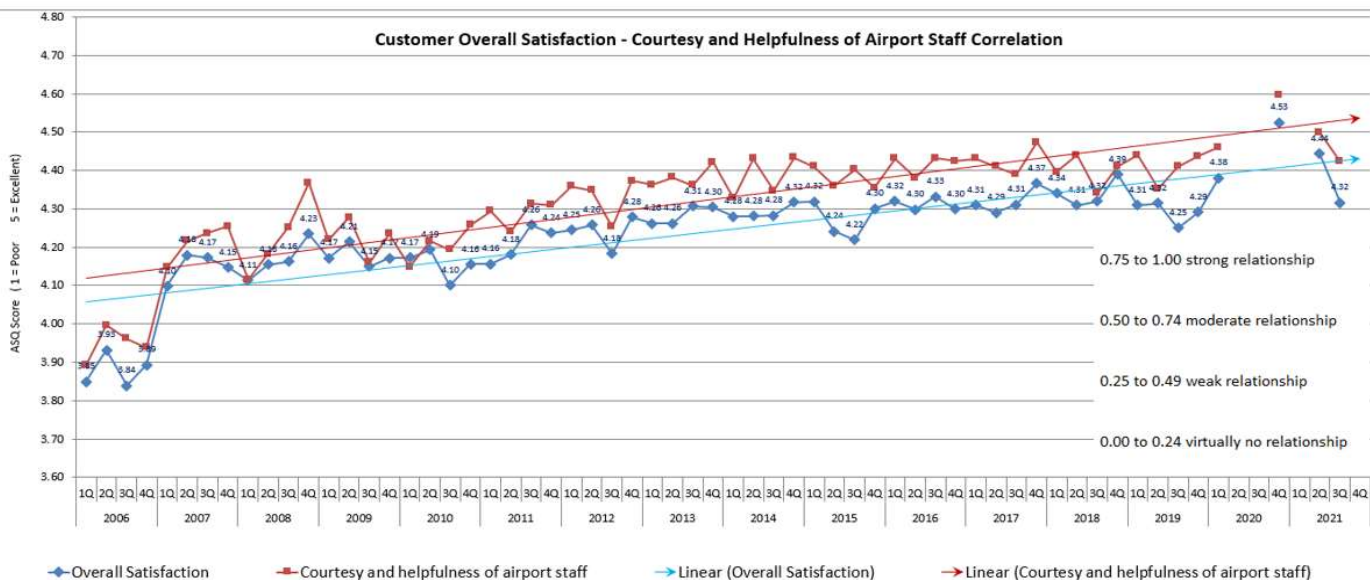
The data says there is an amazingly strong correlation between helpful staff and overall customer satisfaction, our most important ASQ data point.

2018 North America Airport Satisfaction Study

Satisfied Travelers Spend More in Mega Airports



1Q 2006 to Current Correlation: **0.9543**



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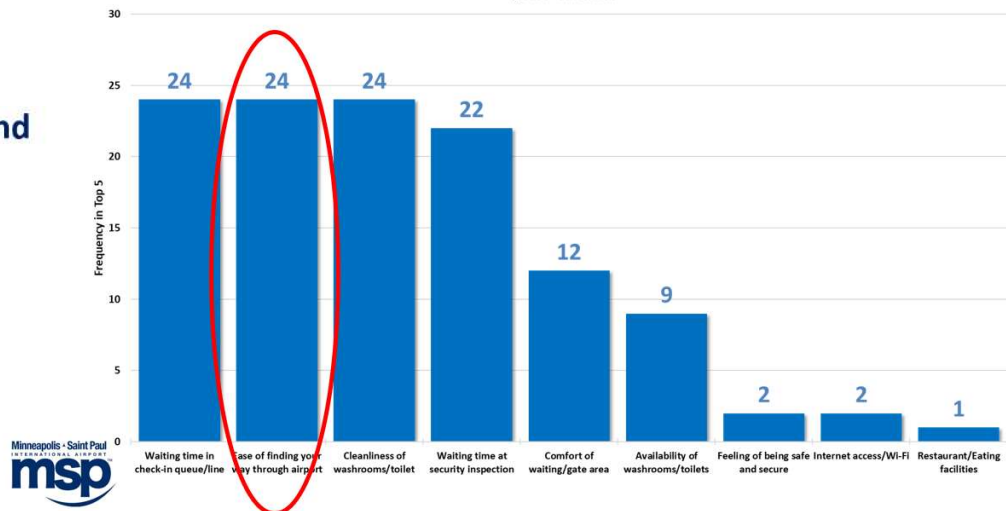
Terminal 1: Commission Chambers

How do we provide knowledgeable and courteous first and last impressions?

Know where safety-related items are in the terminals.



ASQ Statement Frequency - Most Important for Customers
Minneapolis - St. Paul International Airport
Q1 2015 thru Current



How do we provide knowledgeable and courteous first and last impressions?

Leading instead of pointing whenever possible.

Duchenne smile

How do we provide knowledgeable and courteous first and last impressions?

Smile!

Discovered by French anatomist Duchenne de Boulogne in 1862, the key difference between this “real” happy smile and a “fake” happy smile lies in the orbicularis oculi – muscles that wrap around the eyes. All smiling involves contraction of the zygomatic major muscles, which lifts the corners of the mouth. But a Duchenne smile is characterized by the additional contraction of the orbicularis oculi, crumpling the skin around the eyes into crows’ feet.

Duchenne (Genuine) Smile
Both the Zygomatic major muscles and the orbicularis oculi muscles (eyes crinkle) are contracted.



Pan American/Botox (Fake) Smile
Only the Zygomatic major muscles are used. (Only mouth turns up)





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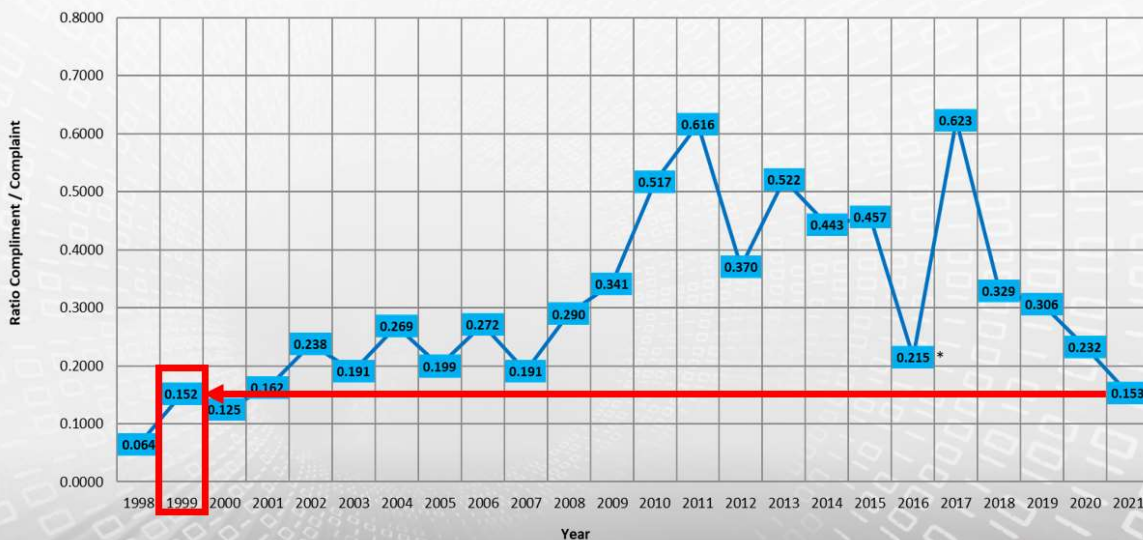
How do we provide knowledgeable and courteous first and last impressions?

1. *Know where safety-related items are in the terminals.*
2. *Leading instead of pointing whenever possible.*
3. *Smile!*

Paul
2021

7. 2021 Compliments and Complaints Overview- Katlyn Schenck

MAC Database Compliment/Complaint Ratio



*September 2016: 509 complaints generated by UberX utilizing their smart phone app requesting customers to email complaints to the Metropolitan Airports Commissions so as to influence an upcoming TNC policy decision.

This chart shows the last 23 years of our database's closing rates.

2021 closing rate was 0.153, which is similar to our ratio in 1999, which was just our second year of the compliment and complaint database. This is not a shock; we are seeing less passengers, a more escalated traveling public, a workforce shortage, creating less compliments.

Number of Compliments



Number of Complaints

= Ratio

The higher the ratio the better

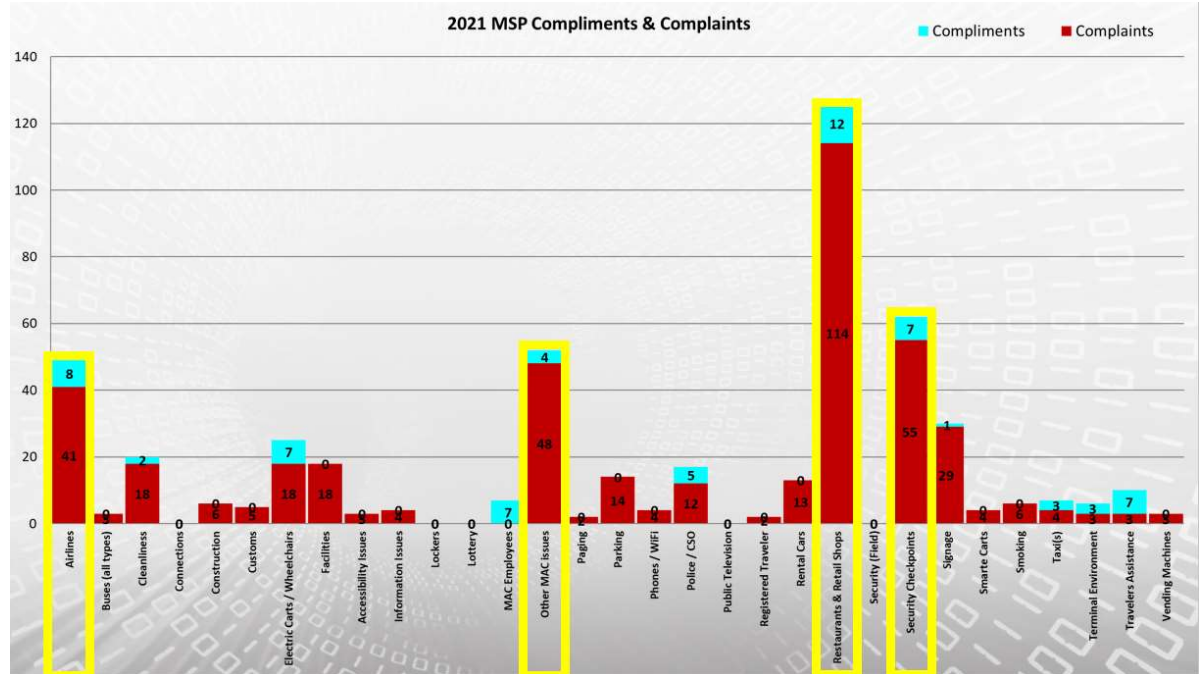
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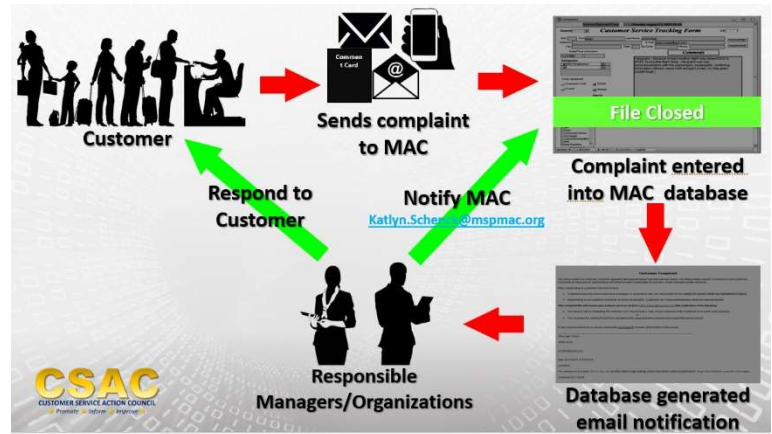
Terminal 1: Commission Chambers

This graph shows our yearly complaints broken down by 31 categories – those highlighted received the most customer complaints: Restaurants and Retail, Security Checkpoints, Other MAC Issues (*Covid and masking concerns*), and Airlines



Complaint Closing Rate

We strive to have 100% of all complaint cases closed by each responsible stakeholder. This chart shows the flow of how we receive, generate, and close customer comments.



Thank you for your partnership in following up to our customer's! We continue to maintain a 98% or higher closing rate each year!



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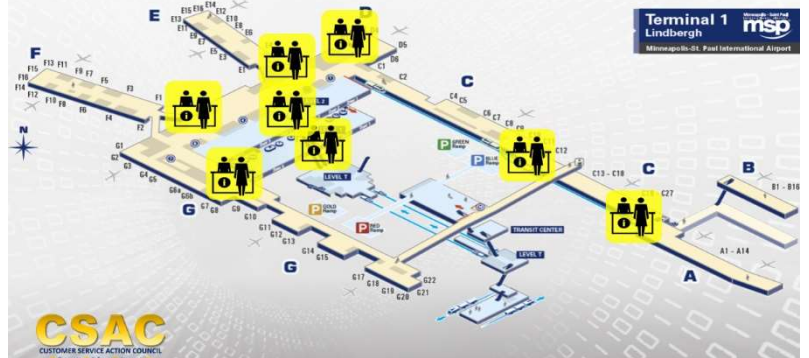
Terminal 1: Commission Chambers

TRAVELERS ASSISTANCE COMPLIMENTS & COMPLAINTS

airport foundation

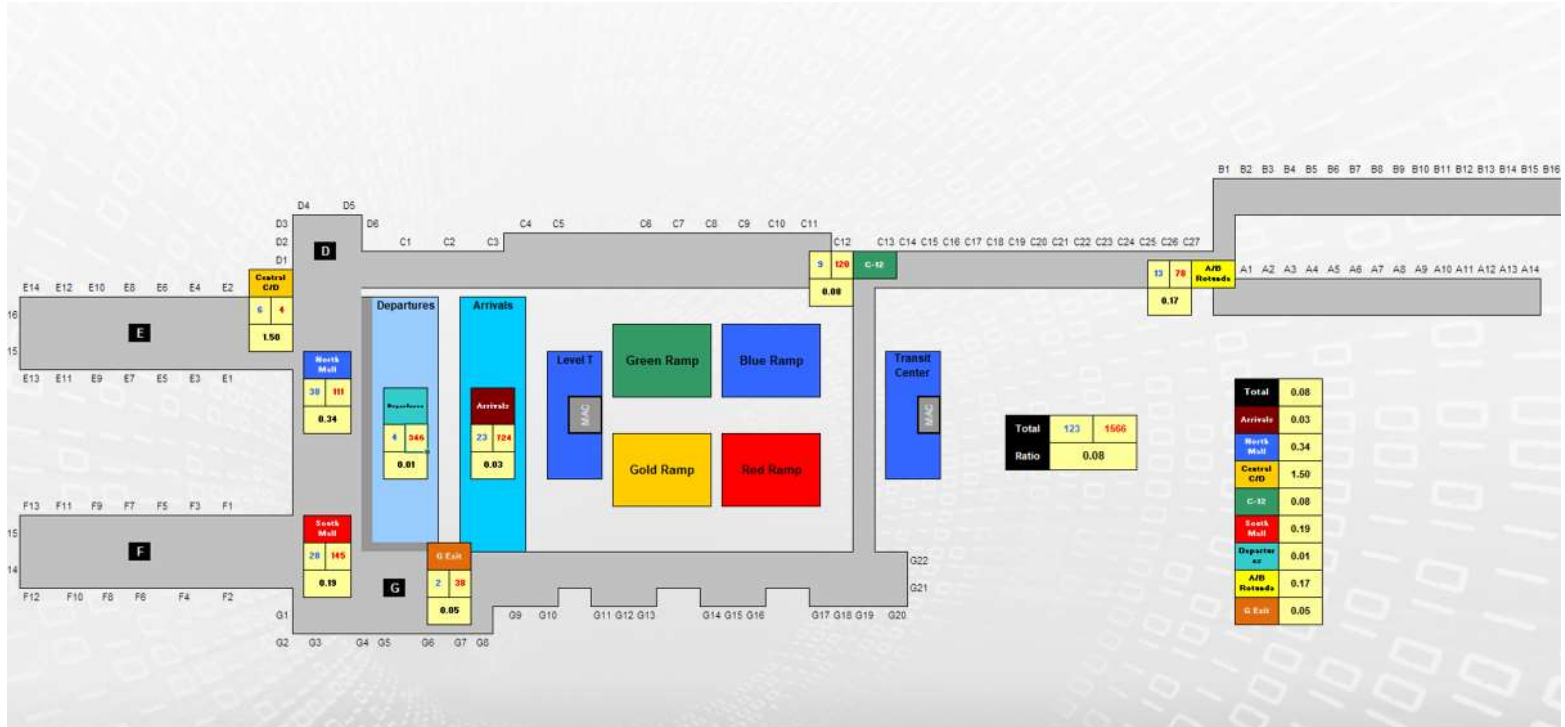


Travelers Assistance Compliments & Complaints



Our volunteers with Travelers Assistance at the information booths help provide data by tracking their daily compliments and complaints received, so we can review what the most current issues are on the floor are. They fill out weekly tally sheets that include the same 31 categories we use for the compliments and complaints database. The map above shows booth locations.

The graph below then shows us an end of year ratio for every location.

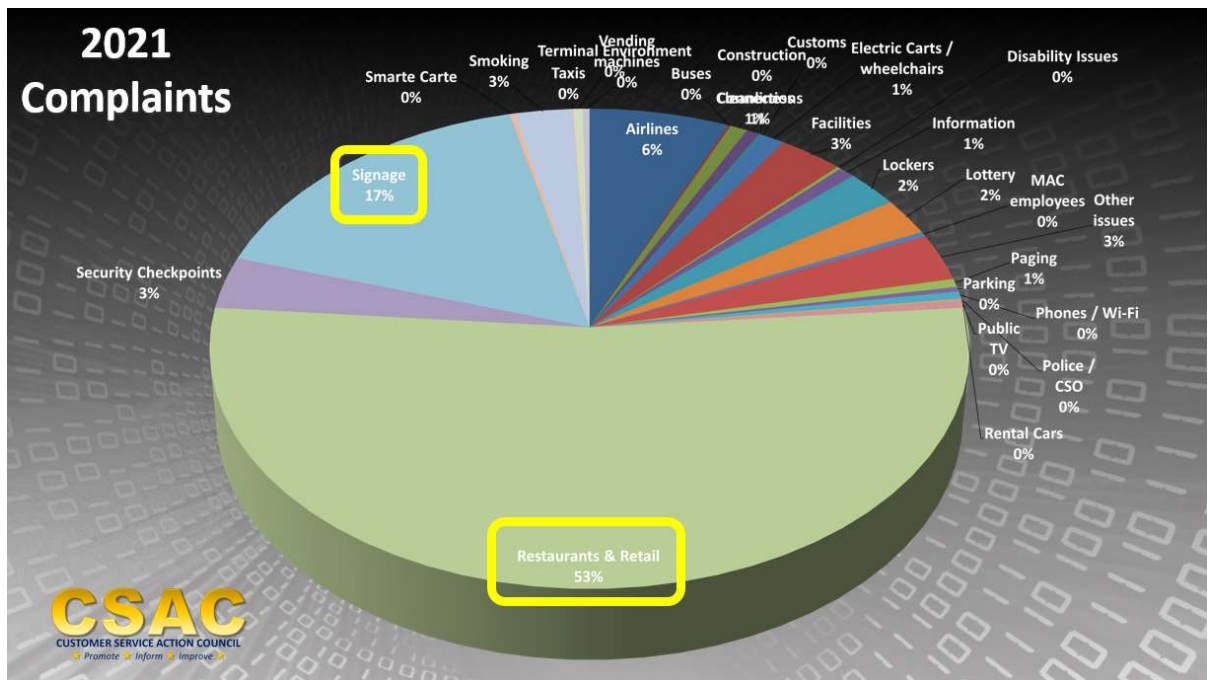


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Per the data from the Travelers Assistance, our two highest sources of complaints came via Restaurants and Retail, and Signage

AREAS OF CUSTOMER CONCERN

MAC C&C DATABASE

1. Restaurant / Retail
2. Security Checkpoints
3. Other (mask related complaints)
4. Airlines

TA C&C DATABASE

1. Restaurant / Retail
2. Signage / Wayfinding

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8. MSP Nice Overview- Katlyn Schenck



MSP Nice Customer Service Standards

1 ASSURE SAFETY AND SECURITY - OUR 1ST PRIORITY
"See something – Say something"

2 EMPLOY THE CIRCLE OF ASSISTANCE
Be proactive and approach these customers

3 PROMOTE TEAMWORK
Treat everyone you interact with as a valued customer including co-workers and airport partners

4 EMBRACE "GOING YOUR WAY"
Go out of your way to help customers on their way

5 BE "MSP NICE"
Smile and greet each customer



MSP Nice training
is provided during
the initial SIDA
badging process

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MSP Nice Cards

- ✓ When a manager or supervisor witnesses an employee doing exceptional customer service.
- ✓ Employees get **IMMEDIATE** feedback on a job well done.
- ✓ **ANY** manager or supervisor may award this card to **ANY** MSP employee!



Another way to promote **mspnice**

MSP Nice Awards Program

The MSP Nice Award is administered by the Metropolitan Airports Commission in partnership with the Customer Service Action Council. The intent of the program is to recognize and reward MSP employees who exhibit excellent customer service as described in the MSP Nice Customer Service Standards.

Criteria to Qualify for the Award

1. Employees & Volunteers are eligible for the MSP Nice Award when an unsolicited written compliment is submitted by a member of the traveling public (No employee to employee nominations) for excellence in customer service. Any employee or volunteer with a valid MSP Badge is eligible.
2. Comments may be submitted via email, comment cards, social media or letters. If an employee's manager/supervisor receives a written comment about that employee they should submit it to Katlyn.
3. The CD&A team will determine eligibility of each comment. Comments may be disqualified due to ambiguity, solicitation or questionable sources.
4. An employee's manager/supervisor must approve the award.

mspnice award Procedure

Upon receipt of the written compliment, Katlyn will arrange with the employee's manager / supervisor for a time and location to present the award.



The MSP Nice Award consists of: a framed recognition certificate, a \$25 Target gift card, and a MSP Nice Pin.



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We thank those that attended our return to an in-person meeting, and we hope for those that cannot attend, stay connected via the meeting minutes.

Our next meeting will be held Thursday, February 10th, 2022
in person at the Terminal 1 Commission Chambers
All are welcome to attend