

## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, May 11<sup>th</sup>, 2023

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

Number of attendees: 47

- |                                 |                |
|---------------------------------|----------------|
| 1. Welcome & Introductions      | Roy Fuhrmann   |
| 2. Public Service Announcements | Katlyn Schenck |
| 3. Committee Updates            | Roy Fuhrmann   |
| 4. Customer Experience Updates  | Phil Burke     |
| 5. Construction Updates         | Alan Howell    |
| 6. Q1 ASQ Results               | Steve Gentry   |
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1. Welcome and Introductions Roy Fuhrmann

2. Public Service Announcements Katlyn Schenck



### MSP Airport Managers and Supervisors

Recognize your employees or volunteers as MSP All-Stars today!

At MSP Airport, caring for our customers has always been a team effort. Now managers and supervisors have an opportunity to publicly recognize their top performing players by identifying them as an MSP All-Star.

As recognition for making the MSP experience great for both passengers and colleagues, this program will have your All-Star's image, name, title and company name featured on the digital screens that accompany the flight information monitors in the terminals.

**The process is simple:**

- 1 Identify the MSP employees or volunteers you believe should be recognized based on the criteria listed to the right, and have them fill out a [photo release form](#)
- 2 Obtain their approval to display their image and recognize them publicly in the airport terminals
- 3 Obtain headshot images of the individuals for use on the digital screens
- 4 Fill out and submit the [MSP All-Stars form online](#)

We'll take it from there!

When considering who to recognize, keep the following criteria in mind.

Does this person consistently exhibit one or more of the following behaviors...

- ★ Takes steps to assure the safety and security of travelers and fellow airport workers
- ★ Proactively seeks opportunities to assist customers outside their normal duties
- ★ Promotes teamwork across the airport community
- ★ Provides excellent service to MSP's travelers



**Meron Taddese**  
Human Resources Manager  
Airport Retail Group



## You're Invited

# Airport Police Department Open House

Tuesday, May 23 | 7 – 9 p.m.

Police Operations Center (POC) | Terminal 1 Arrivals

This is a unique opportunity to take a behind-the-scenes tour of the Airport Police Department and meet its members including Blue, the APD Mascot. Everyone is welcome to attend Light refreshments will be served.





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### myMSPconnect Redesign Project

#### PROJECT GOALS

- Updated, secure website that highlights timely and relevant news and resources
- Ensures easy access to essential information for all employees
- Consistent look and feel with other MSP websites to ensure brand recognition

#### STAKEHOLDER INPUT

- Your responses will help create an improved myMSPconnect user experience
- Survey takes less than three minutes
- Participation is completely anonymous

**We need your feedback on the myMSPconnect website TODAY!**



### 3. Committee Updates

Roy Fuhrmann

Committee	Chair	Update
Forum	<p><b>Abby Kes</b></p> <p>No Update</p>	
Travelers Advisory (TAC)	<p><b>Phil Burke</b></p> <p>Travers Advisory Committee last met May 8<sup>th</sup> and discussed:</p> <ul style="list-style-type: none"> <li>• Delta Airlines new sky club</li> <li>• Air Service Development updates</li> <li>• Q1 ASQ Results</li> </ul>	<p><b>Last met:</b> Monday, May 8<sup>th</sup></p>

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### Travelers Advisory with Disabilities (TDAC)

**Phil Burke**

TDAC will next meet  
June 12<sup>th</sup>



Next meeting:  
Monday, June 12<sup>th</sup>



### Benchmarking

**Phil Burke**



### Building on Success

**Angela Enroth**  
The T2 employee  
lounge is now open!



### MSP Jobs

**Jay Noseworthy**

Another successful job  
fair was held May 10<sup>th</sup>,  
with over 450 job  
seekers and 29 tenants  
participating. Based on  
feedback, those  
attending were great  
quality candidates!








Thanks to all that  
participated in the job  
fair!

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<b>MSP Nice</b>	<p><b>Katlyn Schenck</b></p> <p>A reminder to continue to send in your unsolicited customer compliment stories before the end of the year!</p>	<p><b>mspnice award</b></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"><li>• Framed certificate of recognition</li><li>• Service Professional Pin </li><li>• \$25 Target gift card </li></ul> 
<b>MSP Nice Celebration</b>	<p><b>Kerry Forbes</b></p> <p>Save the date- January 10<sup>th</sup>, 2024! Interested in joining the committee? We meet after CSAC every month!</p>	
<b>Airport Customer Service Hero</b>	<p>Our newest Customer Service Hero recipients were named at the April Commission meeting!</p> <p>Congratulations to Shelly Lopez, MAC Customer Experience, and Sergeant Sean Hoerd, Airport Police Department</p>	<p><b>AIRPORT CUSTOMER SERVICE HERO</b></p>  <p>Congratulations to Shelly Lopez, MAC Customer Experience, and Sergeant Sean Hoerd, Airport Police Department, recipients of the MSP Airport Customer Service Hero Awards for 2022</p> <p><b>CSAC</b></p> <p><small>CUSTOMER SERVICE ACTION COUNCIL</small></p>

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### AIRPORT CUSTOMER SERVICE HERO



Nominations are open now for the

**2023 Customer Service Hero!**

Simply provide their name, company and why you believe they should win to: [HERO@mspmac.org](mailto:HERO@mspmac.org)

- Up to three winners are selected every year
- Awards are presented at a Commission meeting
- Personalized crystal trophy
- Check for \$1,000

**CSAC**  
CUSTOMER SERVICE ACTION COUNCIL  
• Pioneer • Explore • Inspire

#### 4. Customer Experience Updates- Phil Burke

Phil provided a “Get to Know ‘Em” segment with Kenia Fils-Aime, General Manager of American Airlines, MSP. Kenia arrived to MSP earlier this winter, and leads a team of 180 with 19 destinations. Kenia has been with American for 12 years, for 5 different airports!

What does she think MSP is doing right? We have taken time to cater to ALL customers and accommodations for ALL.

What does she think MSP could improve on? Employee parking!

She is looking forward to ticket counter improvement and new technologies in the departures for American, and a continued partnership with MAC and the airport community!

Thank you, Kenia for participating at CSAC!

#### 5. Construction Updates- Alan Howell

Please see the attached slides highlighting the May CSAC construction updates.

#### 6. ASQ Q1 Results- Steve Gentry

Steve provided an update of our Q1 ASQ scores.

##### What is Airport Service Quality (ASQ)?

- Airport Council International owns and manages the Airport Service Quality (ASQ) survey program.
- In 2022, ASQ surveys were collected in 291 airports worldwide from 468,876 passengers.
- Over 30 aspects of the passenger's experience are collected from their arrival to the airport, all the way through to their departure gate.
- The only airport survey program which collects customer feedback the same day of travel.



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### MSP – Airport Performance

#### Categories



Overall Satisfaction		Overall Satisfaction
	Arrival at the Airport	Ease of getting to the airport
		Signage to access terminal
		VFM: Transport
	Check-in	Ease of finding check-in area
		Waiting time: Check-in
		Courtesy & helpfulness: Check-in staff
	Security Screening	Ease in security screening
		Waiting time: Security screening
		Courtesy & helpfulness: Security staff
	Shopping / Dining	Restaurants/bars/café's
		VFM: Restaurants/bars/café's
		Shops
	Gate Areas	VFM: Shops
		Courtesy & helpfulness: Shopping and dining staff
		Comfort of waiting at gate areas
	Throughout the Airport	Availability of seats at gate areas
		Ease of finding way
		Availability of flight info.
	Airport Atmosphere	Walking distance inside terminal
		Ease of making connection
		Courtesy & helpfulness: Airport staff
		Wi-Fi service quality
		Availability of charging stations
		Entertainment & leisure options
		Availability of washrooms
		Cleanliness of washrooms
		Health safety
		Cleanliness
		Ambience

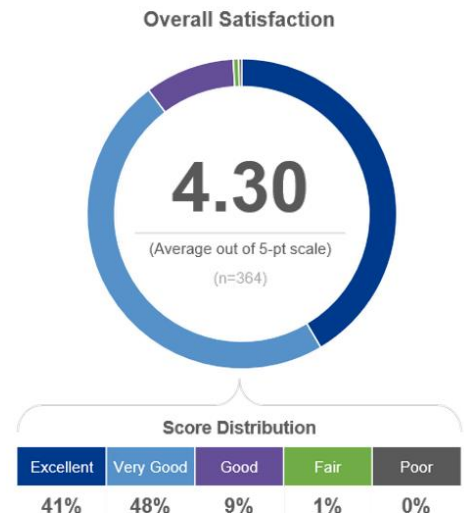
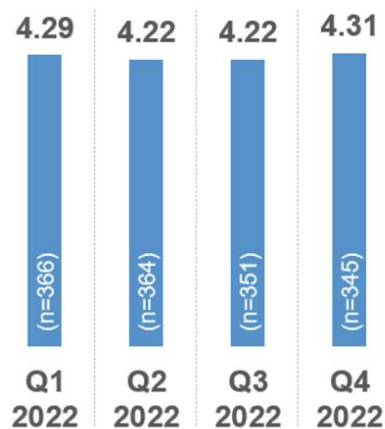
Q1 2023 ASQ AIRPORT PERFORMANCE

### MSP – Trend Over Time

#### Overall Satisfaction Score & Rank



Of our custom panel, we rank 1/15 for Q1. Congratulations!



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### MSP – Ranking Within the Customized Panel Summary of the Performance vs Customized Panel



Overall Satisfaction	Arrival at the Airport	Check-in	Security Screening	Shopping/ Dining	Gate Areas	Throughout the Airport	Airport Atmosphere
<b>Total</b> 4.30 CUSTOM PANEL: 4.55 RANK: 1 / 15	<b>Ease of getting to the airport</b> 4.38 CUSTOM PANEL: 4.15 RANK: 2 / 15	<b>Ease of finding check-in area</b> 4.45 CUSTOM PANEL: 4.32 RANK: 2 / 15	<b>Ease in security screening</b> 4.29 CUSTOM PANEL: 4.11 RANK: 4 / 15	<b>Restaurants/bars/cafes</b> 3.94 CUSTOM PANEL: 3.74 RANK: 3 / 15	<b>Comfort of waiting at gate areas</b> 3.93 CUSTOM PANEL: 3.82 RANK: 6 / 15	<b>Ease of finding way</b> 4.36 CUSTOM PANEL: 4.99 RANK: 1 / 15	<b>Health safety</b> 4.29 CUSTOM PANEL: 4.04 RANK: 1 / 15
<b>Business</b> 4.23 CUSTOM PANEL: 4.89 RANK: 1 / 15	<b>Signage to access terminal</b> 4.42 CUSTOM PANEL: 4.18 RANK: 1 / 15	<b>Waiting time: Check-in</b> 4.27 CUSTOM PANEL: 4.59 RANK: 4 / 15	<b>Waiting time: Security screening</b> 4.06 CUSTOM PANEL: 4.66 RANK: 9 / 15	<b>VFM: Restaurants/bars/cafes</b> 3.24 CUSTOM PANEL: 3.17 RANK: 6 / 15	<b>Availability of seats at gate areas</b> 4.03 CUSTOM PANEL: 3.82 RANK: 8 / 15	<b>Availability of flight info.</b> 4.39 CUSTOM PANEL: 4.51 RANK: 1 / 15	<b>Cleanliness</b> 4.29 CUSTOM PANEL: 4.03 RANK: 3 / 15
<b>Leisure</b> 4.32 CUSTOM PANEL: 4.89 RANK: 1 / 15	<b>VFM: Transport</b> 3.86 CUSTOM PANEL: 3.84 RANK: 9 / 15	<b>Courtesy &amp; helpfulness: Check-in staff</b> 4.41 CUSTOM PANEL: 4.27 RANK: 4 / 15	<b>Courtesy &amp; helpfulness: Security staff</b> 4.25 CUSTOM PANEL: 4.04 RANK: 3 / 15	<b>Shops</b> 3.62 CUSTOM PANEL: 3.57 RANK: 5 / 15		<b>Walking distance inside terminal</b> 3.90 CUSTOM PANEL: 3.64 RANK: 2 / 15	<b>Entertainment &amp; leisure options</b> 3.70 CUSTOM PANEL: 3.65 RANK: 5 / 15
<b>Personal</b> 4.34 CUSTOM PANEL: 4.05 RANK: 2 / 15				<b>VFM: Shops</b> 3.20 CUSTOM PANEL: 3.21 RANK: 6 / 15		<b>Ease of making connection</b> 4.00 CUSTOM PANEL: 3.80 RANK: 3 / 15	<b>Availability of washrooms</b> 4.24 CUSTOM PANEL: 4.05 RANK: 2 / 15
				<b>Courtesy &amp; helpfulness: Shopping and dining staff</b> 4.02 CUSTOM PANEL: 3.82 RANK: 3 / 15		<b>Courtesy &amp; helpfulness: Airport staff</b> 4.34 CUSTOM PANEL: 4.18 RANK: 1 / 15	<b>Cleanliness of washrooms</b> 4.23 CUSTOM PANEL: 3.92 RANK: 3 / 15

Note: The green and red values indicate that MSP performance is **higher** or **lower** at a statistically significant level (95%) compared to the customized panel. Rank is calculated out of total participating airports forming the customized panel.

Q1 2023 ASQ AIRPORT PERFORMANCE

### MSP – Airport Performance Most Important Service Quality Items & Satisfaction – Q1 2023



Top 5 Most Important Items (n=343)			Satisfaction with these Service Items	
1	Ease of going through security screening	36%	(n=296)	4.29
2	Ease of finding your way	26%	(n=395)	4.36
3	Waiting time at the security screening	24%	(n=296)	4.06
4	Cleanliness	20%	(n=392)	4.29
5	Cleanliness of washrooms/toilets	15%	(n=353)	4.23

Q1 2023 ASQ AIRPORT PERFORMANCE

**Our next meeting will be held Thursday, June 8<sup>th</sup>, 2023, in person at the Terminal 1 Commission Chambers.**