CSAC
CUSTOMER SERVICE ACTION COUNCIL
★ Promote ★ Inform ★ Improve ★

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

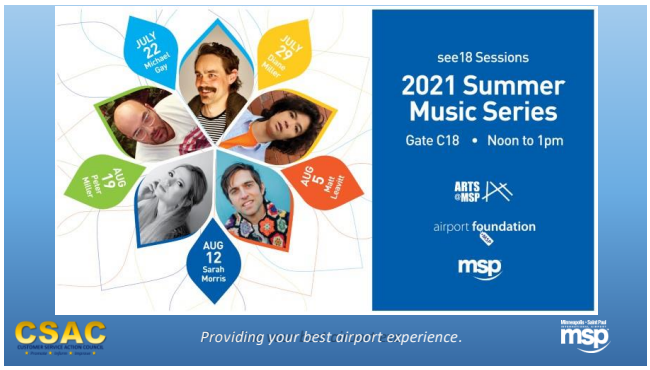
Number of attendees: 89

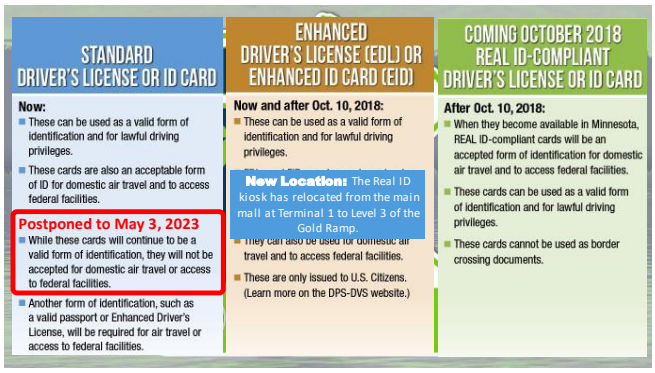
1.	Welcome & Introductions	Roy Fuhrmann
2.	Public Service Announcements	Katlyn Schenck
3.	Committee Updates	Roy Fuhrmann
4.	MSP Construction Overview	Puneet Vedi
5.	Customer Experience Updates	Phil Burke & Cassie Schmid
6.	Q2 ASQ Results	Steve Gentry

---

1. Welcome and Introductions — Roy Fuhrmann

2. Public Service Announcements — Katlyn Schenck





CSAC
CUSTOMER SERVICE ACTION COUNCIL
★ Promote ★ Inform ★ Improve ★

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

3. Committee Updates — Roy Fuhrmann

Committee	Chair	Update
Forum	Dana Nelson	

CSAC
CUSTOMER SERVICE ACTION COUNCIL
★ Promote ★ Inform ★ Improve ★

CUSTOMER SERVICE ACTION COUNCIL MINUTES

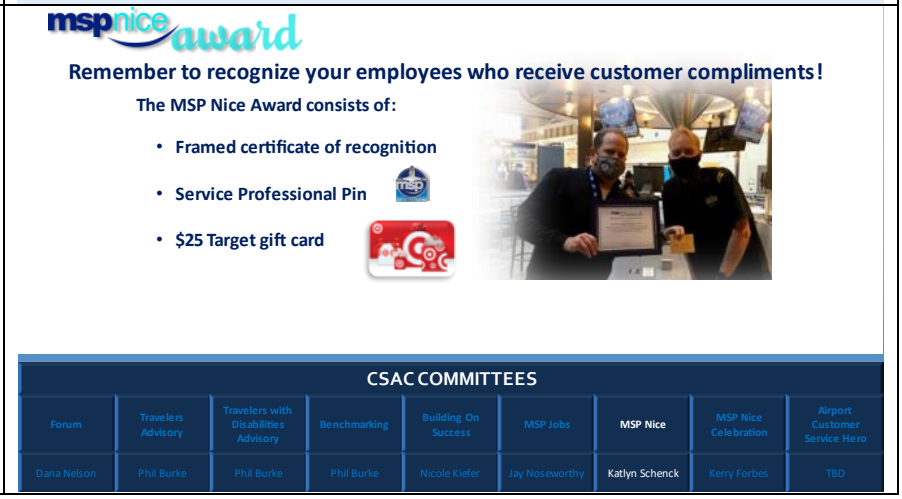
August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

Travelers Advisory (TAC)	Phil Burke	
Travelers Advisory with Disabilities (TDAC)	Phil Burke	
Benchmarking	Phil Burke	

CSAC
CUSTOMER SERVICE ACTION COUNCIL
★ Promote ★ Inform ★ Improve ★

CUSTOMER SERVICE ACTION COUNCIL MINUTES

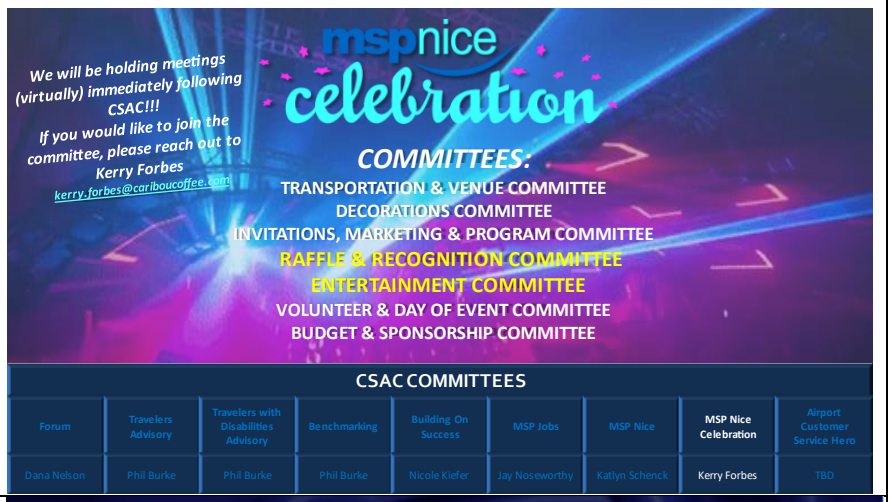
August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

Building on Success	Nicole Kiefer	
MSP Jobs	Jay Noseworthy	
MSP Nice	Katlyn Schenck	

CSAC
CUSTOMER SERVICE ACTION COUNCIL
★ Promote ★ Inform ★ Improve ★

CUSTOMER SERVICE ACTION COUNCIL MINUTES

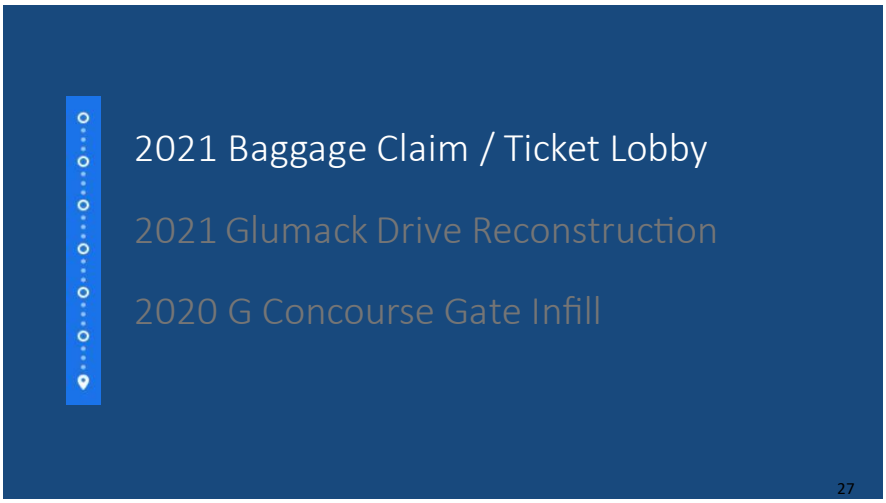
August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

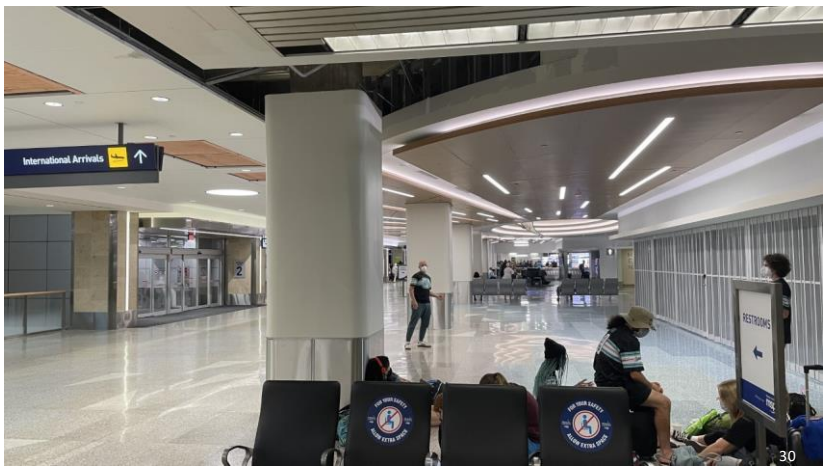
MSP Nice Celebration	Kerry Forbes	 
Airport Customer Service Hero	Roy Fuhrmann	

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

4. MSP Construction Update **Puneet Vedi**





Future concession space on Arrivals level

CSAC
CUSTOMER SERVICE ACTION COUNCIL
Promote Inform Improve

CUSTOMER SERVICE ACTION COUNCIL MINUTES

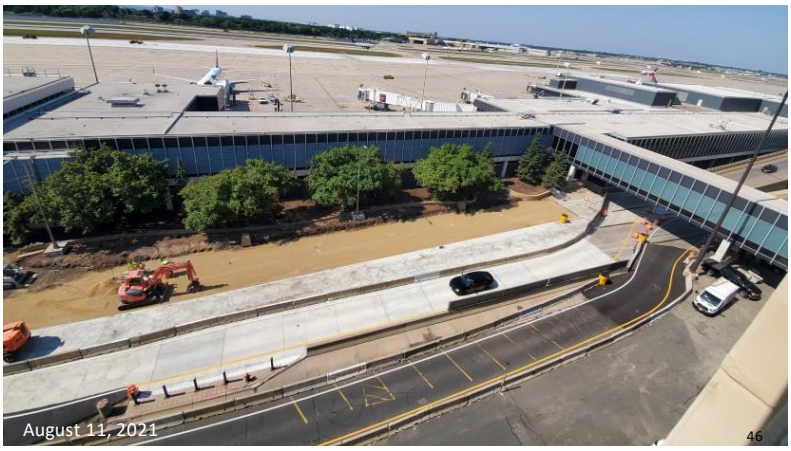
August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

2021 Baggage Claim / Ticket Lobby

2021 Glumack Drive Reconstruction

2020 G Concourse Gate Infill

39



Glumack road is steadily making progress and will now include 3 lanes

2021 Baggage Claim / Ticket Lobby

2021 Glumack Drive Reconstruction

2020 G Concourse Gate Infill

47

CSAC
CUSTOMER SERVICE ACTION COUNCIL
Promote Inform Improve

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

5. Customer Experience Update **Phil Burke & Cassie Schmid**

PURPOSE

An overview of how digital content supports the customer experience at MSP.

DESIRED RESULT

Feedback from CSAC participants to improve the CX/Strategic Marketing Teams' initiative.

CSAC
CUSTOMER SERVICE ACTION COUNCIL
Promote Inform Improve

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

Positioning Statement

Utilizing digital platforms throughout MSP, we strive to enhance the customer experience with timely and relevant information, influence behavior to drive revenue, recognize the airport community and strengthen the MSP brand.

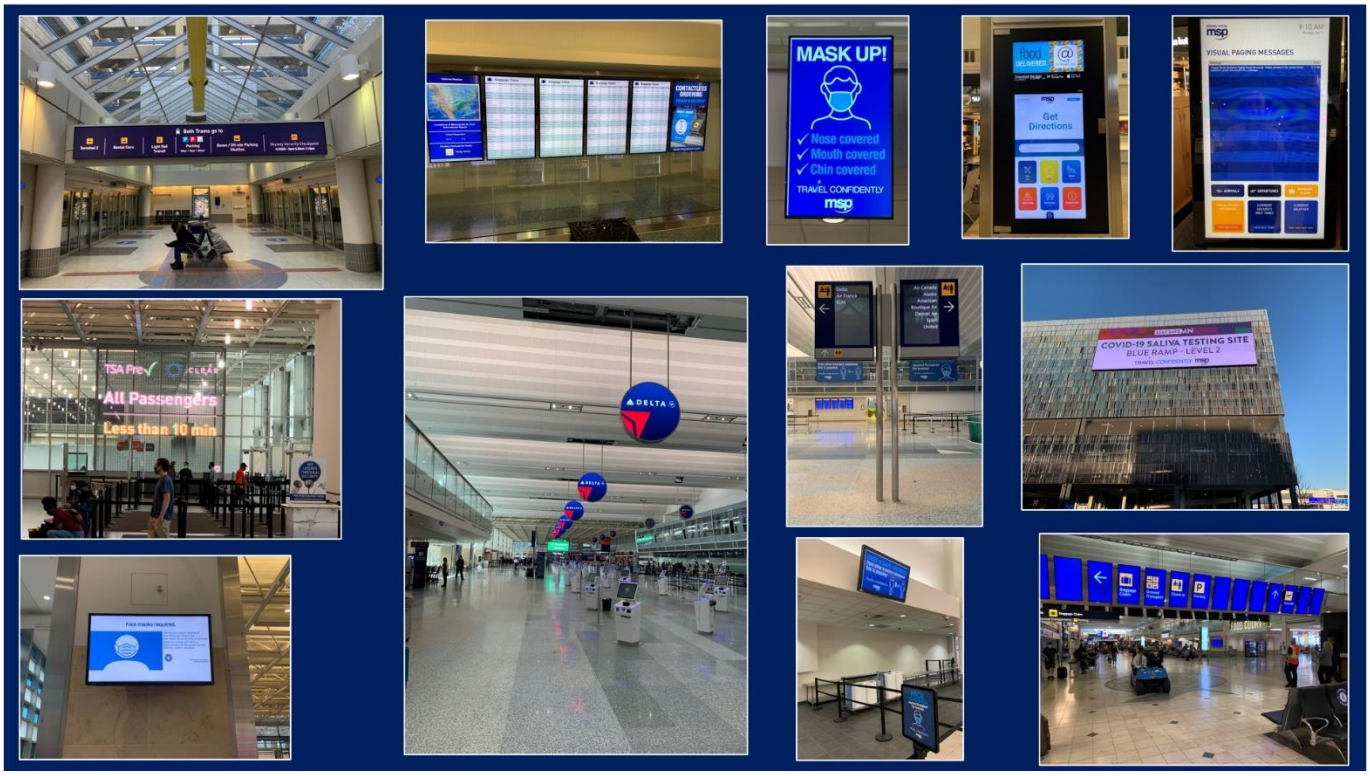
Breaking Down the Positioning Statement

Utilizing digital platforms throughout MSP, we strive to enhance the customer experience with timely and relevant information…

CSAC
CUSTOMER SERVICE ACTION COUNCIL
★ Promote ★ Inform ★ Improve ★

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting



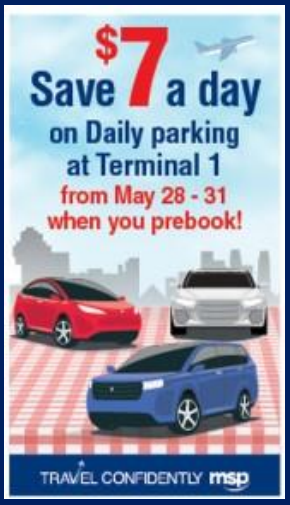
CSAC
CUSTOMER SERVICE ACTION COUNCIL
Promote Inform Improve

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

Breaking Down the Positioning Statement

Utilizing digital platforms throughout MSP, we strive to enhance the customer experience to influence behavior to drive revenue…



CSAC
CUSTOMER SERVICE ACTION COUNCIL
Promote Inform Improve

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

Breaking Down the Positioning Statement

Utilizing digital platforms throughout MSP, we strive to enhance the customer experience by recognizing the airport community…

CSAC
CUSTOMER SERVICE ACTION COUNCIL
Promote Inform Improve

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

2. MSP Nice Award Winners

3. MSP Hero Award Winners
4. Art Fair Award Winners
5. Recognizing Specific Employee Groups
6. Other ideas…

Breaking Down the Positioning Statement

Utilizing digital platforms throughout MSP, we strive to enhance the customer experience and strengthen the MSP brand.

CSAC
CUSTOMER SERVICE ACTION COUNCIL
★ Promote ★ Inform ★ Improve ★

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

6. Q2 ASQ Results — Steve Gentry

- Airport Service Quality (ASQ) is the world's leading airport customer satisfaction benchmark survey. The program is owned and managed by Airports Council International.
- 287 airports in more than 50 countries use ASQ to survey their passengers each month.
- Participating airports receive results from all other participating airports allowing it to identify best practice and measure its own performance.

CSAC

What does ASQ measure?

Essentially the customer journey from arriving at the airport to their departure gate

CSAC

ACCESS
- Ground transportation to / from the airport
- Parking facilities
- Parking facilities value for money
- Availability of baggage carts / trolleys

AIRLINE CHECK-IN
- Waiting time in check-in queue / line
- Efficiency of check-in staff
- Courtesy, helpfulness of check-in staff

SECURITY
- Courtesy and helpfulness of Security staff
- Thoroughness of Security inspection
- Waiting time at Security inspection
- Feeling of being safe and secure

FINDING YOUR WAY
- Ease of finding your way through airport
- Flight information screens
- Walking distance inside the terminal
- Ease of making connections with other flights

FOOD & BEVERAGE / SHOPPING
- Restaurant / Eating facilities
- Restaurant facilities value for money
- Shopping facilities
- Shopping facilities value for money

AIRPORT STAFF
- Courtesy, helpfulness of airport staff

AIRPORT SERVICES
- Availability of bank / ATM facilities / money changers
- Internet access / Wifi
- Business / Executive lounges

AIRPORT FACILITIES
- Availability of washrooms / toilets
- Cleanliness of washrooms / toilets
- Cleanliness of airport terminal
- Comfort of waiting / gate areas

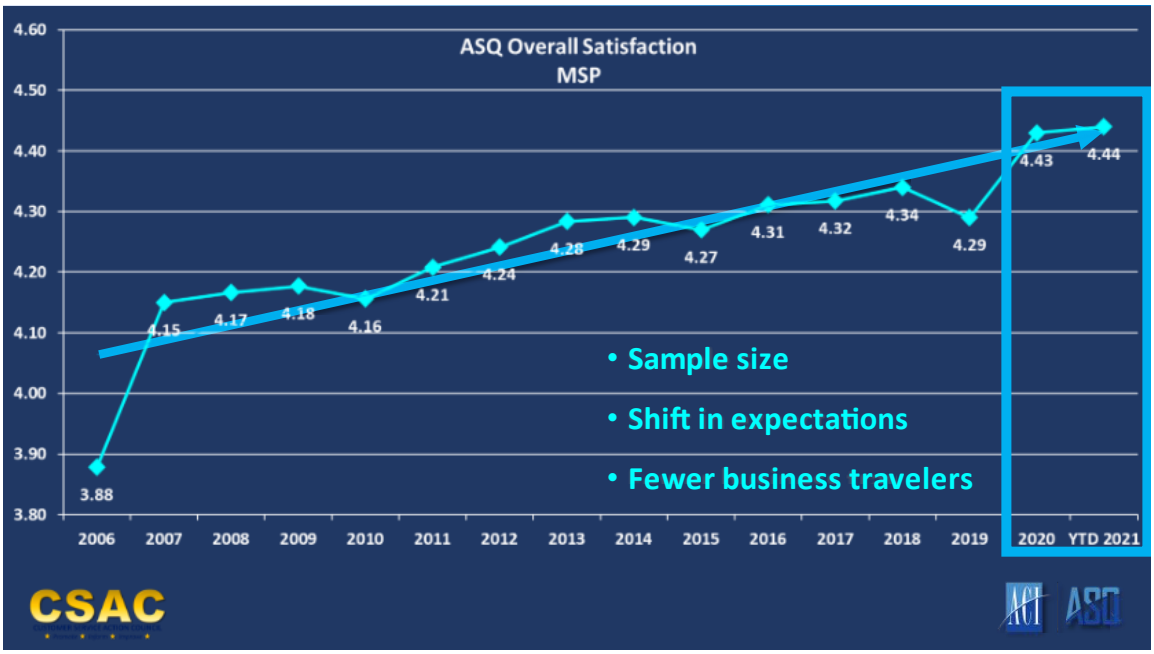
OVERALL SATISFACTION
- Ambience of the airport
- Overall satisfaction with the airport

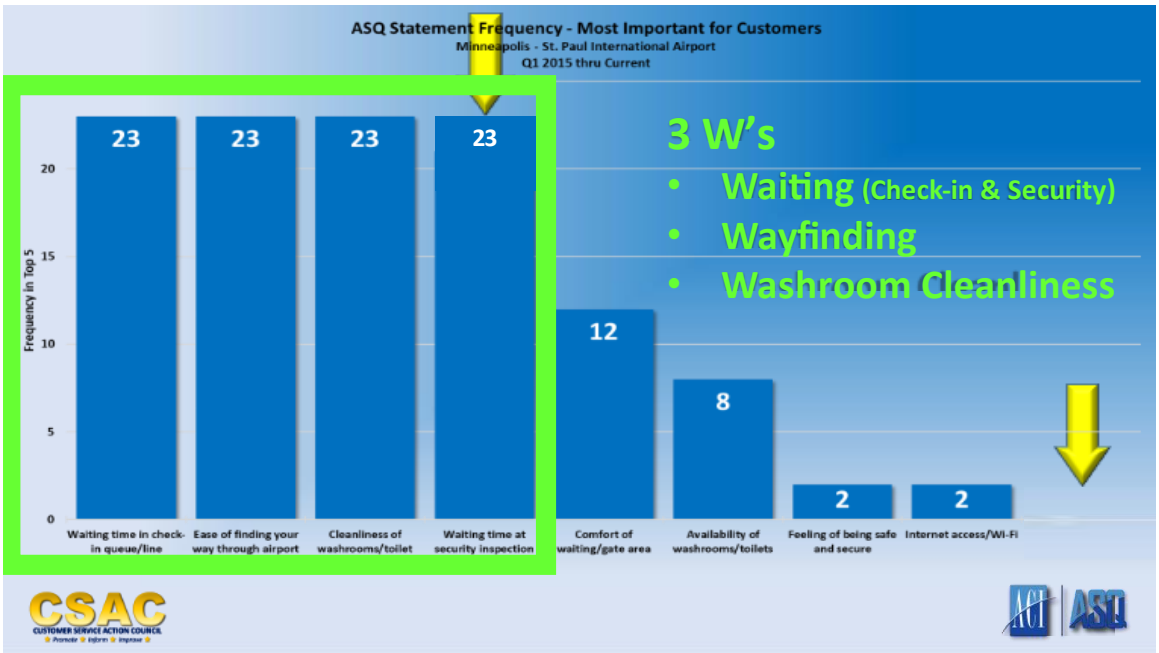
CSAC

CSAC
CUSTOMER SERVICE ACTION COUNCIL
Promote Inform Improve

CUSTOMER SERVICE ACTION COUNCIL MINUTES

August 12th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting





Our next meeting will be held September 9th, 2021 at 10:00 AM.
All are welcome to attend.