

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



see 18 Sessions
2021 Summer Music Series
Gate C18 • Noon to 1pm
ARTS MSP
airport foundation
msp

CSAC
Providing your best airport experience.

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.) 	



wandertest
RAPID COVID TESTING

Wandertest Rapid COVID Testing
Designed for travelers, volunteers and employees, Wandertest offers rapid COVID testing. Antigen Testing, NAAT Testing, and PCR Testing are offered.
Results in less than an hour
Hours: Mon. - Fri. from 8:30 a.m. - 5 p.m.; Sat. & Sun. from 1:30 p.m. - 5 p.m.
Location: Pre-security, Terminal 1 on Level 3 of the Gold Ramp
Cost: \$99 - \$199

Covid-19 and the Delta variant are continuing to impact travel and restrictions are changing daily.
Last week the public testing site served 7100 which is the same as the week of April 18th.



STAT SAFE MN
MINNESOTA TRAVEL CONFIDENCY msp

MN Department of Health Testing
In partnership with the Minnesota Department of Health and Vault Health, a free COVID-19 testing site is open to the public at MSP Airport, providing a convenient location for the state's testing program.
Results in 48 hours
Hours: 7 a.m. - 7 p.m.
Location: Level 2 of the Blue Ramp, Terminal 1
Cost: Free to all Minnesota residents

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MSP COVID-19 VACCINE CLINIC

mi MINNESOTA msp



Offering the **ONE DOSE** JOHNSON & JOHNSON'S Janssen vaccine
7 days a week

Terminal 1: Located post -security in the main mall across from Starbucks
Terminal 2: Located pre -security on the ground level between doors 1 & 2
*1-hour free parking provided for 72 vaccinations

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MSP Nice Celebration

Kerry Forbes



mspnice celebration
SAVE THE DATE:
WEDNESDAY, JANUARY 12TH, 2022
AT THE HYATT REGENCY BLOOMINGTON
Combining 2020 & 2021 MSP Nice Award Winners

CSAC COMMITTEES								
Forum	Travelers Advisory	Travelers with Disabilities Advisory	Benchmarking	Building On Success	MSP Jobs	MSP Nice	MSP Nice Celebration	Airport Customer Service Hero
Dana Nelson	Phil Burke	Phil Burke	Phil Burke	Nicole Kiefer	Jay Noseworthy	Katlyn Schenck	Kerry Forbes	TBD



We will be holding meetings (virtually) immediately following CSAC!!!
If you would like to join the committee, please reach out to Kerry Forbes
kerry_forbes@cariboucoffee.com

mspnice celebration
COMMITTEES:
TRANSPORTATION & VENUE COMMITTEE
DECORATIONS COMMITTEE
INVITATIONS, MARKETING & PROGRAM COMMITTEE
RAFFLE & RECOGNITION COMMITTEE
ENTERTAINMENT COMMITTEE
VOLUNTEER & DAY OF EVENT COMMITTEE
BUDGET & SPONSORSHIP COMMITTEE

CSAC COMMITTEES								
Forum	Travelers Advisory	Travelers with Disabilities Advisory	Benchmarking	Building On Success	MSP Jobs	MSP Nice	MSP Nice Celebration	Airport Customer Service Hero
Dana Nelson	Phil Burke	Phil Burke	Phil Burke	Nicole Kiefer	Jay Noseworthy	Katlyn Schenck	Kerry Forbes	TBD

Airport Customer Service Hero

Roy Fuhrmann



Customer Service Hero
Our Customer Service Hero recipients
will be shared at a future
Commission meeting

Rick Valentino
Metropolitan Airports Commission

Ken Borowski
Delta Airlines

Danny Givens
D.G. Express

Recognizing exceptional service for enhancing the customer experience within the airports of the Metropolitan Airports Commission.

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CUSTOMER SERVICE ACTION COUNCIL MINUTES

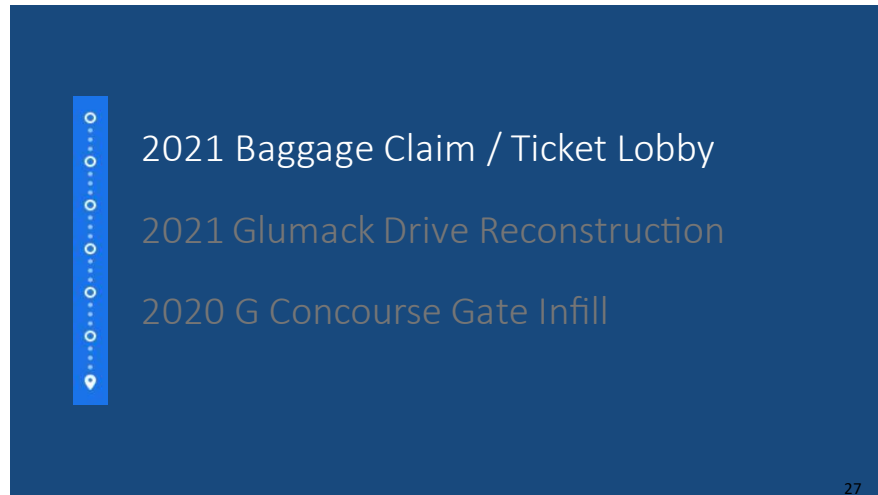
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4. MSP Construction Update

Puneet Vedi



Future concession space on Arrivals level



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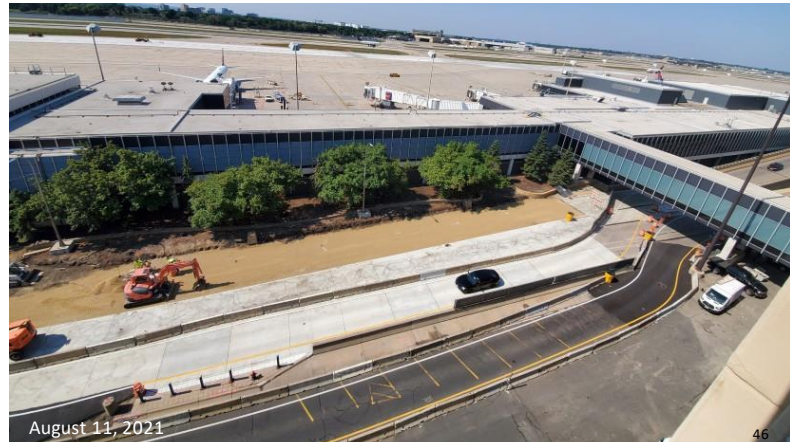
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2021 Baggage Claim / Ticket Lobby

2021 Glumack Drive Reconstruction

2020 G Concourse Gate Infill

39



46

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

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5. Customer Experience Update

Phil Burke & Cassie Schmid

Using Digital Content to Enhance the Customer Experience



Cassie Schmid, Director, Strategic Marketing
Phil Burke, Assistant Director, Customer Experience

August 12, 2021
Customer Service Action Council

PURPOSE + DESIRED RESULT

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.



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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

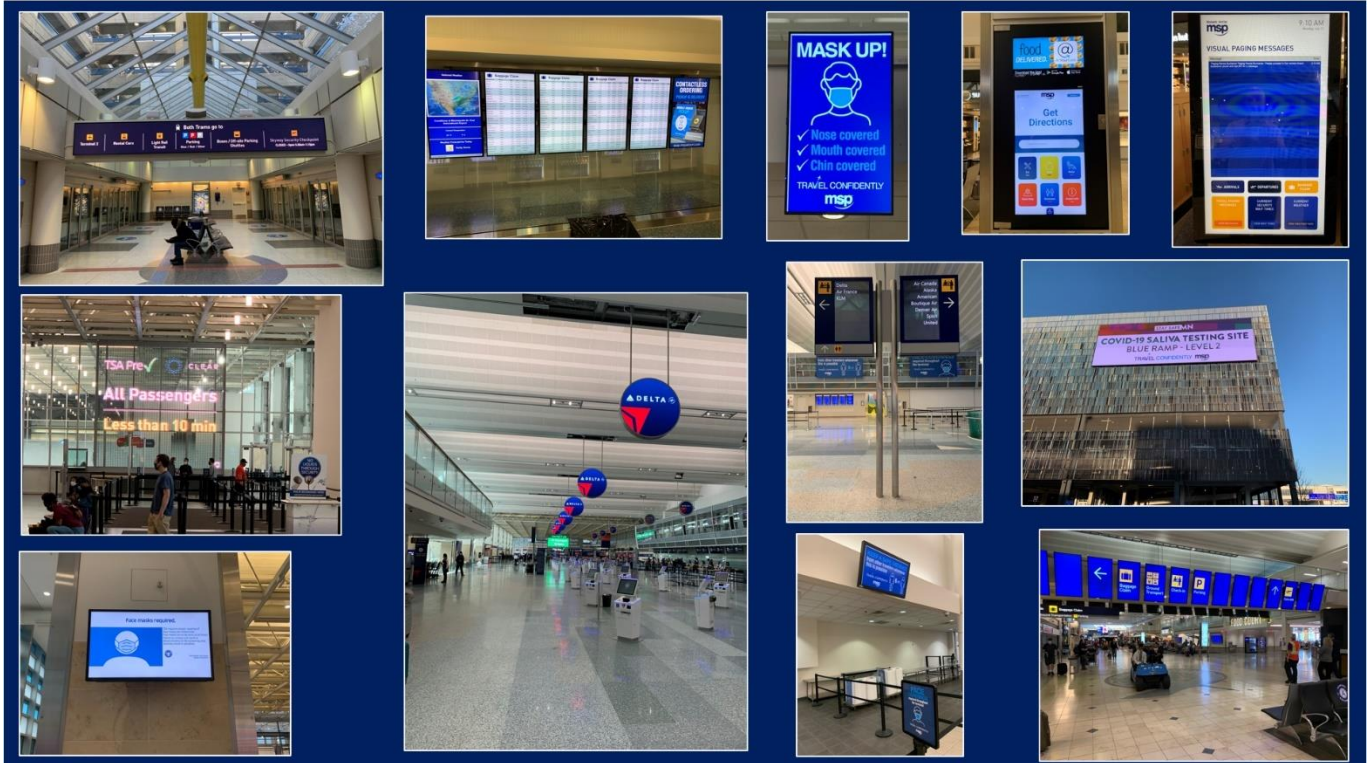
Utilizing digital platforms throughout MSP, we strive to enhance the customer experience with timely and relevant information...

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Breaking Down the Positioning Statement

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





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Breaking Down the Positioning Statement

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

MEET THE NEW VOICES OF MSP!



#12 Candy Capra, MAC
Parking Ramps



#44 Glen Brown, G2
Unattended Bags



#48 Emily Dunker, Delta
Moving Walks



#39 Lamar Nygaard, Delta
Travel Confidently



#34 Neal Bernards, American
311



#59 Patrick Mylan, MAC
Baggage Carousels



#22 Jose Reyes, Avis
Automated Exits



#14 David Arenas, TSA
Trams and Tram Stations



#24 Matthew Michaliski, Sun Country
Terminal 2



#55 Dee Prince, Delta
Travel Confidently



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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.

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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

ACT ASQ

What does ASQ measure?

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

CSAC

ACT ASQ

ACCESS

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

AIRLINE CHECKIN

- Waiting time in checkin queue / line
- Efficiency of checkin staff
- Courtesy, helpfulness of checkin 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
CUSTOMER SERVICE ACTION COUNCIL
★ Promote ★ Inform ★ Improve ★

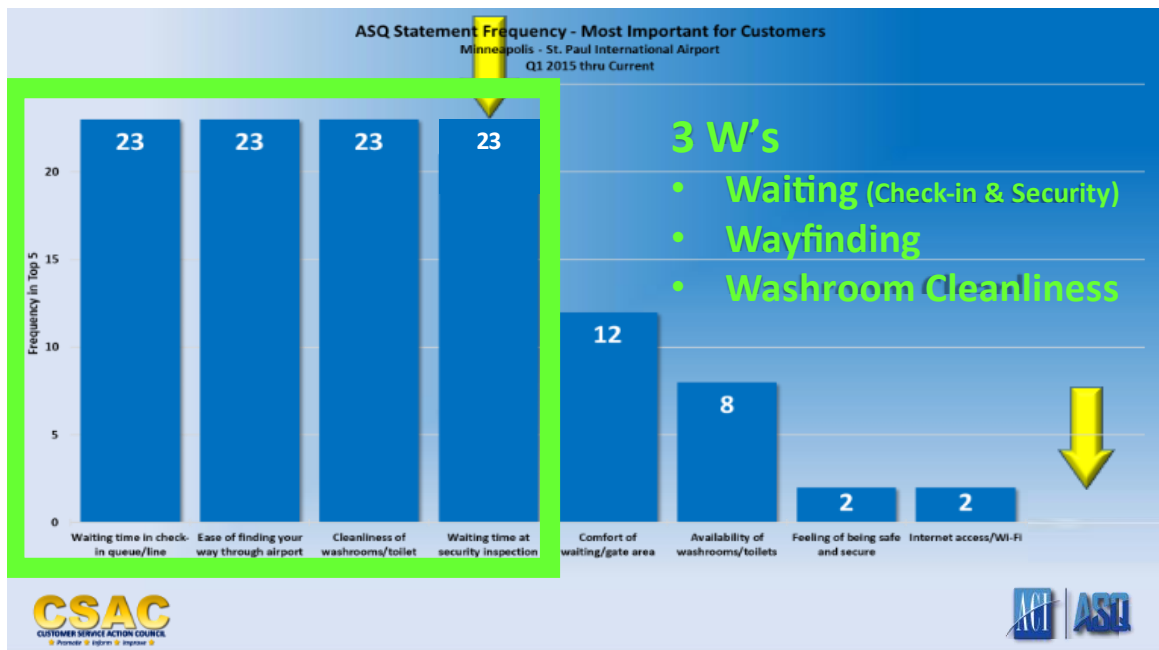
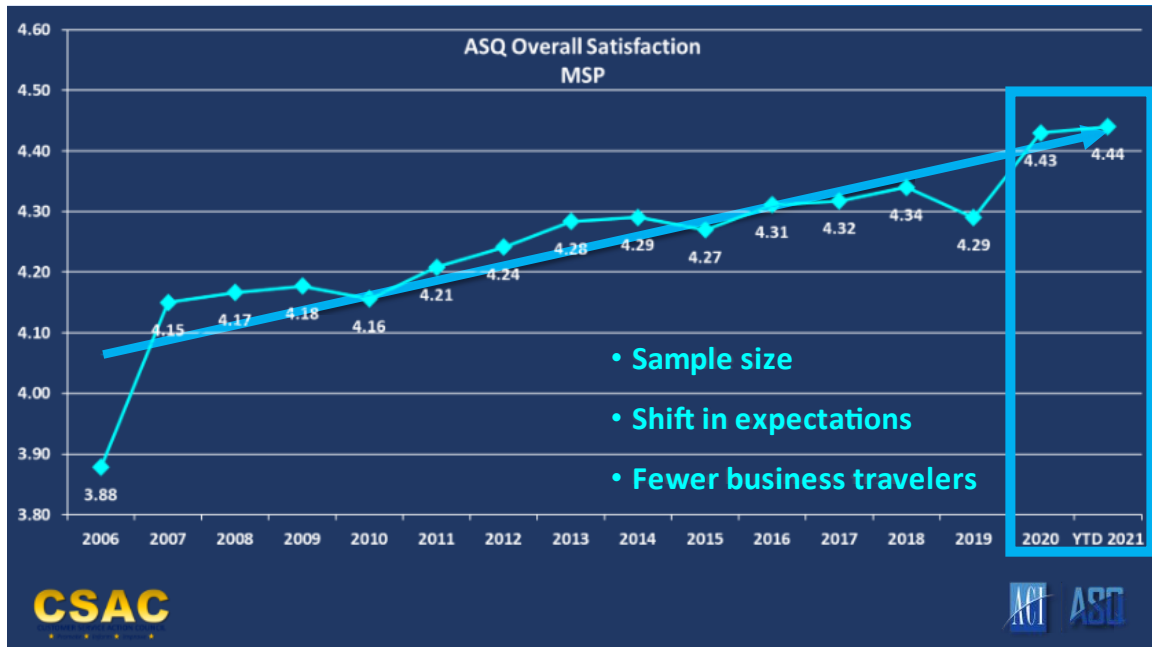
ACT ASQ

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Our next meeting will be held September 9th, 2021 at 10:00 AM.

All are welcome to attend.