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CUSTOMER SERVICE ACTION COUNCIL
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CUSTOMER SERVICE ACTION COUNCIL MINUTES

September 9th, 2021
10:00 AM – 11:00 AM
Microsoft Teams™ Meeting

Number of attendees: 80

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
6.	Travel Confidently Updates	Phil Burke & Cassie Schmid
7.	Concession Updates	Jay Noseworthy

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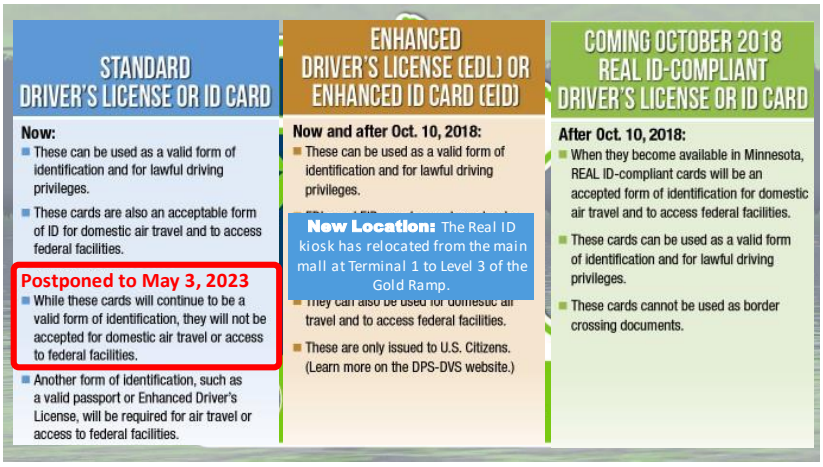
1. Welcome and Introductions — **Roy Fuhrmann**

2. Public Service Announcements — **Katlyn Schenck**



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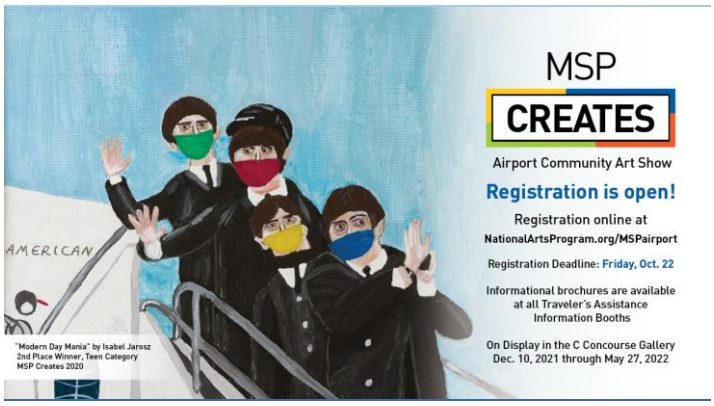

To register for the Airport community art show:
https://www.nationalartsprogram.org/venues/minneapolis-st-paul-international-airport

The 9/11 remembrance program at MSP will take place on Saturday, September 11th at both Terminal 1 and Terminal 2.

The Airport Police Honor Guard, Airport Fire Honor Guard and Customs and Border Protection will be participating in this ceremony.

At 7:46AM, a pre-recorded brief announcement will be made, along with a moment of silence, the playing of Taps, then a closing message.

Security Checkpoints will pause at 7:46AM and we ask that all tenants silence their music and operations in respect for this program.

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Providing your best airport experience.

msp

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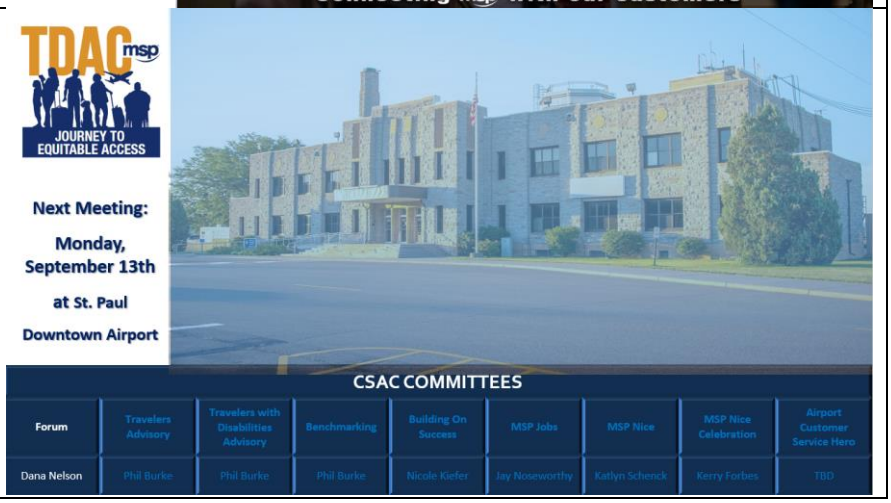
3. Committee Updates — Roy Fuhrmann

Committee	Chair	Update
Forum	Dana Nelson	
Travelers Advisory (TAC)	Phil Burke	
Travelers Advisory with Disabilities (TDAC)	Phil Burke	

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

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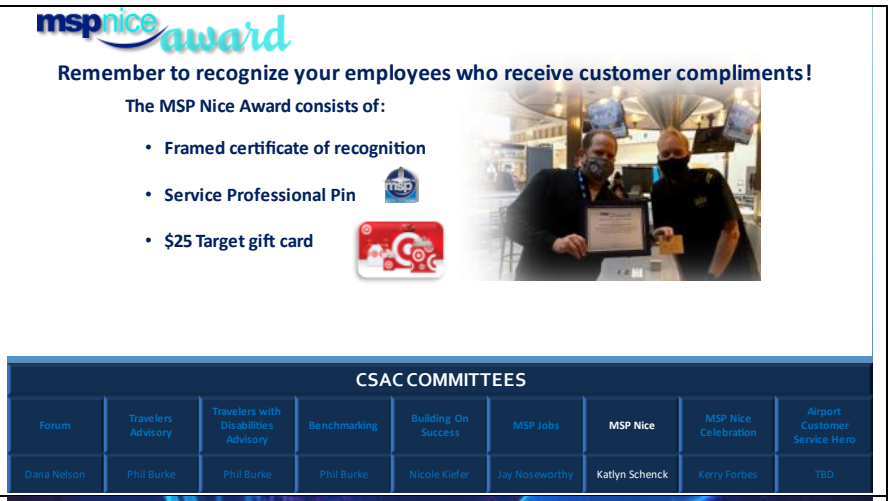
<table>
<tr>
<td>MSP Nice</td>
<td>Katlyn Schenck</td>
<td>


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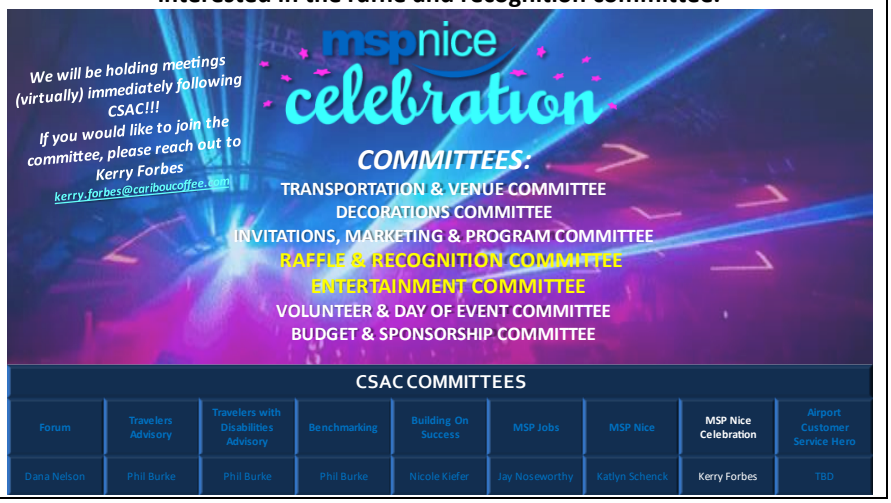
<tr>
<td>MSP Nice Celebration</td>
<td>Kerry Forbes</td>
<td>

MANAGERS: Please share the save the date with your 2020/21 MSP Nice Award winners! We are also looking for committee members, especially those interested in the raffle and recognition committee.


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Airport Customer Service Hero	Roy Fuhrmann	

4. MSP Construction Update **Puneet Vedi**

Lake Elmo Airport
- 2020 Runway 14-32 Replacement

Minneapolis-Saint Paul Airport
- 2021 Glumack Drive Reconstruction
- 2021 Taxiway A/B & G Apron Reconstruction
- 2020 G Concourse Gate Infill

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Minneapolis-Saint Paul Airport
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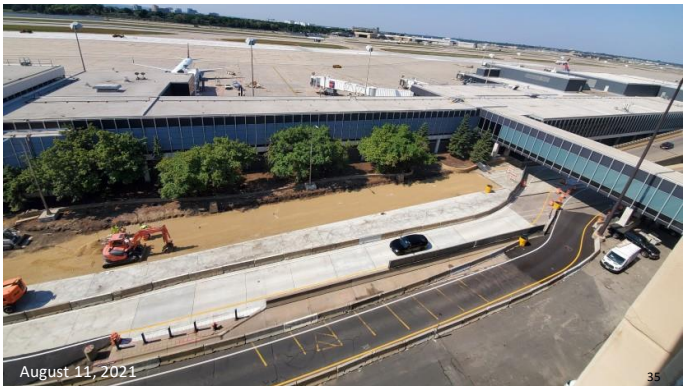
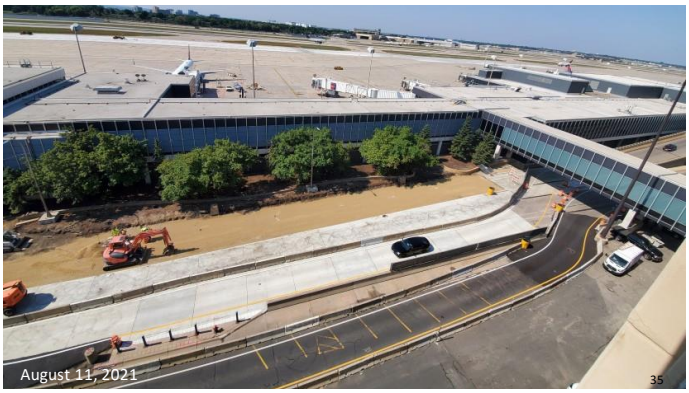
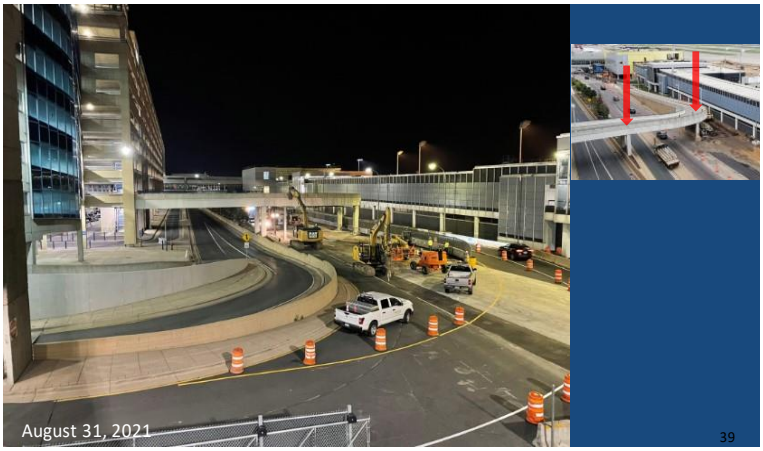
- 2021 Taxiway A/B & G Apron Reconstruction
- 2020 G Concourse Gate Infill







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Minneapolis-Saint Paul Airport
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- 2020 G Concourse Gate Infill

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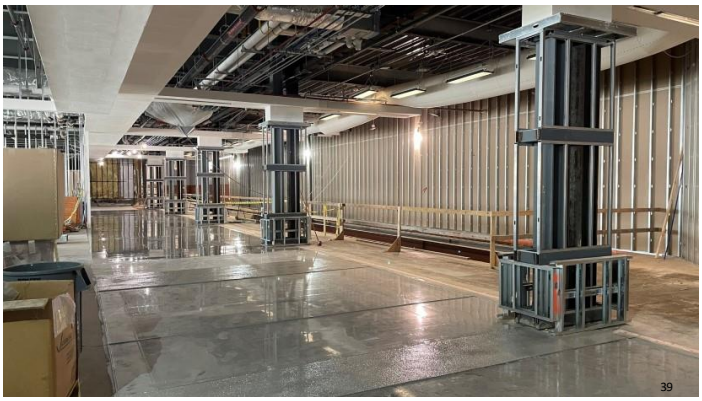

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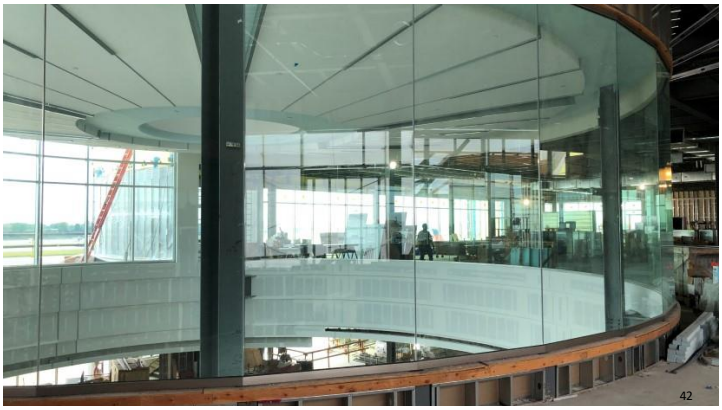

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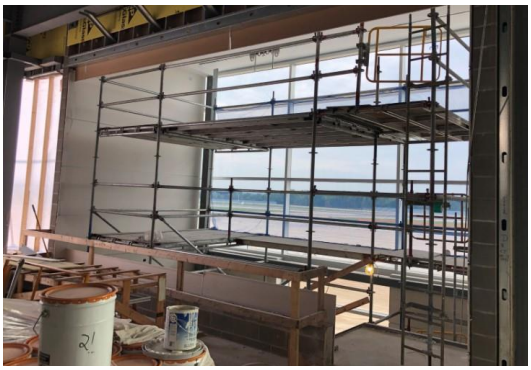

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5. Customer Experience Update **Phil Burke**

See full slide deck below

6. Travel Confidently **Phil Burke & Cassie Schmid**

Face Coverings

- KEY POINTS:
  - TSA has extended its CDC-driven security directive until January 18, 2022
  - Applies to airport employees, contractors, vendors and customers
  - The requirement to wear a mask does not apply in the following circumstances:
    - While eating, drinking, or taking medication
    - When necessary to temporarily lower or remove the mask to verify one's identity such as during Transportation Security Administration (TSA) screening or when asked to do so by the ticket or gate agent or any law enforcement official
    - While communicating for brief periods of time with a person who is hearing impaired

Social Distancing Program

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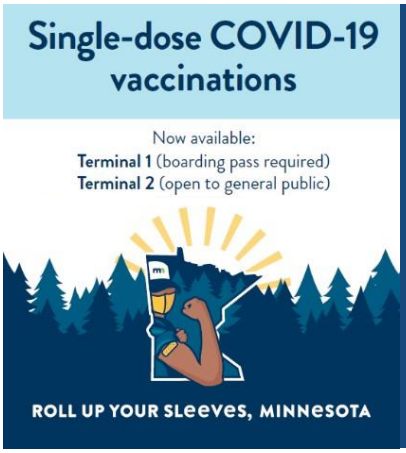
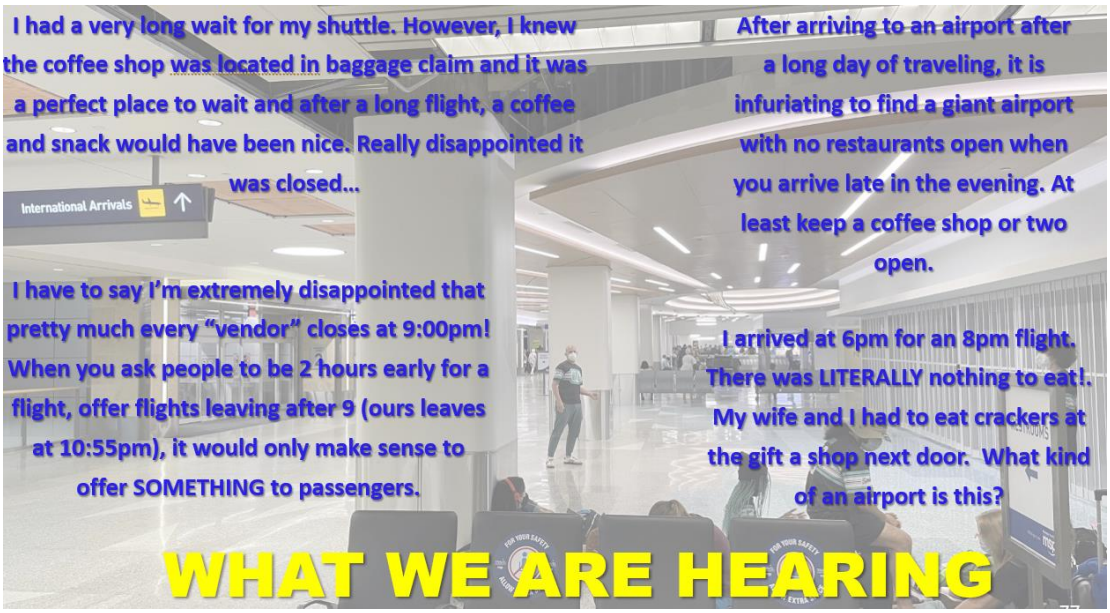
MSP Testing Options

wandertest
RAPID COVID TESTING



MSP Vaccination Options

7. Concession Updates **Jay Noseworthy**



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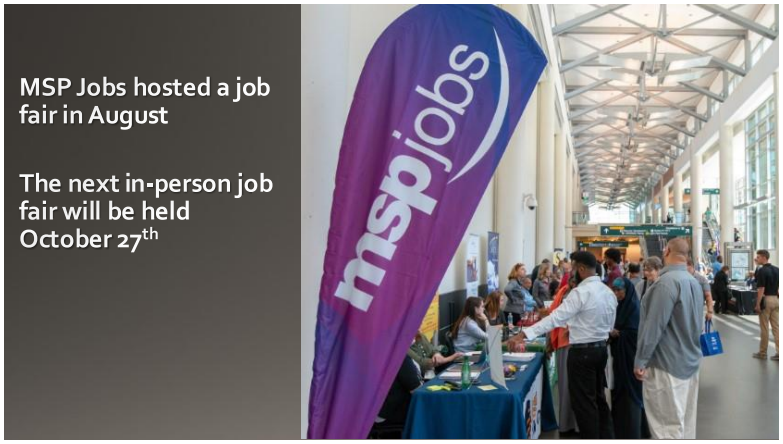

Innovative Vending machines will be available for additional food sources

Our next meeting will be held October 14th, 2021 at 10:00 AM.
All are welcome to attend.

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Customer Experience

MINNEAPOLIS SAINT PAUL METROPOLITAN AIRPORTS COMMISSION
MAC

Phil Burke, Assistant Director, Customer Experience
Customer Service Action Council

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Customer Experience (CX) Purpose

To ***enhance*** our customers' experience at MSP.

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Defining Customer Experience (CX)

The **perception our customer has** as they journey through all possible MSP moments.

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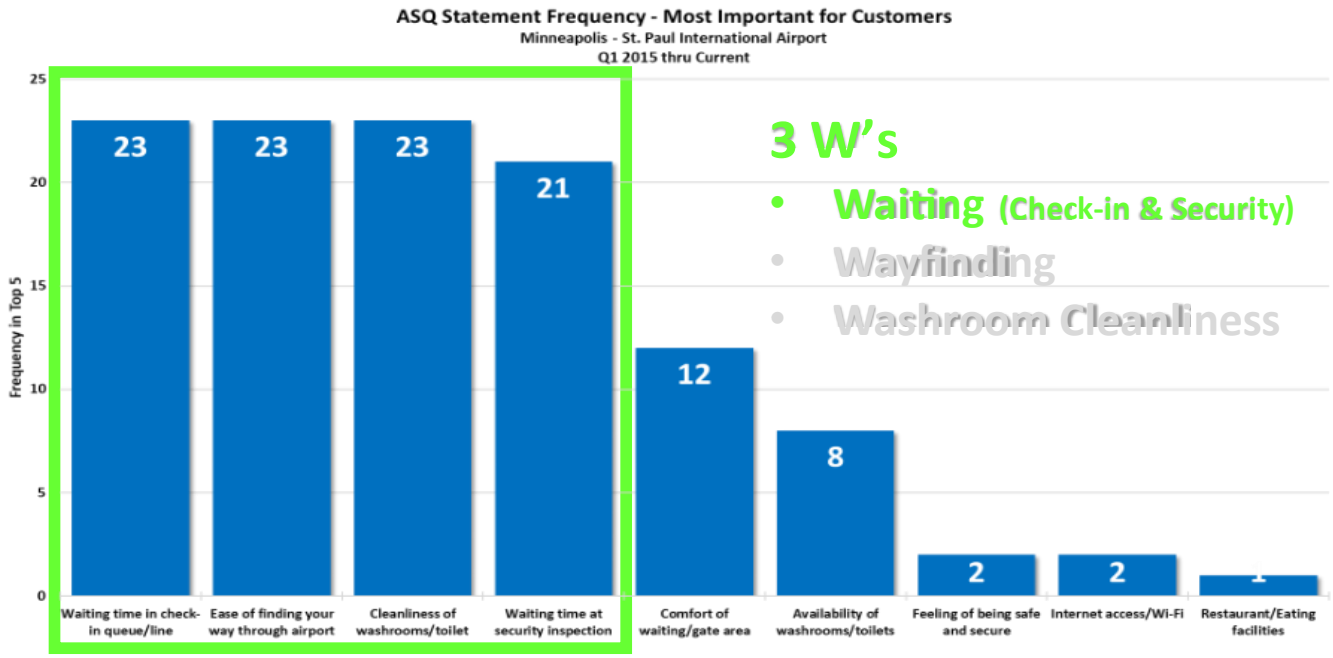

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Five examples of working to minimize waiting to improve the customer experience

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Security Queue Line Balancing

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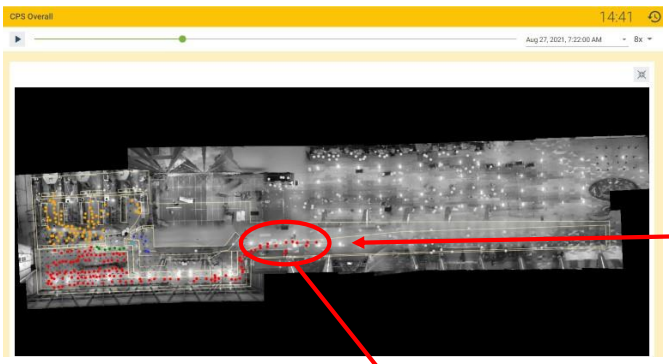

South Security Checkpoint

North Security Checkpoint

Skyway Security Checkpoint

1. S to N, N to S
2. S and/or N to Skyway
3. A moving customer is a happy customer

Cleaning

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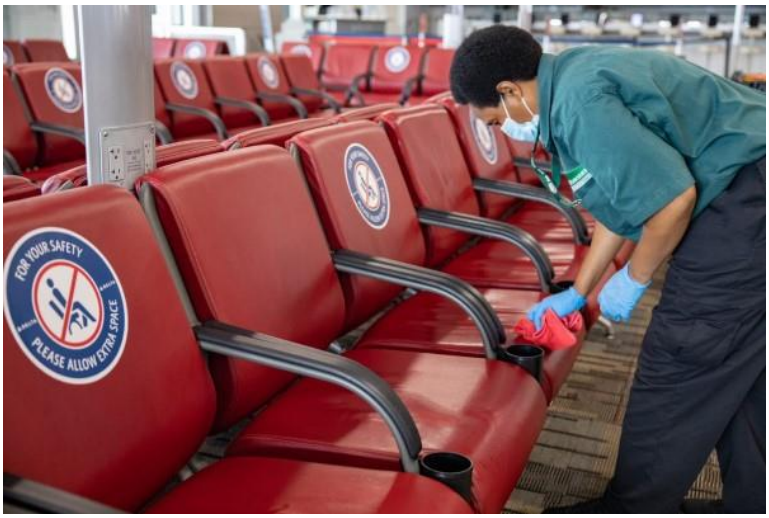
1) MAC partnered with a software company to conduct a 90day Proof of Concept project to assist with our strategic goals and smart cleaning initiatives.

2) Project consisted of a mobile application that aligned the flight schedules on the F Concourse with the general cleaning schedules.

3) Provided ability to record completed tasks, inspection findings, and to view key performance indicators.

4) POC being reviewed for further consideration.



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Design/Construction

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COVID testing center entrance

Silver ramp

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Design considerations to minimize customer waiting

1) Provide for the right-sized facility based on long-term comprehensive planning (proactive and data-driven)
2) Execute these plans to accommodate growth with facilities' availability just before needs
3) Coordinate technologies to support the facilities looking at future needs
4) Plan for adequate staffing with stakeholders and airport authority to support the facilities being provided at the capacities experienced.
5) Provide for redundancies (resilience and sustainability) and worst-case-scenarios.
6) Provide what current data we have that reflects real-world information to the guest to empower them to make their journey their own.

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Concessions initiatives to minimize wait times

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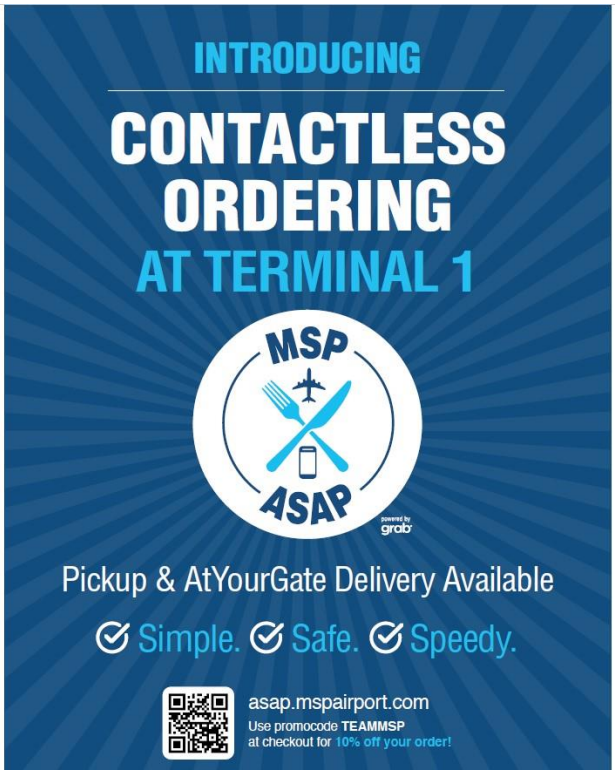
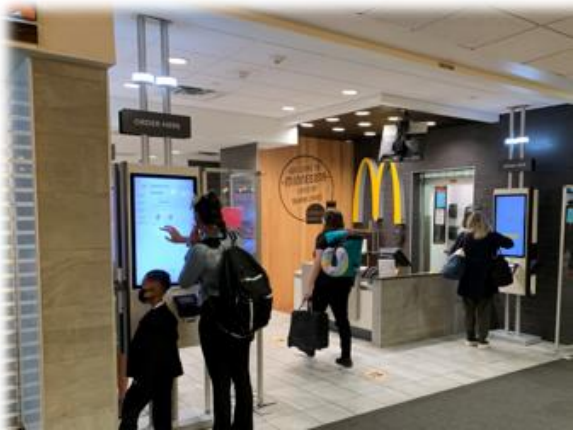


Encouraging use of ordering kiosks



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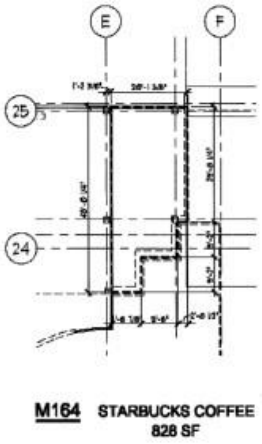
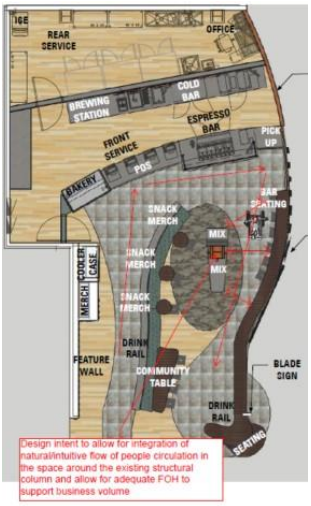
Smart design to optimize available space



BEFORE



AFTER

Business Intelligence (BI)

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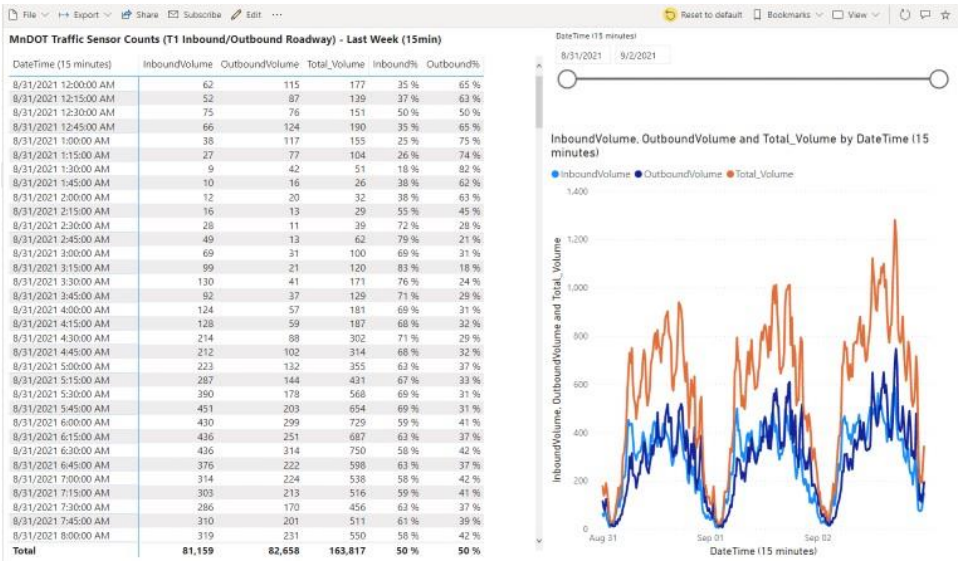
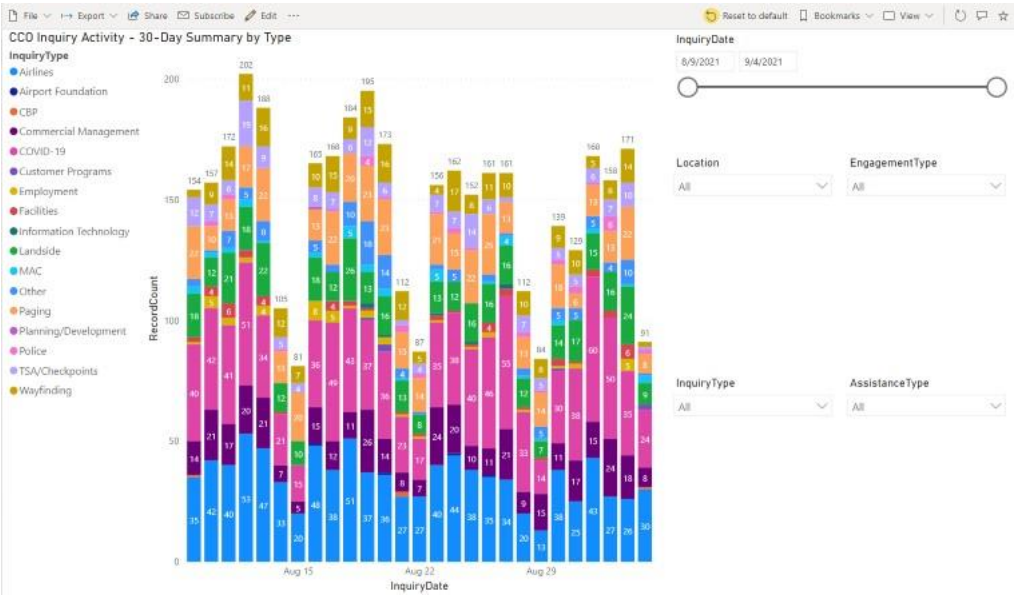
Inbound/outbound roadway traffic sensors



MnDOT Traffic Sensor Counts (T1 Inbound/Outbound Roadway) - Last Week (15min)

DateTime (15 minutes)	InboundVolume	OutboundVolume	Total_Volume	Inbound%	Outbound%
8/31/2021 12:00:00 AM	62	115	177	35 %	65 %
8/31/2021 12:15:00 AM	52	87	139	37 %	63 %
8/31/2021 12:30:00 AM	75	76	151	50 %	50 %
8/31/2021 12:45:00 AM	66	124	190	35 %	65 %
8/31/2021 1:00:00 AM	38	117	155	25 %	75 %
8/31/2021 1:15:00 AM	27	77	104	26 %	74 %
8/31/2021 1:30:00 AM	9	42	51	18 %	82 %
8/31/2021 1:45:00 AM	10	16	26	38 %	62 %
8/31/2021 2:00:00 AM	12	20	32	38 %	63 %
8/31/2021 2:15:00 AM	16	13	29	55 %	45 %
8/31/2021 2:30:00 AM	28	11	39	72 %	28 %
8/31/2021 2:45:00 AM	49	13	62	79 %	21 %
8/31/2021 3:00:00 AM	69	31	100	69 %	31 %
8/31/2021 3:15:00 AM	99	21	120	83 %	18 %
8/31/2021 3:30:00 AM	130	41	171	76 %	24 %
8/31/2021 3:45:00 AM	92	37	129	71 %	29 %
8/31/2021 4:00:00 AM	124	57	181	69 %	31 %
8/31/2021 4:15:00 AM	128	59	187	68 %	32 %
8/31/2021 4:30:00 AM	214	88	302	71 %	29 %
8/31/2021 4:45:00 AM	212	102	314	68 %	32 %
8/31/2021 5:00:00 AM	223	132	355	63 %	37 %
8/31/2021 5:15:00 AM	287	144	431	67 %	33 %
8/31/2021 5:30:00 AM	390	178	568	69 %	31 %
8/31/2021 5:45:00 AM	451	203	654	69 %	31 %
8/31/2021 6:00:00 AM	430	299	729	59 %	41 %
8/31/2021 6:15:00 AM	436	251	687	63 %	37 %
8/31/2021 6:30:00 AM	436	314	750	58 %	42 %
8/31/2021 6:45:00 AM	376	222	598	63 %	37 %
8/31/2021 7:00:00 AM	314	224	538	58 %	42 %
8/31/2021 7:15:00 AM	303	213	516	59 %	41 %
8/31/2021 7:30:00 AM	286	170	456	62 %	37 %
8/31/2021 7:45:00 AM	310	201	511	61 %	39 %
8/31/2021 8:00:00 AM	319	231	550	58 %	42 %
Total	**81,159**	**82,658**	**163,817**	**50 %**	**50 %**

Customer Communications Office Inquiries



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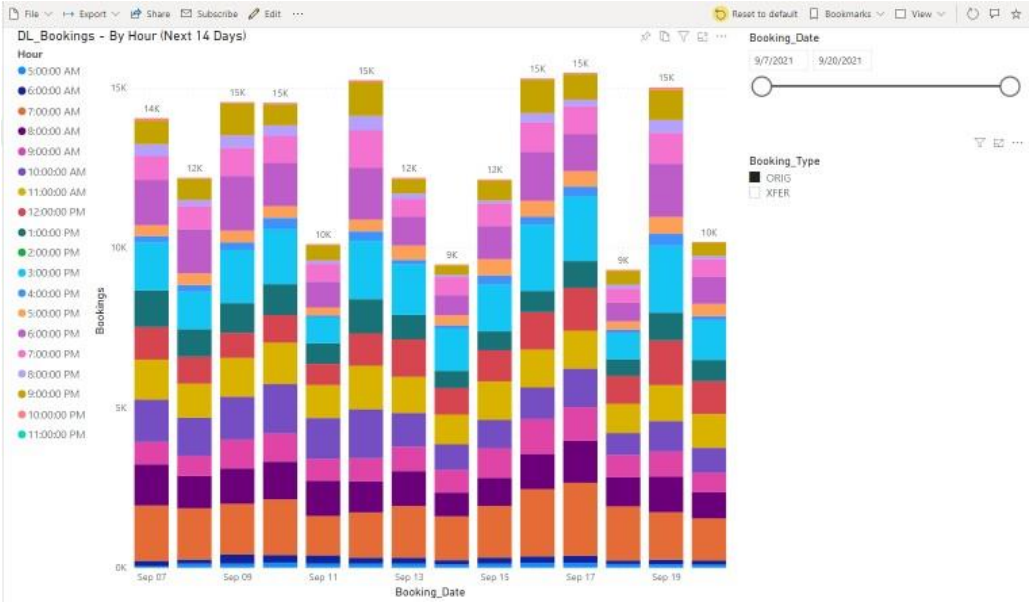
Airline bookings



Security checkpoint passenger processing

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