

## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

Number of attendees: 65

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| 1. Welcome & Introductions      | Roy Fuhrmann                        |
| 2. Public Service Announcements | Katlyn Schenck                      |
| 3. Committee Updates            | Roy Fuhrmann                        |
| 4. Women's Big 10               | Meet Minneapolis/Airport Foundation |
| 5. Construction Updates         | Puneet Vedi                         |
| 6. Customer Experience Updates  | Phil Burke                          |
| 7. ASQ Q4 2022 Results          | Steve Gentry                        |
- 

- |                                 |                |
|---------------------------------|----------------|
| 1. Welcome and Introductions    | Steve Gentry   |
| 2. Public Service Announcements | Katlyn Schenck |



The COVID-19 testing and treatment sites at MSP Airport's Terminal 1 have closed –

Although the sites at MSP are closing, there are still many other places where people can get tested, vaccinated, and treated. [Visit the Minnesota COVID-19 Response site](#) for more information.



### 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






## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023  
10:00 AM – 11:00 AM  
Terminal 1: Commission Chambers

### 3. Committee Updates

Roy Fuhrmann

Committee	Chair	Update
Forum	<p><b>Abby Kes</b></p> <p>Thank you to all that attended our January Forum. We had a great turnout of 45, for a lunch and walking tour highlighting MSP's Accessibility Features. More info to come on our next Forum, and new committee members are welcomed!</p>	 <p>Thank you for joining! <b>CSAC Forum</b></p>
Travelers Advisory (TAC)	<p><b>Phil Burke</b></p> <p>No Update</p>	 <p>Will meet again on Monday, November 14<sup>th</sup></p>
Travelers Advisory with Disabilities (TDAC)	<p><b>Phil Burke</b></p> <p>No Update</p>	 <p>Next Meeting: Monday, June 13<sup>th</sup></p>

## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

Benchmarking

Phil Burke



Building on  
Success

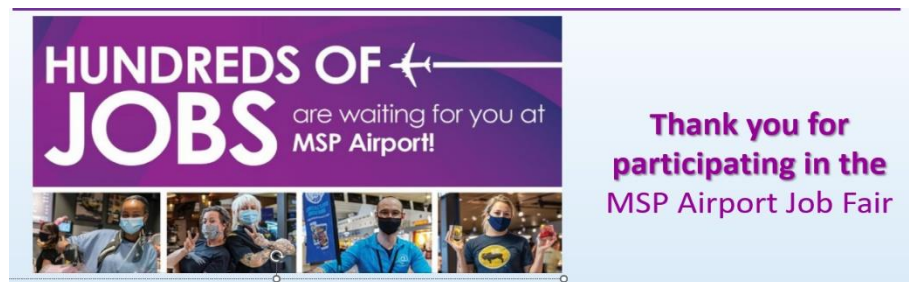
**Angela Enroth**  
The T2 employee  
lounge is now open!



MSP Jobs

**HaeEun Park**  
Thanks to all that  
participated in the  
February Job Fair. Over  
400 attended with a  
great mix of tenants. A  
survey will be out in a  
few weeks to gauge  
your success with the  
fair.

The next workforce  
English classes will start  
April 12<sup>th</sup>, on  
Wednesday/Thurs from  
2pm-4pm. Registration  
is now open!



### Workforce English Classes

A group of diverse people standing together, many holding certificates or diplomas.

**Spring sessions starting soon!**

- Room LT-3185 (Above Settebello Pizzeria in T1)
- Hybrid - Virtual/In-Person; iPads provided
- Free to all MSP Employees
- Graduation Ceremony at CSAC Meeting
- Managers and HR Reps: Begin the conversation with your staff to gauge interest



## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023  
10:00 AM – 11:00 AM  
Terminal 1: Commission Chambers

<p><b>MSP Nice</b></p>	<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>	<div style="display: flex; align-items: center;"> <div style="flex: 1;">  <p><b>Remember to recognize your employees who receive customer compliments!</b></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> </div> <div style="flex: 1;">  </div> </div>
<p><b>MSP Nice Celebration</b></p>	<p><b>Kerry Forbes</b></p> <p>Thanks to all that attended the 8<sup>th</sup> annual MSP Nice Celebration! A slideshow celebrating the event was shared.</p>	
<p><b>Airport Customer Service Hero</b></p>	<p>Stay tuned for an update on our newest Customer Service Hero!</p>	

### 4. Women's Big 10- Meet Minneapolis/Airport Foundation/Abby Kes

An overview of the next big event to hit the Twin Cities- the Women's Big 10 basketball tournament, March 1<sup>st</sup>- March 5<sup>th</sup> was shared.





# CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023


10:00 AM – 11:00 AM

Terminal 1: Commission Chambers



## Teamwork


- Utilizing our greatest strength
- Customized and scaled for the Women's Big 10 Tournament



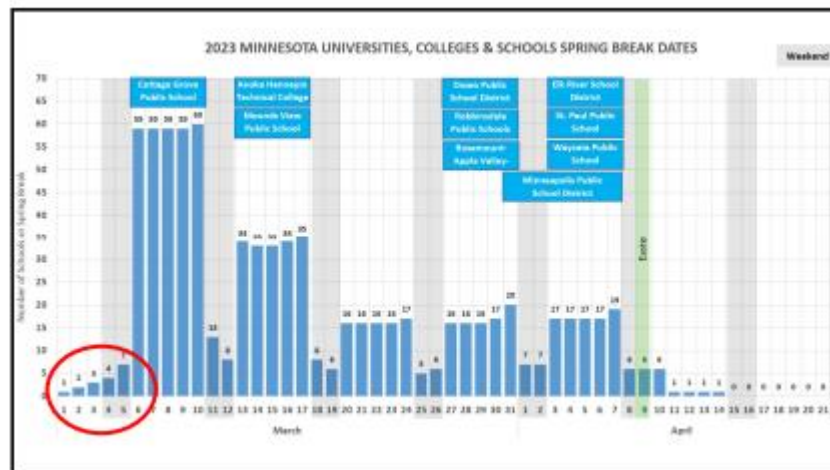
## Passenger Forecast

## Visitors



7,000 estimated visitors expected from outside MN



## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

10:00 AM – 11:00 AM

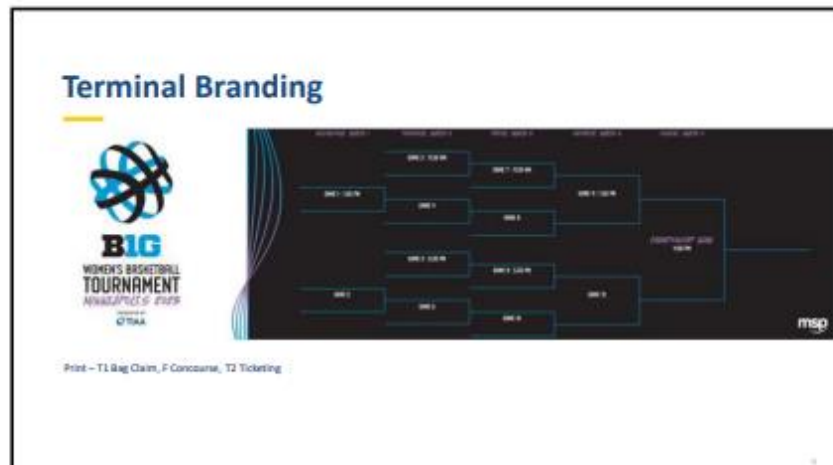
Terminal 1: Commission Chambers



7



8



## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

10:00 AM – 11:00 AM

### 2023 Big Ten Women's Basketball Tournament

- March 1-5, 2023
- 14 total schools/teams
- 13 total games
- All games played at Target Center
- All games televised on BTN (Championship on ESPN)
- Ancillary Events
  - LOC Host House – Tom's Watch Bar
  - Fan Fun Zone – Target Center Lobby/Skyway
  - Practice With A Purpose – Lifetime Fitness
  - Big Ten Gives Back (Hands on Twin Cities) – Target Center



11

### Travel Impact

- 12 schools traveling by charter or commercial
- 7000 out of state visitors
- 13 contracted hotels in Minneapolis
- 3-night average length of stay
- Arrival Dates TBD for teams based off seeding
  - Most will arrive day before first game and depart day after loss



### Partnership with MAC & Minnesota Sports & Events

- Continued success for our market and reputation of our destination
- MAC Support
  - Signage/Decor Production & Installation
- MNSE Return
  - Co-Branded Design Artwork
  - Logo placement on website, social campaigns, LOC event signage, email campaigns, etc.
  - Tournament Inclusion (ticket office signage, skyway signage)



12



## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

### SPECIAL PERFORMANCE ARTISTS

<b>Mickey Breeze</b> Arrivals Thursday, March 2nd 4-6pm	<b>DJ Hayes</b> Arrivals Friday, March 3rd 2-4pm
	



### WEEKLY MUSIC SERIES

 Terminal 1 – South Mall Stage	 Terminal 1 – North Mall Stage	 Terminal 2
---	---	---



### Surprise and Delight Activities

Terminal 1 - Arrivals

- Thursday, March 2, 2 – 6 p.m.
- Friday, March 3, 12 – 4 p.m.

• Give Aways

- Buttons
- Lip Balm









## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

### MAC Ambassador Program

- Surprise and Delight activities will be supported by MAC Ambassadors
- Welcome travelers to MSP and assist where needed
- Complement Travelers Assistance volunteers throughout the Terminal



### VOLUNTEERS



airport foundation

### UNIFORMS



airport foundation

## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023  
10:00 AM – 11:00 AM  
Terminal 1: Commission Chambers

### 5. Construction Updates- Puneet Vedi

Please see the attached PPT slides from Airport Development highlighting February's updates.

### 6. Customer Experience Updates- Phil Burke

Meet the 2023 Voices of MSP!

## 2023 Selection Process

1. Call for auditions goes out Over 50 applications received online!
2. Three-person selection Committee created Applications reviewed and scored by each separately
3. Committee met in-person to discuss draft scores and listen again to many of the entrants
4. Decided upon top eight
5. Subsequent meeting held to determine which message best suited the talents of the applicants
6. Selectees notified and recordings scheduled
7. All recordings took place at MAC IT lab with ihouse talent engineering/producing & recording
8. Recognition for participants includes display on PIDs news release, and other communication

### 2023 Voices of MSP

#### Christina Bigelow

Animal Ambassador Volunteer  
Airport Foundation MSP



Hear her voice near the  
Moving Walkways and Escalators.

### 2023 Voices of MSP

#### Keith Boser

Sergeant, Airport Police Department  
Metropolitan Airports Commission



Hear his voice on the Trams  
and Tram Stations.

### 2023 Voices of MSP

#### Bob Ernt

Travelers Assistance Volunteer  
Airport Foundation MSP



Hear his voice at the T1  
Baggage Carousels.

### 2023 Voices of MSP

#### Kristen Murphy

Talent Acquisition Representative  
Endeavor Air



Hear her voice at  
Terminal 2.

### 2023 Voices of MSP

#### Lindsay Jones

Administrative Coordinator  
Metropolitan Airports Commission



Hear her voice in the  
Parking Ramps.

### 2023 Voices of MSP

#### Troy Whelan

Lead Ramp Agent  
Sun Country Airlines



Hear his voice reading the  
3-1-1 Messaging.

### 2023 Voices of MSP

#### Lisa Meuwissen

Flight Attendant  
Delta Air Lines



Hear her voice reading the  
Unattended Baggage Messaging.

### 2023 Voices of MSP

#### Jack Leigh

Aircraft Load Agent  
Delta Air Lines



Hear his voice at the  
Unmanned Exits.

### 2023 Voices of MSP

#### Jamel Anderson

Driver and Operator, Airport Fire  
Metropolitan Airports Commission



Hear his voice reading the  
9/11 Remembrance Messaging.

## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

### 7. Q4 2022 ASQ Overview- Steve Gentry

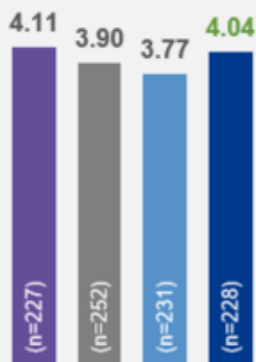
Steve provided an update of our Q4 2022 ASQ Scores.

#### 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 VFM: Shops
Gate Areas		Courtesy & helpfulness: Shopping and dining staff Comfort of waiting at gate areas Availability of seats at gate areas
Throughout the Airport		Ease of finding way Availability of flight info. 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
Airport Atmosphere		Health safety Cleanliness Ambience

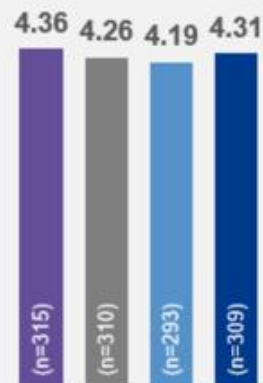
#### Courtesy and helpfulness of shopping and dining staff



**4.04**

CUSTOM PANEL: 3.79  
RANK 4 / 14

#### Courtesy and helpfulness of airport staff (information and maintenance staff)



**4.31**

CUSTOM PANEL: 4.10  
RANK 1 / 14

An area of concern from Q3 has increased and bounced back- congrats on great customer service from all tenants!



## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

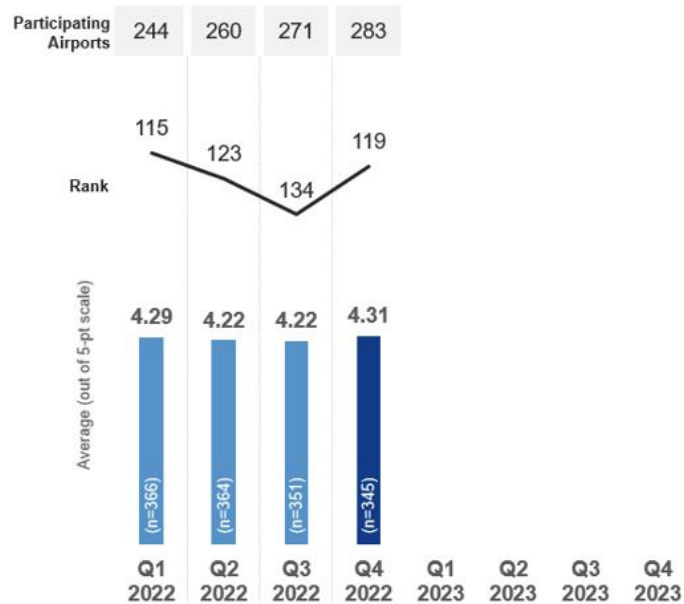
10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

### MSP – Trend Over Time

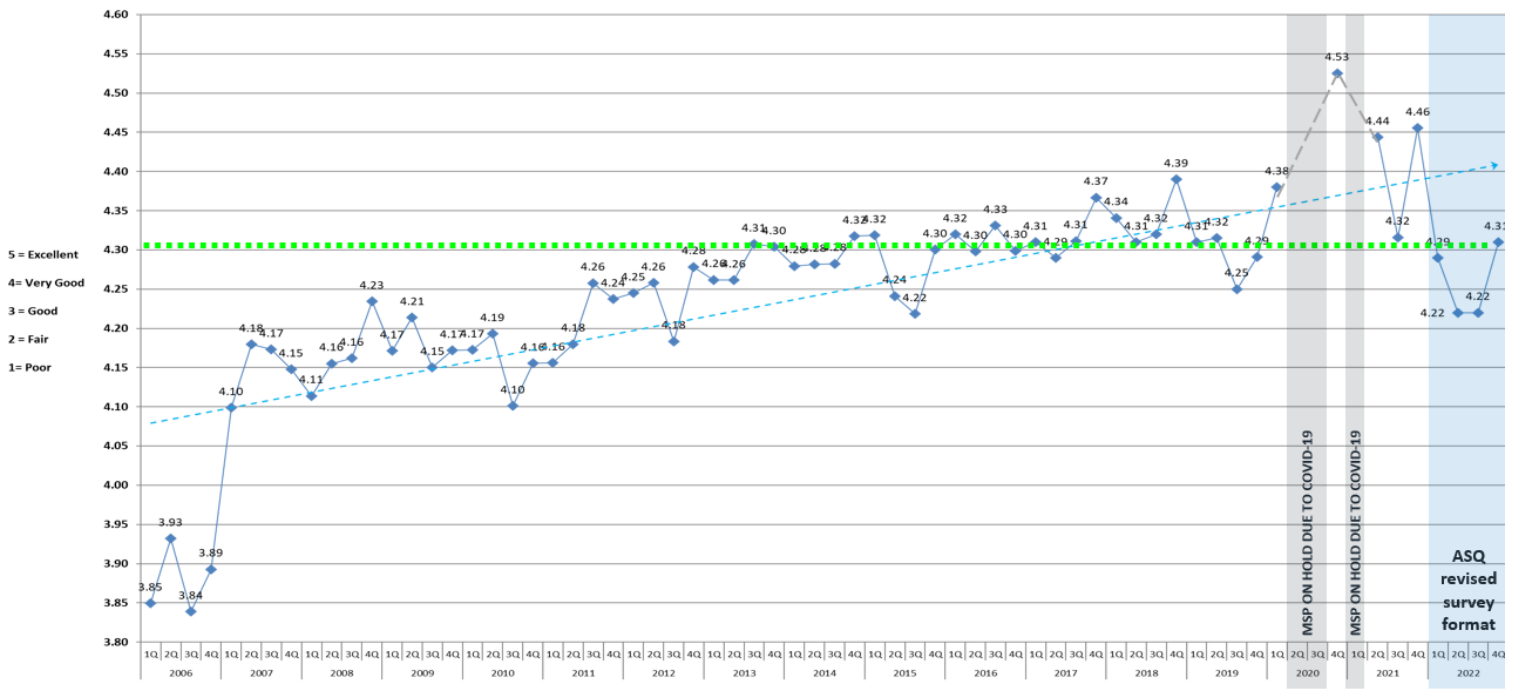
#### Overall Satisfaction Score & Rank

Q4 was our highest score of the year- ending in 4.31- congrats to all on a great quarter!



### Historical Overall Customer Satisfaction

Q1 2006 - Current with Trendline



## CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, February 9<sup>th</sup>, 2023

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers








This chart summarizes MSP's score vs. our custom panel. GREEN shows scores significantly higher than the panel. RED shows scores significantly lower than the panel- which we have none of.

### MSP – Ranking Within the Customized Panel

#### Summary of the Performance vs Customized Panel



Look  
for the  
**RED**

									
Overall Experience	Overall Satisfaction	Arrival at the Airport	Check-in	Security Screening	Shopping/ Dining	Gate Areas	Throughout the Airport	Airport Atmosphere	
<b>Total</b> <b>4.25</b> CUSTOM PANEL: 3.90 RANK 1 / 14	<b>Total</b> <b>4.31</b> CUSTOM PANEL: 3.99 RANK 1 / 14	<b>Ease of getting to the airport</b> <b>4.45</b> CUSTOM PANEL: 4.04 RANK 1 / 14	<b>Ease of finding check-in area</b> <b>4.48</b> CUSTOM PANEL: 4.10 RANK 1 / 14	<b>Ease in security screening</b> <b>4.28</b> CUSTOM PANEL: 4.06 RANK 3 / 14	<b>Restaurants/bars/café</b> <b>3.98</b> CUSTOM PANEL: 3.85 RANK 3 / 14	<b>Comfort of waiting at gate areas</b> <b>3.92</b> CUSTOM PANEL: 3.78 RANK 5 / 14	<b>Ease of finding way</b> <b>4.32</b> CUSTOM PANEL: 4.05 RANK 2 / 14	<b>Wi-Fi service quality</b> <b>3.96</b> CUSTOM PANEL: 3.88 RANK 5 / 14	<b>Health safety</b> <b>4.32</b> CUSTOM PANEL: 3.90 RANK 1 / 14
<b>Overall Emotional Score</b> <b>Total</b> <b>4.25</b> CUSTOM PANEL: 4.01 RANK 2 / 14	<b>Business</b> <b>4.25</b> CUSTOM PANEL: 4.01 RANK 2 / 14	<b>Signage to access terminal</b> <b>4.39</b> CUSTOM PANEL: 4.06 RANK 1 / 14	<b>Waiting time: Check-in</b> <b>4.34</b> CUSTOM PANEL: 4.13 RANK 2 / 14	<b>Waiting time: Security screening</b> <b>4.12</b> CUSTOM PANEL: 3.95 RANK 3 / 14	<b>VFM: Restaurants/bars/café</b> <b>3.12</b> CUSTOM PANEL: 3.17 RANK 8 / 14	<b>Availability of seats at gate areas</b> <b>4.09</b> CUSTOM PANEL: 3.89 RANK 3 / 14	<b>Availability of flight info</b> <b>4.35</b> CUSTOM PANEL: 4.08 RANK 2 / 14	<b>Availability of charging station</b> <b>3.77</b> CUSTOM PANEL: 3.70 RANK 5 / 14	<b>Cleanliness</b> <b>4.34</b> CUSTOM PANEL: 3.97 RANK 1 / 14
	<b>Leisure</b> <b>4.42</b> CUSTOM PANEL: 4.02 RANK 1 / 14	<b>VFM: Transport</b> <b>3.86</b> CUSTOM PANEL: 3.78 RANK 5 / 14	<b>Courtesy &amp; helpfulness: Check-in staff</b> <b>4.43</b> CUSTOM PANEL: 4.23 RANK 3 / 14	<b>Courtesy &amp; helpfulness: Security staff</b> <b>4.27</b> CUSTOM PANEL: 4.02 RANK 3 / 14	<b>Shops</b> <b>3.63</b> CUSTOM PANEL: 3.51 RANK 4 / 14		<b>Walking distance inside terminal</b> <b>3.83</b> CUSTOM PANEL: 3.68 RANK 4 / 14	<b>Entertainment &amp; leisure options</b> <b>3.75</b> CUSTOM PANEL: 3.60 RANK 3 / 14	<b>Ambience</b> <b>4.24</b> CUSTOM PANEL: 3.88 RANK 1 / 14
	<b>Personal</b> <b>4.27</b> CUSTOM PANEL: 3.95 RANK 1 / 14				<b>VFM: Shops</b> <b>3.08</b> CUSTOM PANEL: 3.21 RANK 9 / 14		<b>Ease of making connection</b> <b>4.08</b> CUSTOM PANEL: 3.90 RANK 4 / 14	<b>Availability of washrooms</b> <b>4.28</b> CUSTOM PANEL: 4.02 RANK 1 / 14	
					<b>Courtesy &amp; helpfulness: Shopping and dining staff</b> <b>4.04</b> CUSTOM PANEL: 3.79 RANK 4 / 14		<b>Courtesy &amp; helpfulness: Airport staff</b> <b>4.31</b> CUSTOM PANEL: 4.10 RANK 1 / 14	<b>Cleanliness of washrooms</b> <b>4.30</b> CUSTOM PANEL: 3.88 RANK 1 / 14	

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.

### MSP – Airport Performance

#### Most Important Service Quality Items & Satisfaction – Q4 2022



##### Top 5 Most Important Items (n=323)

##### Satisfaction with these Service Items

1	Ease of going through security screening	35%	(n=286)	4.28
2	Ease of finding your way	30%	(n=383)	4.32
3	Waiting time at the security screening	20%	(n=290)	4.12
4	Cleanliness	18%	(n=379)	4.34
5	Comfort of waiting at the gate areas	17%	(n=382)	3.92

Q4 2022 ASQ AIRPORT PERFORMANCE

Our next meeting will be held Thursday, March 9<sup>th</sup>, 2023, in person at the Terminal 1 Commission Chambers