

## APPROACHABLE

### 1. Was the employee dressed in neat, professional attire?

**Yes** – Employee was dressed appropriately and represented LAX in a positive manner

**No** - Employee was not dressed appropriately. They were out of uniform or wore wrinkled, holey or stained clothing.

**If no, please explain.**

### Was the employee's airport badge or other identification visible?

**Yes – The employee's airport badge or other identification was visible** If the lanyard or badge card was partially obstructed (for example under a jacket), but was there, please answer this question Yes. This should be answered yes if any branded ID is visible. This could be a police or TSA badge, a company name tag, etc. If any portion of the badge is visible, score the question Yes. Some companies/positions do not have need for an airport badge.

**No** – The employee's airport badge or other identification was not visible.

**If no, please explain.**

### 2. Did the employee demonstrate positive body language?

**Yes** – Employee was accessible and welcoming creating a LAXceptional Xperience. Whether sitting or standing if the employee is welcoming and accessible, score Yes.

**No** – Employee displayed negative body language – poor posture, leaning, negative facial expressions, crossed arms, appeared unapproachable, distracted with cellphone, etc.

**If no, please explain.**

**Who initiated the greeting? | | You | | Employee**

## COURTEOUS

### 3. Did you receive a positive, hospitable greeting?

**LAXceptional Experience** – Employee was friendly, approachable, and gave a sincere greeting that was **TWO PARTS and** included several of the following: a smile, pleasant tone of voice, great eye contact, friendly gestures, use of passenger's name. They created an Xceptional Xperience. A simple, pleasant greeting does NOT qualify as Xceptional.

**Area of Opportunity – Greeting was ONE part**, no greeting was given, **greeting was NOT exceptional**. It was rote, monotone, routine or was unfriendly or sharp. Employee was rude or uninterested.

**Quote the greeting.**

### 4. Did the employee display a courteous, professional demeanor?

**LAXceptional Experience** – Employee demonstrated behaviors such as good eye contact, attentiveness, a welcoming posture, pleasant facial expressions and patience creating a LAXceptional Xperience. Anything less than exceptional is still an area of opportunity.

**Area of Opportunity** – Employee appeared to be doing the job in a routine or unenthusiastic manner, did not display courtesy or was unprofessional and discourteous

**5. Did the employee offer a positive, hospitable parting remark?**

**LAXceptional Experience** – The employee was friendly, approachable, and gave a sincere, upbeat parting remark that may have included several of the following: a smile, pleasant tone of voice, great eye contact, friendly gestures, use of passenger’s name. It was not average, **but an Xceptional Xperience**. Anything less than exceptional is still an area of opportunity. A simple, pleasant routine remark such as, “Have a nice day,” **does NOT** qualify as Xceptional unless it is said in an upbeat, sincere, enthusiastic manner

**Area of Opportunity** – **Parting remark was ONE PART** but did not include three or more of the listed behaviors, no parting remark was given, parting remark was rote, monotone, routine or was unfriendly or sharp. Employee was rude or uninterested

**6. Was the employee respectful during your interaction?**

**LAXceptional Experience** – Employee was considerate, well mannered, gracious, polite, humble and culturally sensitive creating an above average Xceptional Xperience

**Area of Opportunity** - Employee was disrespectful, impolite, discourteous, rude, mean, unkind or culturally insensitive. Anything less than exceptional is still an area of opportunity.

**INFORMATIVE**

**7. Was the employee able to provide an accurate answer to your question or did they proactively attempt to find an answer?**

**LAXceptional Experience** – Employee went above and beyond in answering my question or used sense of urgency to seek out an answer creating a LAXceptional Xperience. Please state the answer provided – do not simply say that they gave the correct answer.

**Area of Opportunity** – Employee was not able to answer question or did not try to seek an answer.

**RESPONSIVE**

**8. What was the question you asked the employee?**

**Unscored - Text Box** Does not have to be a quote. Can be paraphrased,

**9. Did you feel you had the employee’s attention throughout the interaction?**

**LAXceptional Experience** – Employee actively listened and provided accurate and meaningful responses. May also have made good eye contact, smiled, used a pleasant tone of voice, or used friendly gestures – all in all creating an **above average experience**.

**Area of Opportunity** – Employee did not respond, carried on other conversations while speaking with you or was rude or uninterested.

**10. Did the employee display patience and empathy with guests?**

**LAXceptional Experience** – The employee displayed much appreciation, compassion patience and/or empathy toward the guest. Also, may have built rapport, been extremely warm and responsive all to create a LAXceptional Xperience.

**Area of Opportunity** – The employee did not display patience and empathy toward the guest. May have been indifferent, unfeeling, apathetic or disagreeable.

**11. Did the employee offer additional information that might be helpful? UNSCORED  
If yes, what additional information was supplied?**

**EFFICIENT & EFFECTIVE**

**12. Did the employee assist in a timely manner?**

**Yes** – Employee displayed a sense of urgency to assist in a timely manner making assisting the customer first priority. Employee handled the interaction displaying confidence and creating an Xceptional Xperience.

**No** – Employee did not assist in a timely manner, employee was distracted by other duties or interactions with other employees or did not assist at all.

**If no, please explain.**

**13. Was the wait time reasonable based on the level of traffic?**

**Yes** – The wait time was reasonable based on the level of traffic.

**No** – The wait time was not reasonable based on the level of traffic.

**N/A** –

**If no, please explain.**

**14. Did the employee maintain a consistent level of service throughout your interaction?**

**LAXceptional Experience** – Employee exceeded expectations throughout the interaction and **went above and beyond at each turn.**

**Area of Opportunity** – Employee gave expected, mediocre or inconsistent service throughout the interaction.

**15. Was a purchase required as part of this transaction?**

**Yes** – A purchase was required.

**No** – A purchase was not required.

**17a. Was the person who processed this transaction the same who greeted you?**

**Yes** – The same person who handled this transaction also greeted me.

**No** – I was greeted by someone different .

**17 b. Was your purchase transaction handled quickly and efficiently?**


**Yes** – The purchase transaction was handled quickly or efficiently.

**No** – The purchase transaction was not handled quickly or efficiently.

**If no, please explain.**

**17c. Did you feel that the item you purchased was an acceptable value for the price paid?**

**Yes** – The item purchased was an acceptable value for the price paid. Was comparably priced to a non-airport purchase.



**No** – The item purchase was not an acceptable value for the price paid. It was overpriced.  
**If no, please explain.**