

### 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.**

### 1. APPROACHABLE | Was the employee clean, neat and in appropriate attire?

**Yes –** The employee was dressed appropriately and represented LAX in a positive manner.

**No -** The employee was not dressed appropriately, they were out of uniform or wore wrinkled, holey or stained clothing.

**If no, please explain.**

### 2. EFFICIENT & EFFECTIVE | How long did it take for an employee to greet or acknowledge you from the time you entered the store?

Time should be specified.

### 3. COURTEOUS | Were you greeted by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?

**LAXceptional Experience –** The 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, mechanical or was unfriendly or sharp. The employee was rude or uninterested

### 4. What was the greeting used by the employee?

Specify greeting.

### 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 were partially obstructed (for example under a jacket), but were 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.**

**5. APPROACHABLE | Was the employee dressed in clean, neat, appropriate attire?**

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

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

**If no, please explain.**

**6. What was the open-ended product-related question you asked to assess the employee's product knowledge?**

Text Box

**7. RESPONSIVE | Were you presented the item you inquired about?**

**Yes** – The employee presented the item requested.

**No** - The employee did not present the item.

**If no, please explain.**

**8. RESPONSIVE | Did the employee suggest alternative or additional items?**

**LAXceptional Experience** – The employee presented alternative or additional items, sale and/or promotional items, items of varying price points.

**Area of Opportunity** – The employee did not present alternative or additional items, asked questions such as “Will that be all?” or “Is there anything else?”

**Notes about the upselling questions (8 & 14):**

**Two employees (one on floor, one at register):**

- Every employee **should** be suggestive selling and/or upselling. If the interaction is with TWO employees, as long as ONE employee attempts to upsell or suggestive sell they earn the points.

**One employee (working floor and register):**

- If the employee suggestive sells/upsells on the floor **and** the register, they still only earn points once.
- If they attempt an upsell only once (which is reasonable) the appropriate question (on floor or at register) should be answered and the second question should be NA'd.

**9. RESPONSIVE | Did the Employee listen attentively to your question?**

**LAXceptional Experience** – The 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 body language.

**Area of Opportunity** – The employee did not listen, did not respond or carried on other conversations while speaking with you.

**10. RESPONSIVE | Did you feel the employee's primary goal was to serve the customers?**

**LAXceptional Experience** – The employee prioritized assisting customers over other duties such as stocking, etc. The customer was the primary focus.

**Area of Opportunity** – Anything less than a LAXceptional is an area of opportunity since the goal for all is to create Xceptional Xperiences for all passengers.

**11. COURTEOUS | Were you greeted by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?**

**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, mechanical or was unfriendly or sharp. Or employee was rude or uninterested.

**12. COURTEOUS | What was the greeting used?**

Specify greeting.

**13. EFFICIENT & EFFECTIVE | Was the employee accurate in handling the transaction?**

**LAXceptional Experience** – The employee handled the transaction in an accurate and efficient manner.

**Area of Opportunity** – The employee did not handle the transaction accurately.

**14. RESPONSIVE | At the time of transaction (register only) did the employee suggest any additional items?**

**LAXceptional Experience** – The employee presented alternative or additional items, sale and/or promotional items, or items of varying price points.

**Area of Opportunity** – The employee did not present alternative or additional items, asked questions such as “Will that be all?” or “Is there anything else?”

**15. EFFICIENT & EFFECTIVE | How much time passed from the time you entered the line until your transaction was complete?**

Indicate exact time

**16. RESPONSIVE | Were you offered a receipt without having to request it?**

Yes

No

**17. COURTEOUS | Were you thanked?**

**LAXceptional Experience** – The employee said the words “thank you” or “thanks.”

**Area of Opportunity** – The employee did not say the words “thank you” or used such terms as “My pleasure” or “You’re welcome.”

18. **COURTEOUS | Were you offered a parting remark by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?**

**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, or enthusiastic manner.

**Area of Opportunity** – Parting remark was rote, monotone, routine or was unfriendly or sharp OR no parting remark was given OR employee was rude or uninterested.

19. **COURTEOUS | What was the parting remark?**

Text Box

20. **What airport-related question did you ask?**

Text Box

21. **INFORMATIVE | Did the Employee demonstrate knowledge of the airport?**

Yes

No

Please comment on questions 11 - 21:

Text Box

22. **Were the shelves fully stocked with merchandise?**

Yes

No

23. **Were shelves/product marked appropriately with prices?**

Yes

No

24. **Were the fixtures, floors, and interior clean?**

Yes

No

25. **Was the signage displayed in a clear and professional manner?**

Yes

No

26. **Were any boxes or clutter visible from stocking or merchandising?**

Yes

No



27. **Were any employees observed eating or any employee food or beverages visible?**

**Yes**

**No**

28. **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.

**No** – The item purchase was not an acceptable value for the price paid. It was overpriced.

**If no, please explain.**