

At LAX, we strive to make our guest visits efficient, hospitable and memorable by providing modern, world-class facilities, services and innovation that showcase the ambiance and excitement of Los Angeles and the lifestyle and warmth of sunny Southern California.

It's all about an



A transformation is underway at Los Angeles International Airport (LAX) as we ALL work together to serve the world – connecting people, places and cultures – and to deliver a gold-standard airport! To help fulfill this vision, LAX is investing more than \$14 billion in facilities improvements in addition to investing in its team members with an ambitious culture change to create LAXceptional Xperiences on a consistent basis.

To improve guest satisfaction and to propel our airport in rankings, LAX team members uphold the brand statement above and demonstrate a hospitable and caring attitude with these iCARE LAX behaviors:



informative – showcasing all things LAX, its people, facilities, services and amenities

- Be knowledgeable and informed
- Be present and alert
- Be proactive
- Seek out answers and be accountable



Courteous – exuding excitement and the warmth of LA

- Smile and be friendly, energetic and sincere
- Be respectful and culturally sensitive
- Make good eye contact and be attentive
- Be patient with words, intent and feelings



Approachable – creating exceptional memorable moments

- Be accessible and visible
- Demonstrate positive body language
- Be professional in appearance and actions
- Demonstrate a “can do” attitude



Responsive – demonstrating integrity and empathy

- Empathize with a sense of urgency
- Actively listen
- Anticipate guests' needs
- Be thoughtful and provide accurate and meaningful responses
- Be aware of safety and security risks and call (424) 646-7911 if warranted
- Help ensure clean facilities



Efficient & Effective – respecting our guests' time and experiences

- Clearly communicate
- Be resourceful
- Help ensure consistent processes and communications
- Take ownership of situations and handle with confidence

i



informative

- Are you providing accurate answers or attempting to find an answer?
- Are you offering additional information that might be helpful?
- Are you taking the initiative?

C



Courteous

- Are you demonstrating a positive, hospitable greeting and parting remark?
- Are you being courteous and professional?
- Are you respectful of others?

A



Approachable

- Are you wearing your badge or visible ID?
- Are you dressed in neat, professional attire?
- Are you demonstrating positive body language?

R



Responsive

- Are you responding in a quick and thoughtful manner?
- Are you giving your full attention?
- Are you demonstrating patience and empathy?

E



Efficient & Effective

- Are you assisting others in a timely manner?
- Are you thorough and detailed?
- Are you proactive in solving situations?