



Dear LAX Partners and Employees,

In celebration of National Customer Service Week (October 2 – 6), I'd like to thank you for your energy and commitment toward providing "LAXceptional Xperiences" to the millions of guests that come through our doors each year. As often the first and last impression of the City of Los Angeles, your role as an ambassador to this airport and our city is valued and appreciated.

Los Angeles World Airports is investing to achieve our goal of increasing guest satisfaction and moving LAX up in rankings. With the support of our airport partners, we have launched a holistic employee engagement program for all badged employees above and below the wing. To underscore the importance of creating exceptional experiences, your participation in our airport-wide "iCARE" training is critical. With increased passenger and vehicular traffic – in addition to construction – the airport world can be full of high levels of uncertainty and stress. Under these conditions, being able to turn to someone with a caring attitude can help take the edge off a very stressful situation and turn a bad experience into a lasting positive impression.

During the one-hour iCARE class, employees will learn first-hand how to effectively apply behaviors that focus on being Informative, Courteous, Approachable, Responsive and Efficient and Effective through activities, videos and handouts. The training provides the foundation that is needed airport-wide to ensure consistent and exceptional experiences throughout our service delivery chain.

Your participation in the training will help assure that we meet our target goal of training 25% of our employee base by February 2018 for organizations with less than 100 employees and 100% by June 2018 for those with more than 100 employees. Thus far 1,800 employees have been trained.

Respecting your time, there are various training options listed below including a Train-the-Trainer (TTT) session in which participants are officially certified and fully equipped to train employees within their organization. The TTT is currently scheduled to train 100 leaders in September and October with the potential to reach 17,000 employees. The TTT is an effective way of ensuring your employees are as informed as all of the other employees at LAWA.

Reinforcing our goal of reaching all badged employees, we will be tracking participation and expect that you will take full advantage of these guest experience tools to help us continue to serve the world – connecting people, places and cultures. Happy National Customer Service Week!

**Registration for open iCARE training sessions**

<https://www.eventbrite.com/e/laxceptional-xperience-icare-training-tickets-36274662492>

**On-site training (we'll come to you and conduct training for your particular group)**

Email: [questexperienceteam@lawa.org](mailto:questexperienceteam@lawa.org) with dates, location and # of employees to be trained

## Registration for Train-the-Trainer

<https://www.eventbrite.com/e/laxexceptional-xperience-october-train-the-trainer-tickets-37760086435>

October 24, 9 a.m. to 4 p.m.

October 26, 11:30 a.m. to 5:30 p.m.

### Videos

*Intro (3:48 minutes)*

<https://vimeo.com/208917959>

Password: LAX

*iCARE (4:44 minutes)*

<https://vimeo.com/210843115>

Password: LAX

*Improvements (1:13 minutes)*

<https://vimeo.com/205507842>

Password: LAX

For more information, please contact:

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