



## Achieving 5 STARS @SEA Experience!

### How can we elevate our customer's experience at SEA?

Let's Raise the Bar!

This is the essence of "elevate" at SEA: we go above and beyond as we work together to elevate our airport's rankings to be among the world's best. We want to introduce you to our *Frontline-First Approach* to **5 STARS @SEA Experience Program**. This program is one of many evaluation tools that are used to drive airport performance. The program gauges our success in meeting our collective customer experience goals and compliance with the [Seattle-Tacoma Airport Customer Service Standards Manual](#).

### Program Overview

The **5 STARS @SEA Experience Program** measures and reinforces employee engagement to support service standards and brand compliance airport-wide. This program provides valuable insights that lead to actions to improve customer satisfaction, reward positive behavior, and identify training opportunities.

### How do we measure performance?

The standards manual helps us to define, monitor, and measure our progress towards a consistently high, seamless level of service at every point along our customer's journey through SEA. The customer service standards are our guide and serve as the criteria to evaluate the interactions and overall customer experience.

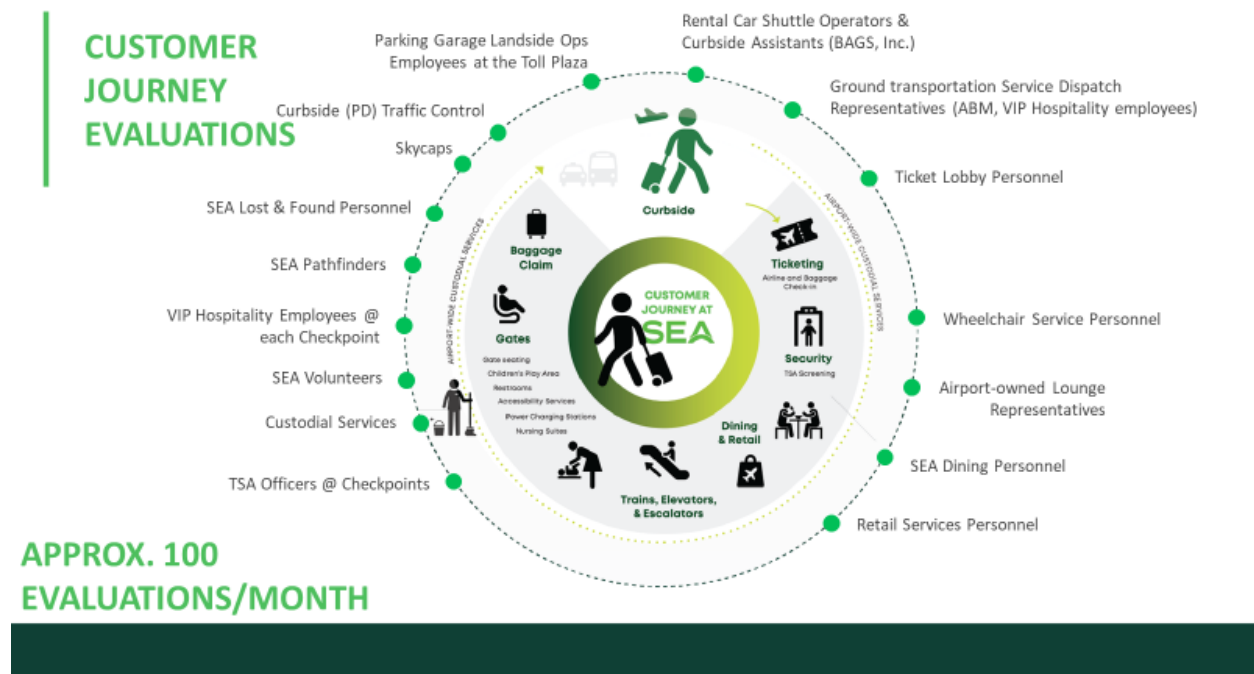
We measure the customer experience through SEA customer service values:

- Ready to Serve
- Attitude
- Awareness
- Knowledgeable
- Helpfulness



## Program Overview

5 STARS @SEA Experience Program was launched in 4Q of 2021 with a baseline performance measurement program via anonymous Experience Evaluators. Experience Evaluations are conducted monthly in multiple languages that represent the SEA traveler demographic (English, Mandarin, Arabic, Russian, Japanese, Korean and Spanish). The evaluations are rooted in three targeted areas: consistent with our customer service standards of customer interactions, seamless handoffs in the customer journey, and health & safety for all. Experience Evaluations include operations positions determined by touchpoint, observation, and interaction.



## What to Expect . . .

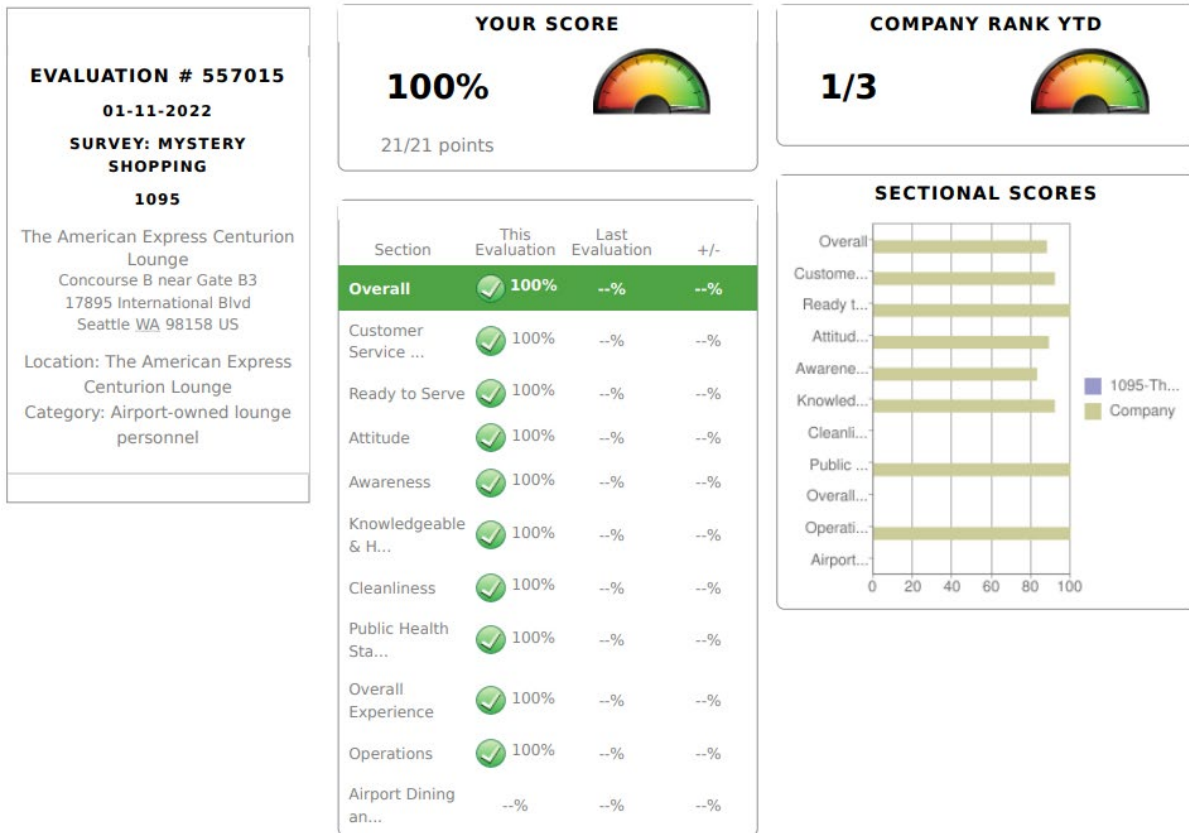
- **Reporting** following each round of evaluations, analysis of evaluation results with actionable insight
- **Coaching & Action Planning** is utilized to improve skills and coaching, and performance-based upon threshold baseline scoring.
- **Recognition & Appreciation** is the perfect opportunity to motivate, and retain employees and managers with high-scoring service evaluations
- **Training** that aligns with performance standards from the experience evaluations, parallels the Customer Service Standards Manual.



## 5 STARS @SEA Experience Program Evaluation Forms

The development of the evaluation forms and scoring was a collaborative effort with SEA and CXE to incorporate critical questions that align with SEA service standards.

### [5 STARS @SEA Experience Program Evaluation Forms](#)



### [Preview the 5 STARS @SEA Experience Evaluator Guidelines](#)

The development of the scoring guidelines was custom-created for SEA's Quality Assurance Program. They include a detailed overview of the program, SEA specifics, and step-by-step instructions on how to complete each evaluation.



## FAQ's

**1. How do I access my evaluations?**

**Answer:** The evaluations will be emailed to the CORE partners within 7 days of experience evaluator visits.

**2. How often will I be evaluated?**

**Answer:** Monthly evaluations will be conducted, approximately 8 audits per location annually.

**3. What will I be evaluated on?**

**Answer:** Evaluations will capture data on delivery of the following employee performance standards, including but not limited to:

- Courtesy & Helpfulness of airport staff
- Ease of finding your way, by frontline staff
- Proactive assistance
- Clear and friendly voice
- Provide value, best experience tips for a better SEA experience (load balancing checkpoints, dining, retail closures)
- Problem-solving and service recovery actions
- Provide seamless service – serve as a guide to, rather than pointing
- Positive resolution of negative customer service issues (i.e., refund resolution) with products purchased at the airport (parking, lounge, concessions, etc.)
- Accessibility – finding wheelchair service, Sunflower Lanyard awareness, navigating amenities such as the Sensory Room and adult changing table locations

**4. How are the evaluations being scored?**

**Answer:** The scoring guidelines have been custom-created for SEA's Quality Assurance Program with SEA specifics. [Click here to view the scoring guidelines.](#)

**5. Who do I contact if I have questions on my evaluations?**

**Answer:** A link is embedded into the online service evaluation form for the manager to complete. Once completed, it is sent to a CXE team member, who will be in touch via email to address questions or resolve any issues.

Thank you for your partnership, as we strive to go above and beyond and provide an elevated experience SEA every day!