



Trends in Customer Service Programs

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Agenda

- *Airport Mission*
- *The Guest Experience Program*
- *ADA Administration*
- *Volunteer and Nonprofit Programs*
- *Community Involvement*
- *Team Member Development.*
- *Q&A*



VISION

To be the global leader in airport efficiency and customer service excellence.

MISSION

Our mission is to provide the Atlanta region a safe, secure and cost-competitive gateway to the world that drives economic development, operates with the highest level of customer service and efficiency, and exercises fiscal and environmental responsibility.

STRATEGIC PRIORITIES



What Are Airport Programs Seeing As New Trends To Assist customers?

- *The Guest Experience Program*
- *ADA Administration*
- *Volunteer and Nonprofit Programs*
- *Community Involvement Programs*
- *Team Member Development*

PASSENGER DEMOGRAPHICS



53% Female
47% Male



40% between
35-54 years old

63% connecting
37% O & D



67% fly 1-5
trips per year

33% arrive 2+ hours
48% arrive 1-2 hours
before departure



The Guest Experience Program

**ONE AIRPORT,
SAME EXCEPTIONAL LEVEL OF SERVICE**

**"One family, treating everyone as a guest.
That's what we're about"**

ADA Administration



Wheelchair Assistance

WHEELCHAIR
ASSISTANCE



Service Animal Relief Area



Bus, Taxi and Rail Transportation



TTY/TDD and Visual Paging



A blue-tinted photograph of an airport terminal. In the background, there are signs for "Concourses T, A", "Domestic Baggage Claim", and "Elevators". A large staircase is visible in the center. People are walking through the terminal, some pulling luggage. In the foreground, two men in suits are walking towards the right, one talking on a phone. The overall scene is busy and modern.

Community Involvement Programs

Volunteer and Nonprofit Programs

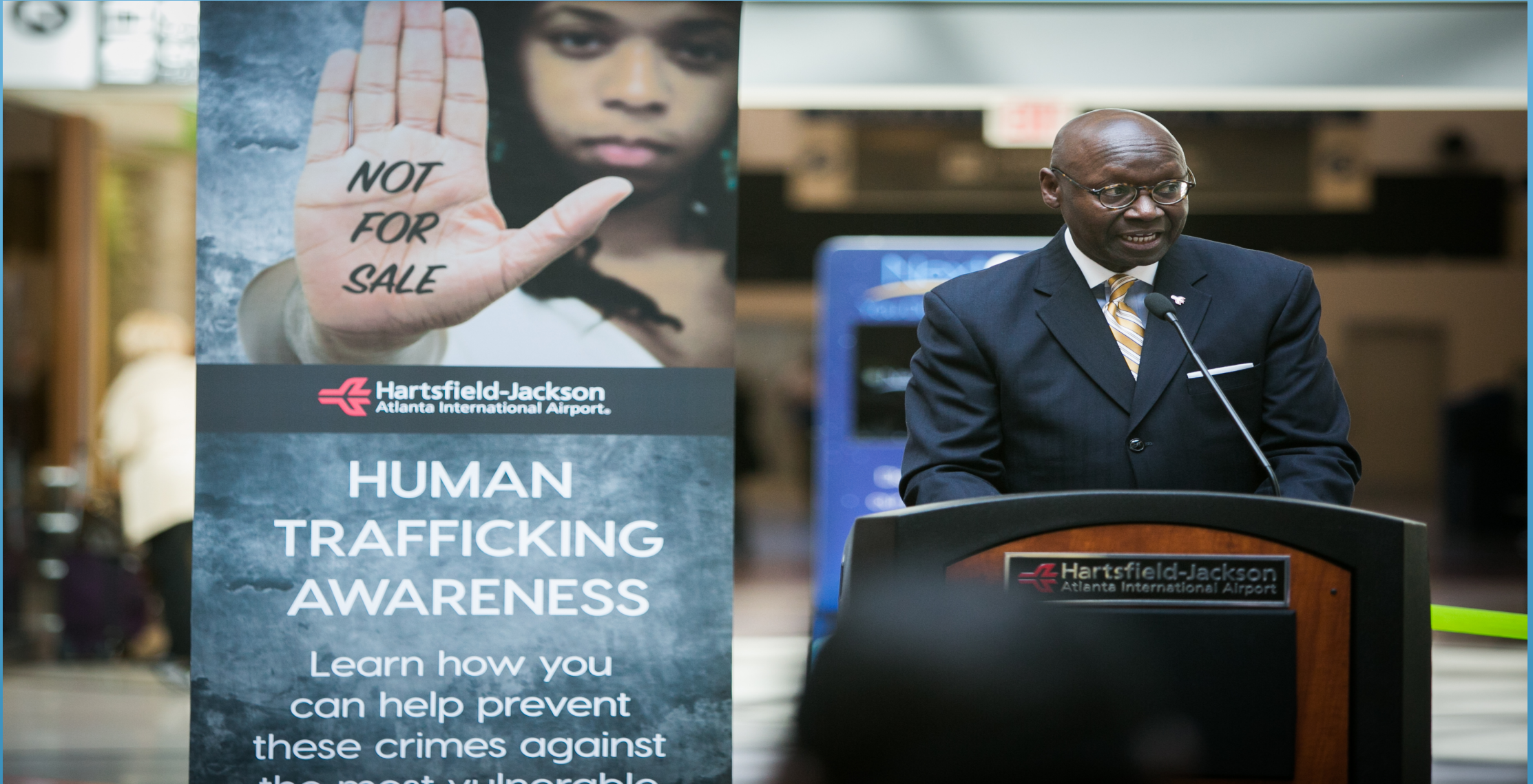
- *The goals of our program are achieved through the ongoing pursuit of quality, goodwill and hospitality, and reflect the diversity of the Atlanta area and the world travelers we serve*
- *By delivering great customer service to our passengers we can build stronger relationships with them and in turn, create more loyal customers.*
- *Ultimately, loyal customers are the easiest way to grow our community in the long-term, and identify future opportunities.*



Volunteer Awards Celebration



Human Trafficking Awareness



Sustainability Programs



Job Fairs



Multi Sensor Room For Autism



Breast Cancer Awareness



Airport Community Blood Drive



Causes



Wild Aid



Earth Day

Celebrations



Black History month



Caribbean Heritage

Team Member Development

ATL Rewards & Recognition Program, You could be next!

Your exceptional customer service does not have to go unnoticed. You could be recognized by the passengers that come through your location. Getting them to submit on your behalf is easy. After greeting them and assisting them with their transaction, prompt them to scan and submit a brief survey rating your service. The survey takes less than a minute but the feedback can get you recognized.

GUEST SATISFACTION
IS A PRIORITY IN ATL



Scan the barcode or visit
tinyurl.com/ATLguest
and give us feedback on your
experience in this location.

ONE ATL
one airport. same exceptional level of service.

***“even though they’re not our
employees, we are one family.”***



Thank You



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