



# Customer Experience Report

*March 16, 2021*



**TEAMWORK ★ INTEGRITY ★ INNOVATION ★ PROFESSIONALISM**

*Empowered, professional team providing optimal air service and a phenomenal customer experience.*

# Customer Experience February 2021

- NCAA Women's Final Four
  - Announced entire tournament to be held in San Antonio and surrounding areas
- Boss Bagel reopens operation
- Winter Storm Uri
  - Supported stranded passengers
- Black History Month
  - CBP Martin Luther King Reenactment
  - Martin Luther King Parade Exhibit
  - Black History Month Banner
  - Social Media Campaign
- National Wear Red Day
- Rodeo Chuckwagon Exhibit
- “Star of Texas” Project
  - Construction at 75% completion



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Thank You S.A.A.S.

# Airport Service Quality Awards

Industry Recognition  
of the Best Airports  
in the World



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**OUR AIRPORT  
IS THE PROUD  
RECIPIENT OF  
A 2020 ASQ  
AWARD**



**Best Airport by Size  
and Region (5 to 15  
million passengers per  
year in North America)**

**Best Hygiene Measures  
by Region (North  
America)**

**ACI Voice of the  
Customer Recognition**



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# ASQ 2020 Annual Results

## SAT – Airport Performance Focus on 2020 – Mean Scores by Rated Item

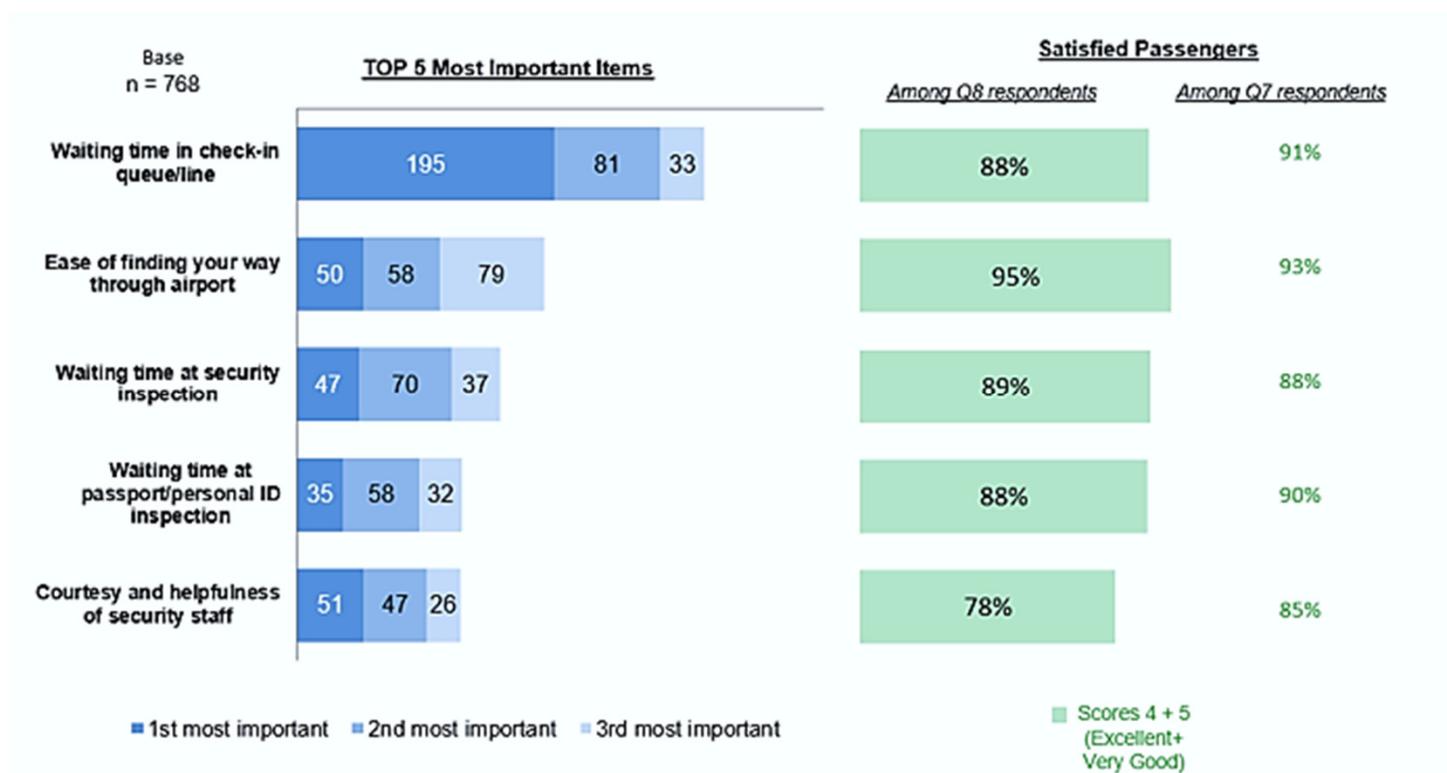


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# ASQ 2020 Annual Results

## Top 5 Most Important Items Satisfied Passengers



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# ASQ 2020 Annual Results

## Priority for Action Based on Stated Importance

Important areas to maintain relatively **strong** performance:

- Waiting time in check-in queue/line (4.60)
- Ease of finding your way through airport (4.63)
- Waiting time at security inspection (4.52)
- Waiting time at passport/personal ID inspection (4.60)
- Courtesy and helpfulness of security staff (4.44)
- Cleanliness of airport terminal (4.50)
- Feeling of being safe and secure (4.54)
- Efficiency of check-in staff (4.63)
- Cleanliness of washrooms/toilets (4.40)
- Courtesy and helpfulness of check-in staff (4.59)

Important areas to improve relatively **weak** performance:

- Ground transportation to/from airport (4.30)
- Parking facilities (4.09)



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# Customer Experience: Upcoming

- NCAA Women's Final Four
  - Entire tournament in San Antonio & surrounding areas
  - Projected 6k - 13k Attending
  - 90% arriving by air travel

Major Events:	Day/Date
Round 1 Tournament – 2 days	Sun, Mar 21
Round 2 Tournament – 2 days	Tues, Mar 23
Sweet 16 – 2 days	Sun, Mar 27
Elite Eight – 2 days	Mon, Mar 29
Final Four Semi-Final	Fri, Apr 2
Championship Game	Mon, Apr 5



- Valero Texas Open
  - March 29<sup>th</sup> – April 4<sup>th</sup> 2021
- Airport Covid-19 Stakeholder Survey
  - To solicit employee concerns, feedback, and suggestions
  - To develop concrete action items for improving employee safety and stakeholder experience
  - Communicate results in Townhall format
  - Begin action plan development
- SAT Live resumes terminal performances



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