



# Customer Experience Report

*For June 16, 2021 Meeting*



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# Customer Experience: April & May 2021

- “Star of Texas” Ribbon Cutting Ceremony
- S.A.A.S Volunteer Appreciation Week
- ASQ Customer Survey Q1 2021 Results
- Asian Pacific American Heritage Month
- SAT Live resumes normal operations
- “Essential Expressions” Employee art exhibit
- Jet Blue – BOS & JFK Air Service Event
- Paging Modernization Installation
- Employee Winter Storm Recognition Event
- Breeze Air Service Event



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# ACI-ASQ Q1 2021 Results

## Overall Satisfaction

- Q1 2021 - **4.53**
  - Up .10 YoY
  - Down .03 QoQ
- Leisure .20 higher than with business traveler Q1 2021

## Top 3

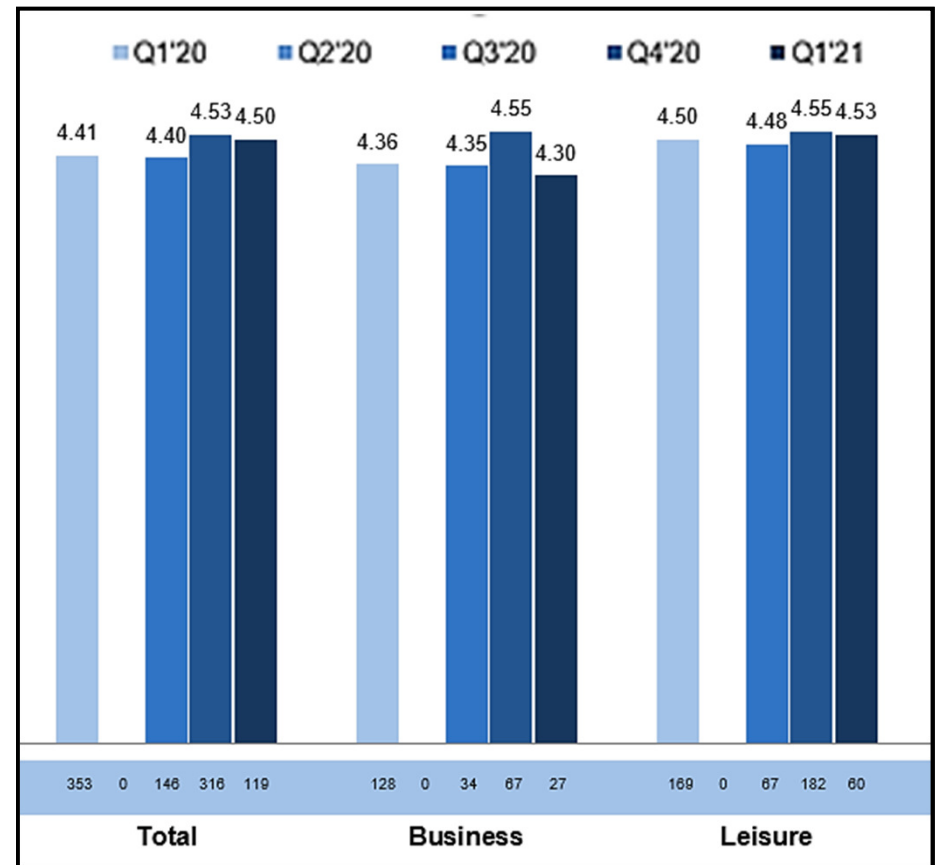
- Ease of connection
- Check-in Efficiency of Staff
- Check-in wait time

## Bottom 3

- Value for money: Eating facilities
- Value for money: Shopping facilities
- Eating facilities

## Overall Satisfaction

### Trend Analysis

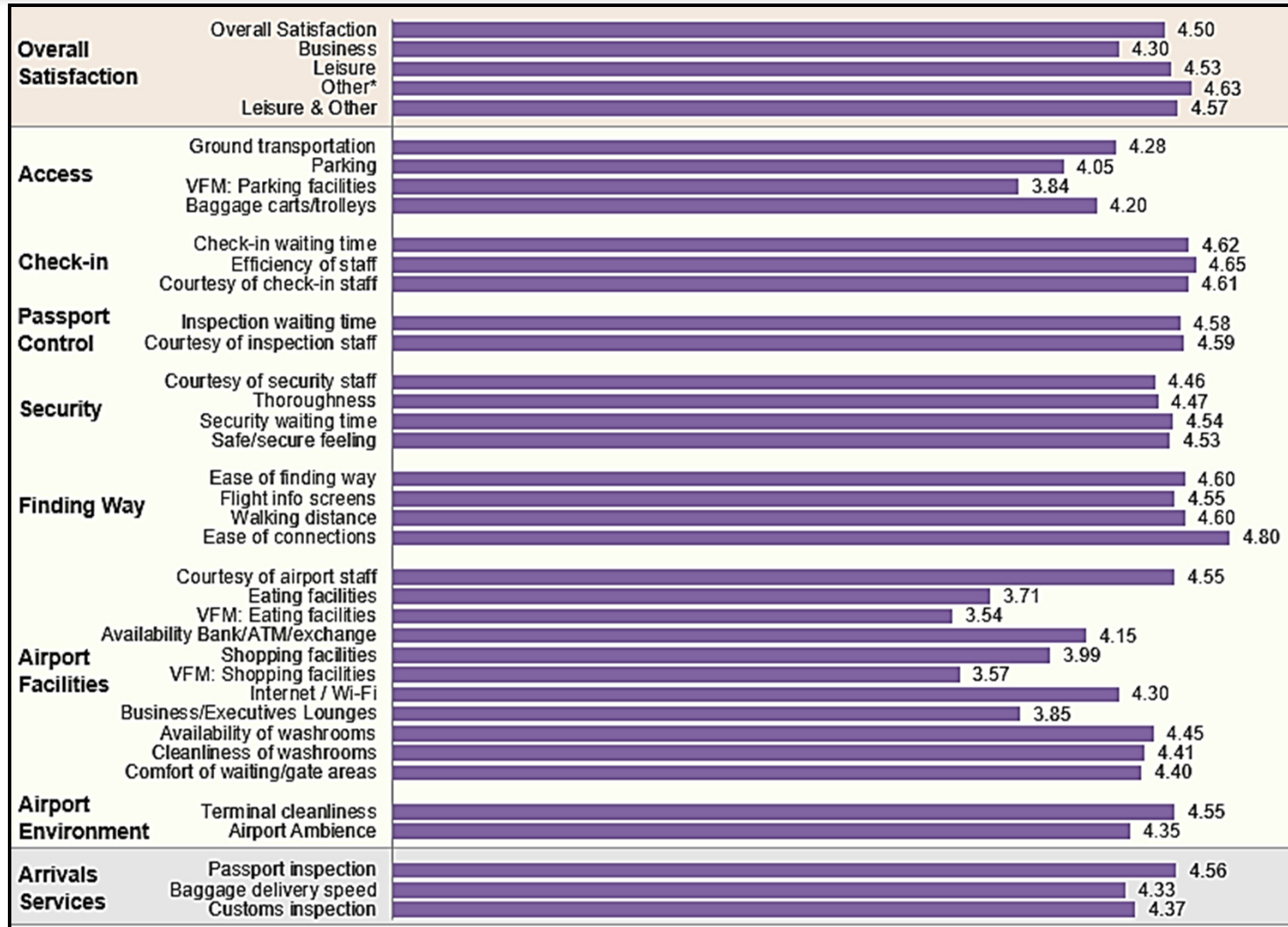


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# SAT – Airport Performance

Focus on Q1 2021 – Mean Scores by Rated Item

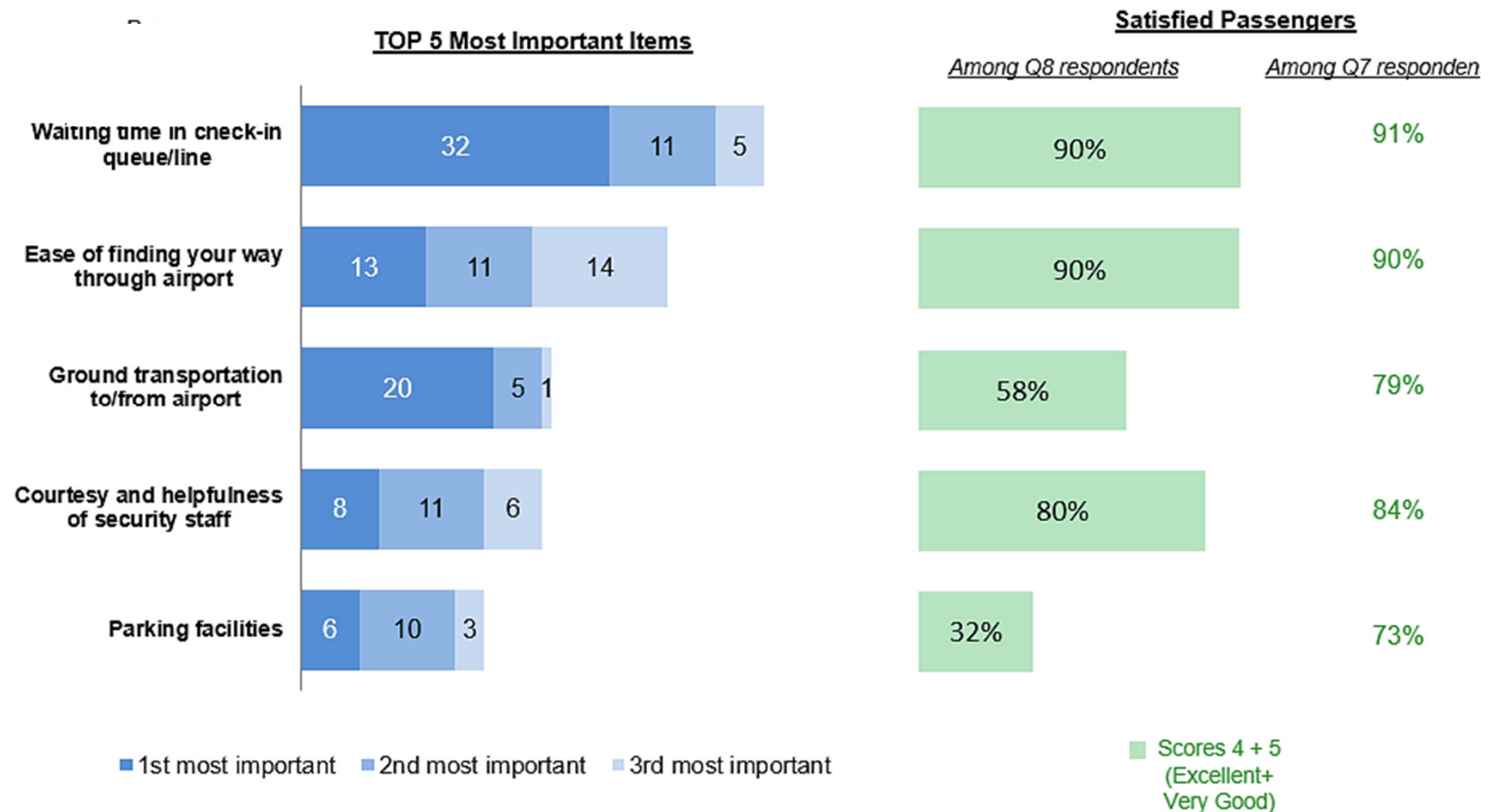


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# SAT – Airport Performance

## Top 5 Most Important Items – Satisfied Passengers

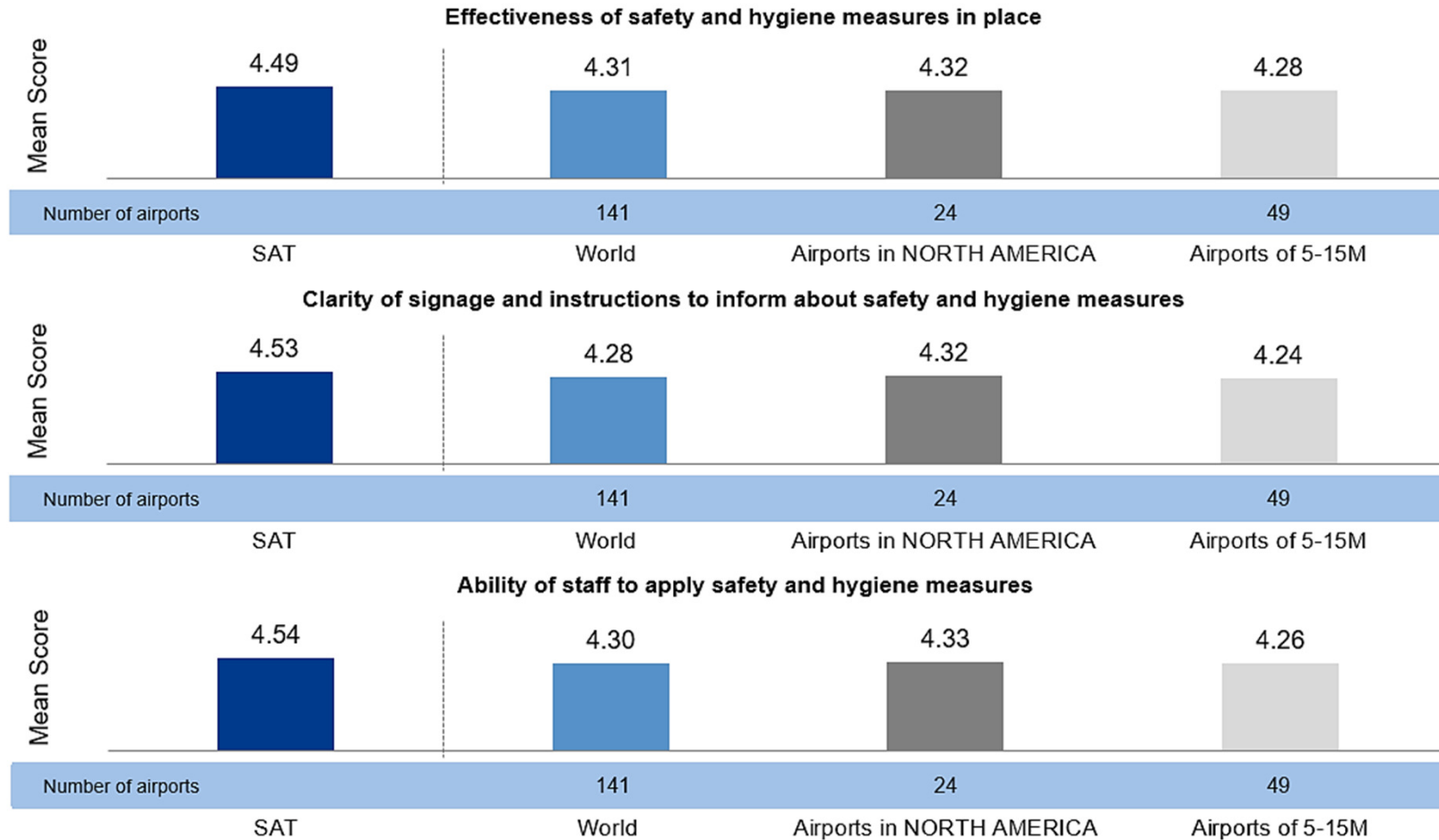


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# SAT – Airport Performance

## Hygiene Report



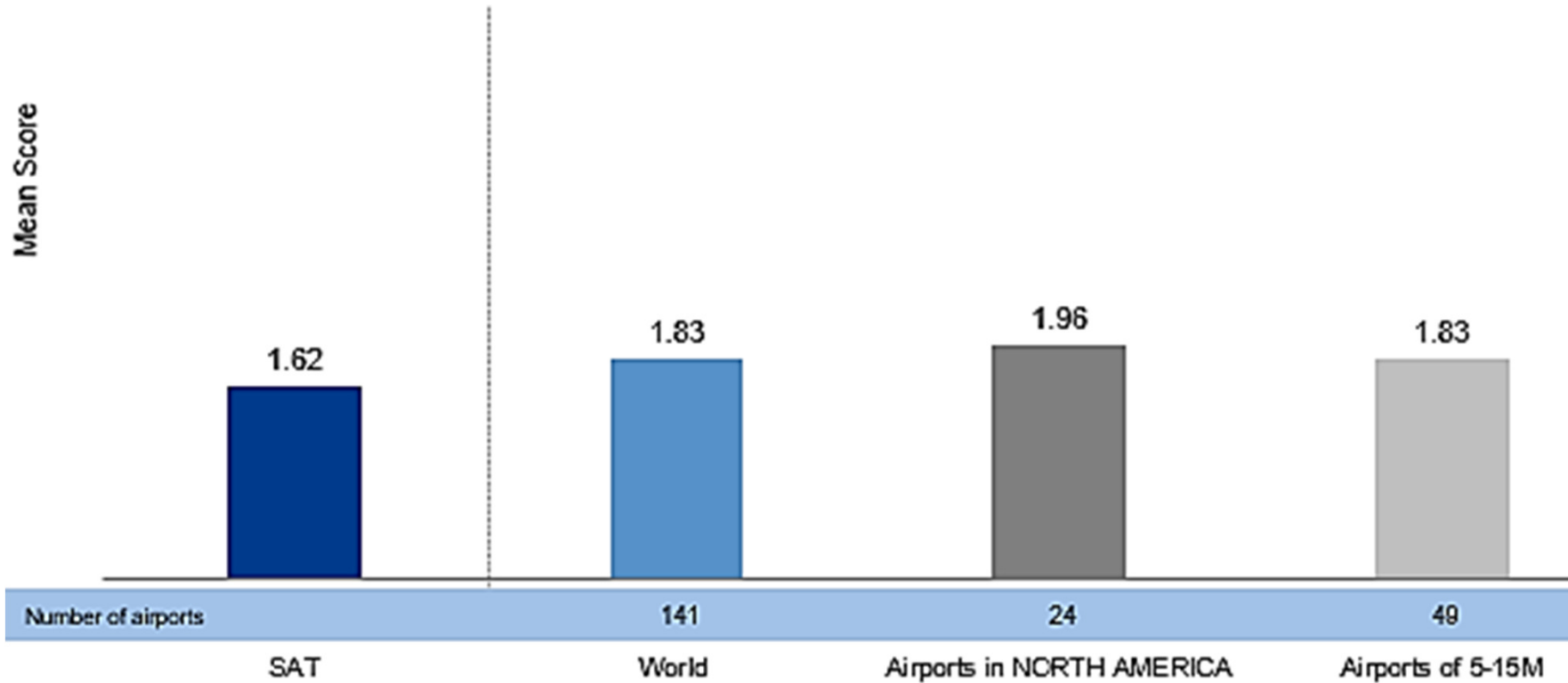
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# SAT – Airport Performance

## Hygiene Report

Level of stress based on experience



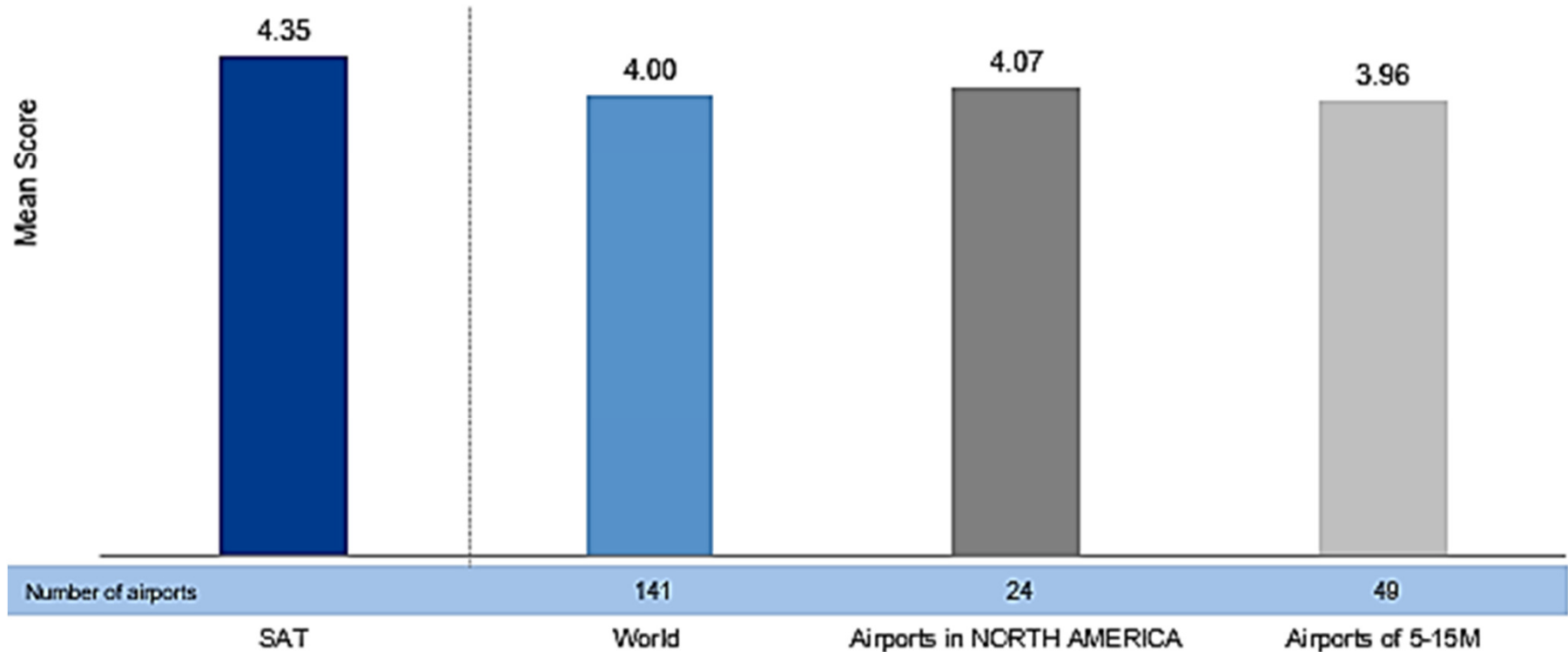
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# SAT – Airport Performance

## Hygiene Report

Level of confidence to travel based on safety and hygiene measures



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# Customer Experience: Upcoming

- Adult changing table project begins
- Scobee Education Center - Artemis Academy For Girls airport tour

## **June 4, 2021**

#SATFriYAY Event: Daisy Bee & Friends

- Caricature Artist
  - TA Food Court: 10AM – 12PM
  - TB Baggage: 1-2PM
- Balloon Twister
  - TB Baggage: 10AM – 12PM
  - TA Food Court: 1-2PM

## **June 17th – 27th, 2021**

Summer Solstice Event on 7/20 in Long Term Garage  
Fiesta Celebration

- Fiesta Décor in Terminals
- Mask Decorating Contest
  - Judging: Friday, June 25<sup>th</sup>

## **June 19<sup>th</sup>, 2021**

Juneteenth Celebration



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