



# Customer Experience Report

*For October 20, 2020 Meeting*



TEAMWORK ★ INTEGRITY ★ INNOVATION ★ PROFESSIONALISM

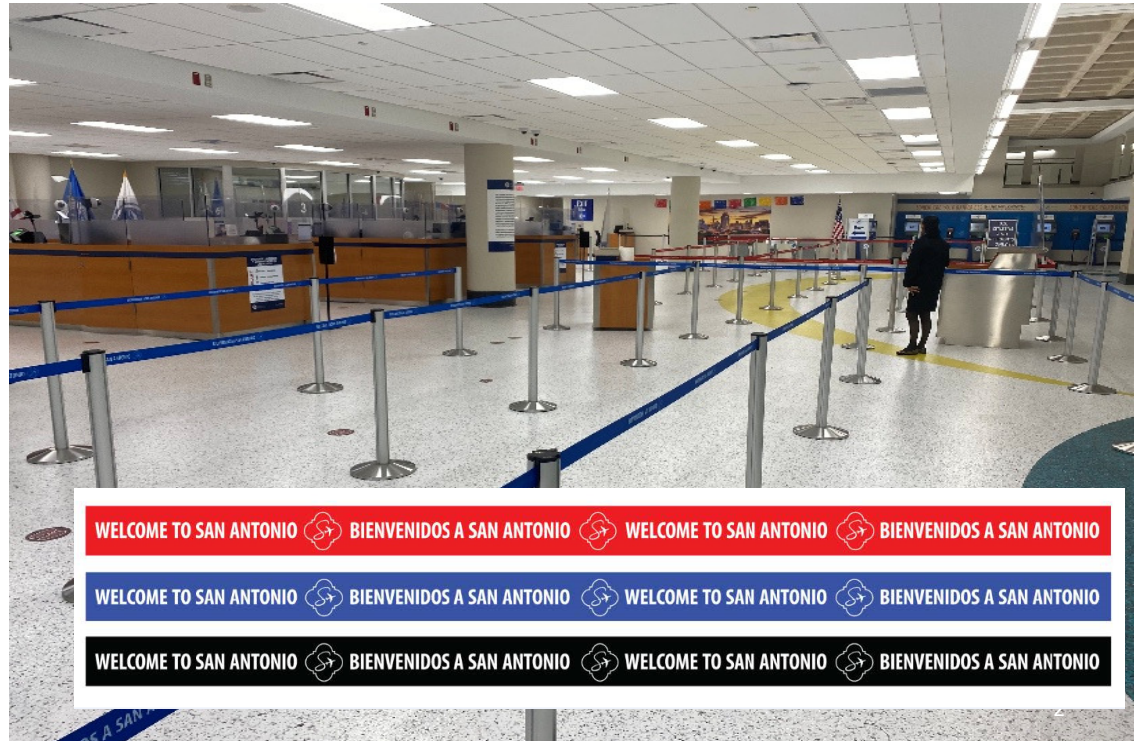
*Empowered, professional team providing optimal air service and a phenomenal customer experience.*

# Customer Experience – September 2020



- SAT 4-part series celebrating National Hispanic Heritage
  - 9/15 – 10/15
  - Visual artist (*pictured*)
  - Musical performances

- Customs Improvement Installations (*pictured*)
  - Stanchions
  - Signage
- SAAS partnered with DHF and UTSA to launch the “Mission to Mars” student art contest
- Reactivation of touchless ASQ Customer Satisfaction Survey administration



# Customer Experience – September 2020

- After hundreds of votes to name the new Xenex LightStrike robot, #SATerminator was the winning name.
- Airport teamed up with KSAT to feature a new coloring book promoting consumer confidence to #FlySafeTexas! through the end of the year. The coloring book is a collaborative effort between Texas Commercial Airports and supported by the Texas Commercial Airport Association.
- In-Motion store re-opened for business in Terminal B





# Customer Experience – October

- SAAS celebrated National Customer Service Week (October 5 to October 9) with Employee Appreciation Event
- SAT installation celebrates Breast Cancer Awareness Month on 10/16
- 5 COSA team members to join the Customer Experience team forming the new Terminal Management team
- Stakeholder feedback initiative to evaluate COVID-19 response initiatives

## UPCOMING Events

- Customs Aesthetic Improvement Phase II
- Weinman Awards Program
- Ambassador Appreciation Event

**National Customer Service Week 2020**  
October 5-9 #celebrateSAAS

**Celebrating San Antonio Airport Servicestars**

SAAS will celebrate National Customer Service Week October 5th through 9th. The purpose of the week-long celebration is to recognize the important work that customer service professionals do every day. The Executive Team has planned a week of activities for our SAAS Team members because they understand that everyone plays a vital role in developing positive experience for our customers.

Monday 10.05	Tuesday 10.06	Wednesday 10.07	Thursday 10.08	Friday 10.09
 <b>SUPERHERO DAY</b> SAAS encourages employees and stakeholders to wear their favorite Superhero t-shirt or dress-up as your favorite Superhero.	 <b>DECADE DAY</b> Choose a look from the Glory Days of travel 20's, 30's, 40's, 50's, 60's, 70's, 80's or 90's.	 <b>SCHOOL SPIRIT DAY</b> Show your school spirit and wear something from your alma mater or your kid's school. Show school pride for everyone to see!	 <b>SPORTS DAY</b> Have a favorite team jersey or t-shirt? Pull it out because team spirit is alive and well at SAAS.	 <b>IT'S A FIESTA DAY</b> Let's end our week with a party! Show your Fiesta spirit and wear Fiesta medals, shoes or a corona. At SAT, Customer Service is a party all year long.

We hope you enjoy the week and join in the celebration and fun.

