



TO: OUR STAKEHOLDERS

The WCAA's Vision of creating a culture that excels at providing positive customer experiences for all who travel through DTW requires our community to collaborate and support each other in positive and innovative ways. To that end, in 2019 WCAA began completing the requirements for the Airports Council International's (ACI) Airport Customer Experience Accreditation. The Accreditation process provides a 360° view of our customer's experience. This deep dive allows us to identify opportunities to create a customer focused culture across employee groups and stakeholders. Also included in the process are stakeholder, employee engagement and development requirements.

We are re-sharing our initial community wide activity that focuses on supporting the individual's role in delivering positive experiences for our customers. The activity is a short customer service video that can be shared with your employees and team members. The video builds on basic customer service practices each of our organizations instill in our employees, leaders and volunteers as a business practice. The video provides tips on creating a positive attitude and its impact on the customer experience. Our premise is that a community member's approach or attitude in a customer related situation impacts the customers response. No one comes to the airport with the intention of having a negative experience, but it happens. How our community responds sets the tone for the rest of our customers' travel

experience at the airport. When a community member interacts in a positive or helpful manner with a customer it shows respect and creates a feeling of belonging in our community.

The video (approximately 9 minutes in length) provides staff and stakeholders (our community members) with:

- Strategies for creating a positive attitude through mindfulness.
- Connecting with customers.
- Responding to commonly occurring situations.
- Best Practices for managing emotions.

The added benefit is that each of the strategies and techniques are transferable to non-customer focused situations. Community members will improve their interpersonal communication skills and contribute to building a positive customer focused culture at DTW.

We ask you to join us in this DTW wide initiative by re-sharing the video with your employees and stakeholders. This will support our task of building a customer experience focused culture across all segments of the Airport. As you are aware, our community has received several accolades related to customer service and satisfaction. But there is still work to do and opportunities to improve. Completing the Accreditation allows us to continue growing, innovating and developing our customer focused culture. Together we can make the WCAA vision for DTW a reality “To be the best Airport in the world for all passengers who travel through Detroit Metropolitan Wayne County Airport.”

