



TO: OUR STAKEHOLDERS

To support our vision of providing positive customer experiences for all who travel through DTW, the WCAA has initiated a program to create an airport community wide culture shift based on ACI Airport Customer Experience Accreditation framework. Obtaining Accreditation requires that our community work together to identify and implement facility improvement projects, improve operational processes, and define service standards that focus on the customer experience. The accreditation process also requires that we engage our stakeholders in the activities. When a customer passes through our Airport, they come in contact with numerous employees who represent companies with differing objectives. The common objective for all of us is supporting the customer as they move through the Airport. What that “move through the Airport” experience is rests at the heart of the accreditation process. As Airport stakeholders, it is our opportunity to come together to create or enhance positive customer experiences for everyone who travels through DTW.

We are sharing the [Customer Service Standards Manual](#) as a companion document to the DTW Customer Service Video and to introduce our on-going facility related activities. The WCAA believes that our employees, partners, and stakeholders are all Ambassadors of the Airport responsible for providing service and support to those who come to our Airport. As one of the top ranked airports in the world, the public, airport users, and the Aviation Industry look to us as a benchmark of positive customer experience. To that end it is important that we

provide training and program related information to support individuals as they incorporate the customer centric focus into their daily working assignments.

The Service Standards Manual (1st edition, 2024) provides our community members with information on:

- Importance of a Positive Attitude in customer Interactions (video topic).
- Mindfulness Strategies for managing emotions (video topic).
- The Traveler's Journey map through our Airport.
- Facility Service Standards checklists.
- Monitoring and measuring our success data.

As with the customer service video, the added benefit is that each strategy or technique is transferable to non-customer focused situations. Community members will also gain knowledge of the WCAA's role in terminal facilities and maintenance standards that will provide insight to their role in supporting the standards.

We ask you to join us in this DTW wide initiative by sharing the Service Standards Manual with your employees/stakeholders and have discussions on their role in providing service to our Airport's Customers. As a member of our Airport Community, each of your employees and stakeholders is in fact Southeast Michigan's ambassador to the world making DTW "the best Airport in the world for all passengers traveling through our Airport."



WAYNE COUNTY AIRPORT AUTHORITY



DETROIT METRO | WILLOW RUN

WAYNE COUNTY AIRPORT AUTHORITY

Customer Service Standards Manual

First Edition – November 1, 2024



Service with a smile

This standards manual has been developed for the benefit of our airport customers and outlines the customer service expectations for all DTW employees, partners, and volunteers.



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INTRODUCTION

To DTW employees, partners, and contractors:

Introducing the Detroit Metropolitan Airport Customer Service Standards Manual - your guide to exceptional service. This manual embodies our commitment to delivering an unparalleled customer experience.

As we embark on this journey, stress reduction, convenience, reliability, and connectivity at every point of a customer's journey are our top priorities, and this manual serves as our guide to fulfilling that promise.

The harmonious collaboration among all stakeholders, including employees, operators, partners, regulators, vendors, and tenants, ensures seamless operations and optimal performance in commercial air travel.

While efficient logistics are undoubtedly crucial, we place even greater priority on delivering exceptional hospitality that creates a warm and comfortable experience for our passengers. Our primary focus is providing quality service to customers traveling for business, leisure, or personal reasons. Recognizing the many challenges the airport environment can pose, we remain committed to addressing passenger needs.

INTRODUCTION

All DTW employees, partners, and volunteers are recognized as ambassadors of the airport and play a pivotal role in delivering positive experiences to our guests. Our mission is to assist customers in navigating through a seamless and enjoyable journey, from the moment of arrival to departure, maintaining a consistent standard of service. DTW strives to cultivate a culture where passionate and dedicated employees create tangible moments that exceed customer expectations.

The quality standards outlined in this manual enable us to empathize with the customer's perspective, while fostering the desire, ability, and determination to provide an outstanding customer experience within our airport community.

CUSTOMER INTERACTION



A



A – Always greet your customers

A T T I T U D E

T



A T T I T U D E

T



A T T I T U D E



A T T I T U D E

T



T - Teamwork

A T T I T U D E

U



U – Understand your customers' needs

A T T I T U D E

D



A T T I T U D E

E



E – Excite your customers and show you care

A T T I T U D E

A positive attitude makes a big difference. A positive attitude turns upset customers into happy customers, changes negative experiences into positive experiences, and can win the customer's heart and establish personal connections in a meaningful way.

Mindfulness Strategies

Channel Emotions



Transform negative energies into positive ones by redirecting them to fuel positivity.



- Anger
- Hatred
- Pain
- Frustration



- Happiness
- Compassion
- Empathy
- Kindness



Choose Your Mindset



Deep and steady breathing through the nose with a relaxed ribcage is one of the best ways to lower stress in the body, and strong medicine for anxiety, fear and anger.

And when you are relaxed and calm, you can better manage your immediate emotions.

Reflect



Rewind and reflect at the end of the day to better understand your emotional responses, behaviors, and where your weaknesses may lie.

Learn to pay attention to your reactions and behaviors.

CUSTOMER INTERACTION SCENARIOS



This is so frustrating. I have been waiting for an hour.



To deal with frustrated customers:

- Engage in conversation to find out the reason for their frustration
- Assist in solving the problem



I am anxious that my flight may be delayed.



Interact with anxious customers by:

- Acknowledging their emotions
- Finding out the reason for their anxiety
- Reassuring with accurate and relevant information



I am so angry. How can they treat me this way?



To deal with angry customers:

- Listen to show you care and remain calm
- Acknowledge their emotions
- Assist in solving the situation

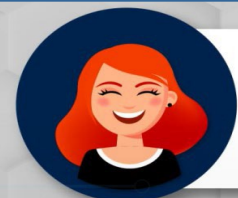


I am so confused.

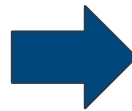


To deal with confused customers:

- Ask questions to determine their needs
- Know your resources
- Provide accurate information
- Be proactive in the next steps in their journey



I am so excited and eager to be traveling today.



Interact with happy customers by:

- Mirroring their mood and connecting with them
- Using positive words to connect
- Acknowledging with positive body language and gestures

Manage Your Emotions



Pause Before Responding

Pause, wait to respond, take a break, acknowledge your feelings to yourself.



Know What's in Your Control

Identify what you can control and don't take it personally.



Channel in a Positive Manner

- Stay positive
- Be happy at work
- Show you care
- Put a smile in your voice

How to Understand Your Customer's Cues and Clues



Be Aware of Body Language

Learn to read body language, facial expressions, posture, and tone of voice.



Listen Actively

Focus on the person talking and listen to understand.



Ask the Right Questions

Ask open-ended questions to show you care.

TRAVELER JOURNEY

DTW Traveler Journey

DEPARTING DTW



PRE-ARRIVAL



ARRIVING AT DTW



PRE-SECURITY



SECURITY



GATE AREA



DEPARTING DTW ON AIRCRAFT



DEPARTING DTW



BAGGAGE CLAIM



PRE-SECURITY



GATE AREA



CUSTOMS AND BORDER PATROL
(INTERNATIONAL TRAVELERS ONLY)



ARRIVING AT DTW

ARRIVING AT DTW

Traveler Journey

- Information Booths
- Curbside - Departures & Arrivals
- Pre-Security - Ticketing & Baggage Claim
- Security Checkpoints & Customs
- Common Areas
- Gate Areas
- Restrooms
- Concessions
- Ground Transportation
- Airport Shuttles
- Parking Structures

DTW strives to provide a stress-free experience through friendly interaction in comfortable, clean and safe terminal facilities. The next sections in this manual describe how DTW, through implementation of service standards and continuous monitoring and measuring, continues to prioritize the customer experience across the DTW campus.

INFORMATION BOOTHS

Appearance

- Must possess Airport photo ID badge, which must be always worn, above the waist on the outermost garment while on duty.
- Clothing under uniform shall be clean, neat, wrinkle-free, and fit properly.
- Airport uniform vest, shirt, and nametag must be worn on the outermost layer when on duty.
- Must look and reflect a professional, approachable appearance.
- No sunglasses or hats may be worn
- Booths shall be clean and free of debris. Food and drink shall be kept out of the open from the public.

Awareness

- Be alert and report to Airport Police any suspicious persons, suspicious activity, injured persons, unsafe conditions or unattended items.
- Be on the lookout for customers wearing a Sunflower Lanyard signaling a hidden disability.
- Be alert and call in any non-working equipment (doors, escalators, elevators, and moving walks) to airport dispatch.

Assistance

- Assist passengers with wayfinding.
- Help passengers connect with the airlines for lost luggage, flight delay, reservation, and other inquiries.

INFORMATION BOOTHS

Assistance

- Assist passengers with lost items. Help them connect to TSA, Airlines, and Airport Police.
- Assist passengers with the DTW Destination Pass Kiosks.
- Direct passengers to transportation options and help them with the bus schedules.
- Provide phone service to passengers in distress.
- Assist with special events at the airport.
- Collect and document customer feedback.
- Use I Speak cards and translation services to assist passengers with language barriers.

CURBSIDE DEPARTURES & ARRIVALS

Maintenance & Cleanliness

- Roadway is free of debris, potholes, and markings are clear.
- Sidewalk pavement is maintained, free of debris and stains, snow and ice.
- Trash receptacles are emptied to prevent overflow.
- Cigarette receptacles are filled with sand and free of debris.
- Benches are clean, free of chipped paint and clear of residual salt underneath.
- Pillars are not chipped and in need of repair/paint.
- Signage is intact and legible.
- Skycap areas are free of cigarette butts and debris.
- Smoking huts are clean, free of debris and heating units are working.
- Pet Relief Areas are free of debris and animal feces, waste bags are available.
- Plants are not wilted, broken, and are free of debris.
- Glass, stainless-steel, and other surfaces at entrance/exits are clean and free of defects.
- Automatic doors operate properly, glass is clean, and vestibules are free of debris and stains.

Other

- Vehicles are not left unattended.
- PA announcements are clear and audible.
- Unattended luggage carts and wheelchairs are properly stored.
- Contractor equipment (i.e., lifts, snowplows) is properly stored, barricaded from public view and access.
- Phone at the wheelchair podium is working.

PRE-SECURITY

TICKETING & BAGGAGE CLAIM

Maintenance & Cleanliness

- Floors are clean, dry, polished and free of trip hazards, debris and stains.
- Walls, columns, glass and stainless -steel surfaces are clean, polished, free of stains, streaks, graffiti, and defects.
- Trash receptacles are emptied to prevent overflow.
- Bottle filling stations and water fountains are clean and polished, filters do not need changed.
- Touchpoint surfaces (elevator buttons, escalator and moving walk handrails, etc.) are cleaned and disinfected.
- Elevator interior cabs are clean and free of debris and units are working as intended.
- Escalator and moving walkway treads and comb plates are clean and free of debris and units are working as intended.
- All signage is intact and legible.
- Light fixtures work and window treatments are working as intended.
- FIDS, BIDS, and advertising displays are operating as intended.
- Seating is clean, free of debris, not ripped or torn, and stationed in designated areas.
- Directories reflect current operations and are working as intended.
- Baggage carousels are free of debris and working as intended.
- Check in kiosks are clean and working as intended.
- Liquids disposal stations are emptied, cleaned and free of debris.
- Hand sanitizer units with liquid are available and working as intended.
- Temperature is comfortable.
- Plants are not wilted, broken, and are free of debris.

PRE-SECURITY TICKETING & BAGGAGE CLAIM

Other

- PA announcements are clear and audible.
- Unattended luggage carts and wheelchairs are properly stored.
- Luggage bins are collected.
- Tenant and contractor equipment is properly stored.
- Vending and ATM options are available.

SECURITY CHECKPOINTS & CUSTOMS

Maintenance & Cleanliness

- Floors are clean, dry, polished, vacuumed and free of trip hazards, debris and stains.
- Walls, columns, glass and stainless -steel surfaces are clean, polished, free of stains, streaks, graffiti, and defects.
- Trash receptacles are emptied to prevent overflow.
- Touchpoint surfaces (elevator buttons, escalator and moving walk handrails, etc.) are cleaned and disinfected.
- Elevator interior cabs are clean and free of debris.
- Escalator and moving walk treads and comb plates are clean and free of debris.
- Elevators, escalators, and moving walks are operating as intended.
- Light fixtures work.
- Seating is clean, free of debris and stationed in designated areas.

- Stanchions are clean and free from defects.
- Baggage Carousels are free of debris and operating as intended.
- BIDS are operating as intended.
- Check in kiosk equipment is clean and operating as intended.
- Hand sanitizer units with liquid are available and working as intended.
- Temperature is comfortable.
- All signage is intact and legible.

Other

- PA announcements are clear and audible.

COMMON AREAS

Maintenance & Cleanliness

- Floors are clean, dry, polished and free of trip hazards, debris and stains.
- Walls, columns, glass and stainless -steel surfaces are clean, polished, free of stains, streaks, graffiti, and defects.
- Trash receptacles are emptied to prevent overflow.
- Bottle filling stations and water fountains are clean and polished, filters do not need changed.
- Touchpoint surfaces (elevator buttons, escalator and moving walk handrails, hand poles, etc.) are cleaned and disinfected.
- Elevator interior cabs are clean and free of debris and units are working as intended.
- Escalator and moving walkway treads and comb plates are clean and free of debris and units are working as intended.
- Light fixtures work.
- FIDS and advertising displays are operating as intended.
- Seating is clean, free of debris, not ripped or torn, and stationed in designated areas.
- Directories reflect current operations and are working as intended.
- Hand sanitizer units with liquid are available and working as intended.
- Temperature is comfortable.
- Plants are not wilted, broken, and are free of debris.
- All signage is intact and legible.

Other

- PA announcements are clear and audible.
- Unattended luggage carts and wheelchairs are properly stored.
- Tenant and contractor equipment is properly stored.

GATE AREAS

Maintenance & Cleanliness

- Floors are vacuumed, clean and free of trip hazards, debris and stains.
- Walls, columns, glass and stainless -steel surfaces are clean, polished, free of stains, streaks, graffiti, and defects.
- Light fixtures work.
- GIDS, televisions, and advertising displays are operating as intended.
- Seating is clean, free of debris, not ripped or torn, and stationed in designated areas.
- Hand sanitizer units with liquid are available and working as intended.
- Charging tables are clean and working as intended.
- Stanchions are clean and free from defects.

- Hand sanitizer units with liquid are available and working as intended.
- Temperature is comfortable.
- All signage is intact and legible.

Other

- PA announcements are clear and audible.
- Unattended luggage carts and wheelchairs are properly stored.
- Tenant and contractor equipment is properly stored.

RESTROOMS

Maintenance & Cleanliness

- Floors are clean and dry, free of debris and stains. Tiles are not cracked.
- Walls, columns, glass and stainless -steel surfaces are clean, free of stains, streaks, graffiti, and defects.
- Toilets and urinals are clean and free of waste and are not clogged.
- Sensors are in working condition.
- Sinks are not clogged, counter areas are dry.
- Paper towel does not touch the counter, recalibrate unit if necessary.
- Trash receptacles are emptied to prevent overflow.
- Dispensers are cleaned and stocked.
- Baby changing stations are in good condition, belts are not broken.
- Step 'n Wash equipment is clean and functioning.
- Odor is not offensive.

- Light fixtures work.
- Hand sanitizer units with liquid are available and working as intended.
- Temperature is comfortable.
- All signage is intact and legible.
- Door latches work as intended.
- Dispensers work as intended.

Other

- Restrooms are available and closed only when necessary.
- Proper equipment is used to close restrooms.
- PA announcements are clear and audible.

CONCESSIONS

Appearance

- Employees must wear appropriate uniform and display name tag.
- Airport ID badge must be worn on duty on the outermost layer of clothing.

Maintenance & Cleanliness

- Unit is free of debris, trash, or soiled cleaning supplies.
- No unsightly or unsafe piling or stacking of boxes, cartons, barrels, kegs, bakery racks, or other similar items.
- Transport carts, tools and cleaning supplies are stored out of public sight.
- All tables, bar counters, seating, furniture, equipment, walls, floors, and other surfaces are clean, polished, and free of dust, streaks, smudges, or defects.
- Storefronts and signage are free of dust and in good repair.
- Lighting fixtures work.

- HVAC system free of dust.
- Trash receptacles are emptied to prevent overflow.
- No offensive odors detectable.
- Temperature is comfortable.
- Beverage and condiment stations stocked and maintained.

Other

- Must offer touchless pay options.
- Menu should offer a variety of options.
- Menu and menu board attractive & legible
- Prices are clearly marked.
- TVs are clean & operational.
- Queuing line and menu stanchions are clean/good repair.
- Merchandise displayed attractively.
- Display cases/shelves in good repair.
- Aisle clearance is 36".
- PA announcements are clear and audible.
- Language translation resource is available.

GROUND TRANSPORTATION

Maintenance & Cleanliness

- Floors are clean, dry, polished and free of trip hazards, debris and stains.
- Walls, columns, glass and stainless -steel surfaces are clean, polished, free of stains, streaks, graffiti, and defects.
- Trash receptacles are emptied to prevent overflow.
- Bottle filling station and water fountain is clean and polished, filters do not need changed.
- Touchpoint surfaces (elevator buttons, escalator and moving walk handrails, etc.) are cleaned and disinfected.
- Elevator interior cabs are clean and free of debris and units are working as intended.
- Escalator and moving walkway treads and comb plates are clean and free of debris and units are working as intended.
- Light fixtures work.
- FIDS and advertising displays are operating as intended.
- Seating is clean, free of debris, not ripped or torn, and stationed in designated areas.
- Hand sanitizer units with liquid are available and working as intended.
- Temperature is comfortable.
- Plants are not wilted, broken, and are free of debris and dust.
- All signage is intact and legible.
- Automatic doors operate properly, glass is clean, and vestibules are free of debris and stains.

Other

- PA announcements are clear and audible.
- Unattended luggage carts and wheelchairs are properly stored.
- Tenant and contractor equipment is properly stored.
- Information phones are working.

AIRPORT SHUTTLES

Appearance

- Employees must wear appropriate uniform and display name tag.
- Airport ID badge must be worn on duty on the outermost layer of clothing.

Maintenance & Cleanliness

- Interior/Exterior signage are visible to the passenger and in working condition.
- Floors are swept and mopped, free of debris and stains.
- Glass, stainless –steel, and all other surfaces are clean, polished, free of stains, streaks, graffiti, and defects.
- Touchpoints such as handrails are cleaned and polished.
- Seats are clean, free of crumbs and debris.
- If applicable, upholstery is steam cleaned.

- Trash can is not full and disposed of in dumpster.

Other

- Timely transportation.
- Name placard is displayed in the vehicle.
- Inquire with passenger about their destination.
- Announce destination upon arrival.
- Customer comment cards are displayed in each vehicle.
- Exit vehicle and ask passenger if they require wheelchair lift for assistance.
- If yes to above, assist passenger with loading and unloading, packages and luggage.

PARKING STRUCTURES

Appearance

- Employees must wear appropriate uniform and display name tag.
- Airport ID badge must be worn on duty on the outermost layer of clothing.

Maintenance & Cleanliness

- Parking garage, valet area, and operator booths are clean and free of debris, and residual salt.
- Floors in the north and south ends of the garage are clean, dry, and free of trip hazards, debris and stains.
- Walls, columns, glass and stainless -steel surfaces are clean, polished, free of stains, streaks, graffiti, and defects.
- Trash receptacles are emptied to prevent overflow.
- Touchpoint surfaces (elevator buttons, escalator and moving walk handrails, fast pay machines etc.) are cleaned and disinfected.

- Hand sanitizer units with liquid are available and working as intended.
- All signage is intact and legible.
- Stairwells are swept and free of debris.
- Elevator interior cabs are clean and free of debris and units are working as intended.
- Escalator and moving walkway treads and comb plates are clean and free of debris and units are working as intended.
- Light fixtures work.
- Automatic doors operate properly.
- Snow and ice removal is completed.

Other

- Vehicle battery jumps.
- Air for flat tires.
- Fuel services.
- Lockout assistance.

MONITORING AND MEASURING

CUSTOMER EXPERIENCE

At DTW, Customer Experience continues to be one of five focus areas in the airport's business plan for which we strive for a higher standard. The performance measurement below serves as a basis for our organizational goals.

- Measure: Customer Experience Scoring Index
- Source: Airport Service Quality (ASQ) Program
- Deliverable: Overall Satisfaction Index ≥ 4.00

We continuously monitor and report our progress with our customer service standards and the performance measurement above using various methods, most notably is the review and analysis of results and open-ended comments through surveys performed by worldwide airport rating systems ACI-ASQ and JD Power. The DTW Customer Experience Committee meets regularly to review and analyze survey results and comments and uses a strategy deck to discuss and brainstorm new and innovative ways to meet our customers expectations.

We monitor our customer's feedback collected internally by our airport ambassadors (Tally Sheet) and feedback collected externally via our airport's website and telephone system (Freshdesk). We monitor the intake and response process by documenting the source, volume, and status of customer service tickets. We also monitor the customer feedback to identify any trends with certain topics or categories.

CUSTOMER EXPERIENCE

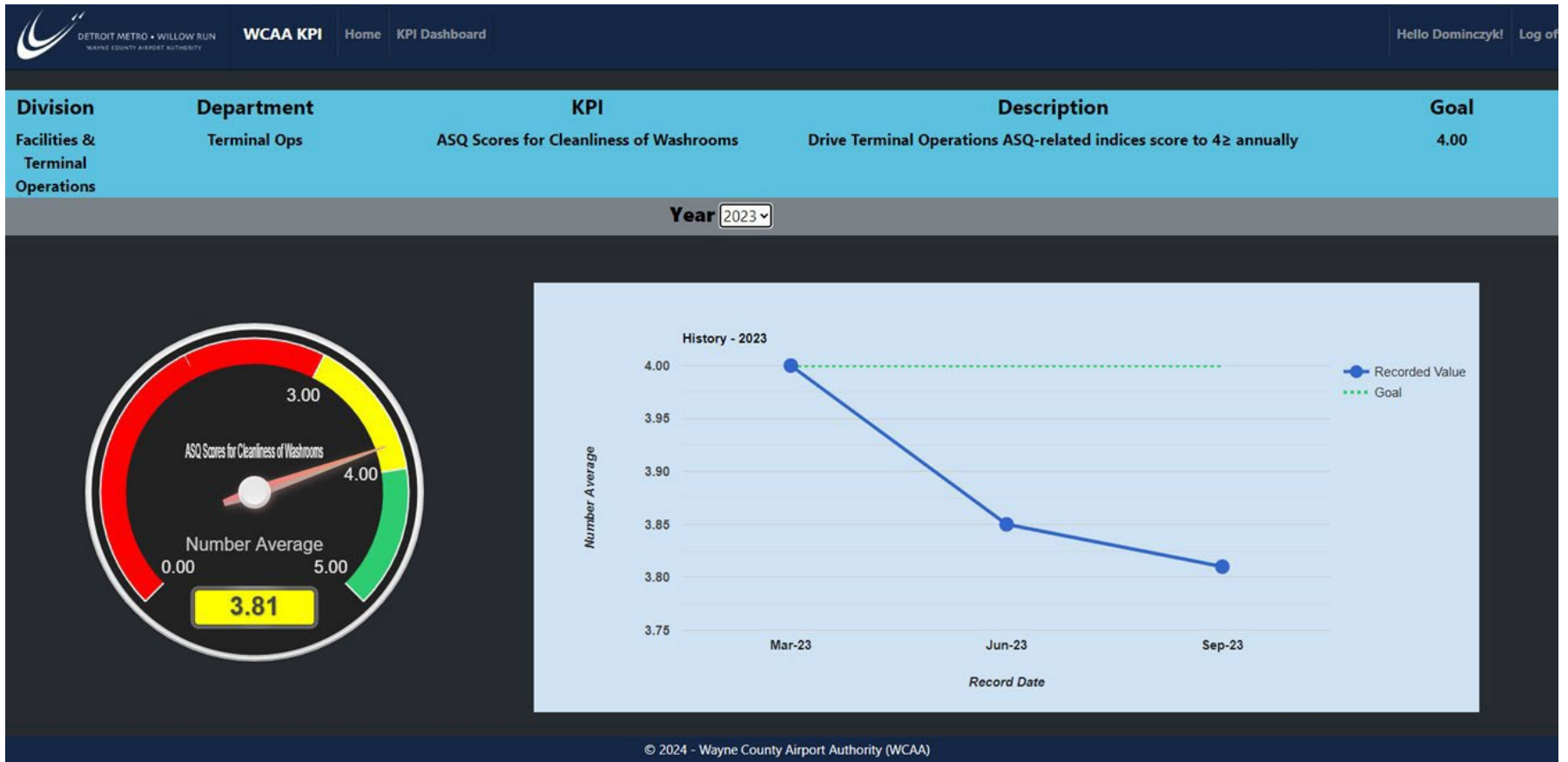
We continue to reinforce our customer interaction standards through the distribution of a Customer Service Training video to all employees and stakeholders. With the help of our Technology Services Department, we can monitor the number of views by our stakeholders.

MAINTENANCE & CLEANLINESS

With the help of our facility operators and janitorial staff, we monitor the level of cleanliness and availability of our systems, facilities, and equipment at DTW. Minimum service levels established in contractual agreements are used as a baseline for these measurements. We perform daily inspections and regularly meet with our facility operators, contractors, and stakeholders to discuss cleanliness, systems and equipment maintenance, terminal projects and initiatives, and all other customer facing issues.

In the next slides are just a few examples of the various measurements used to track performance.

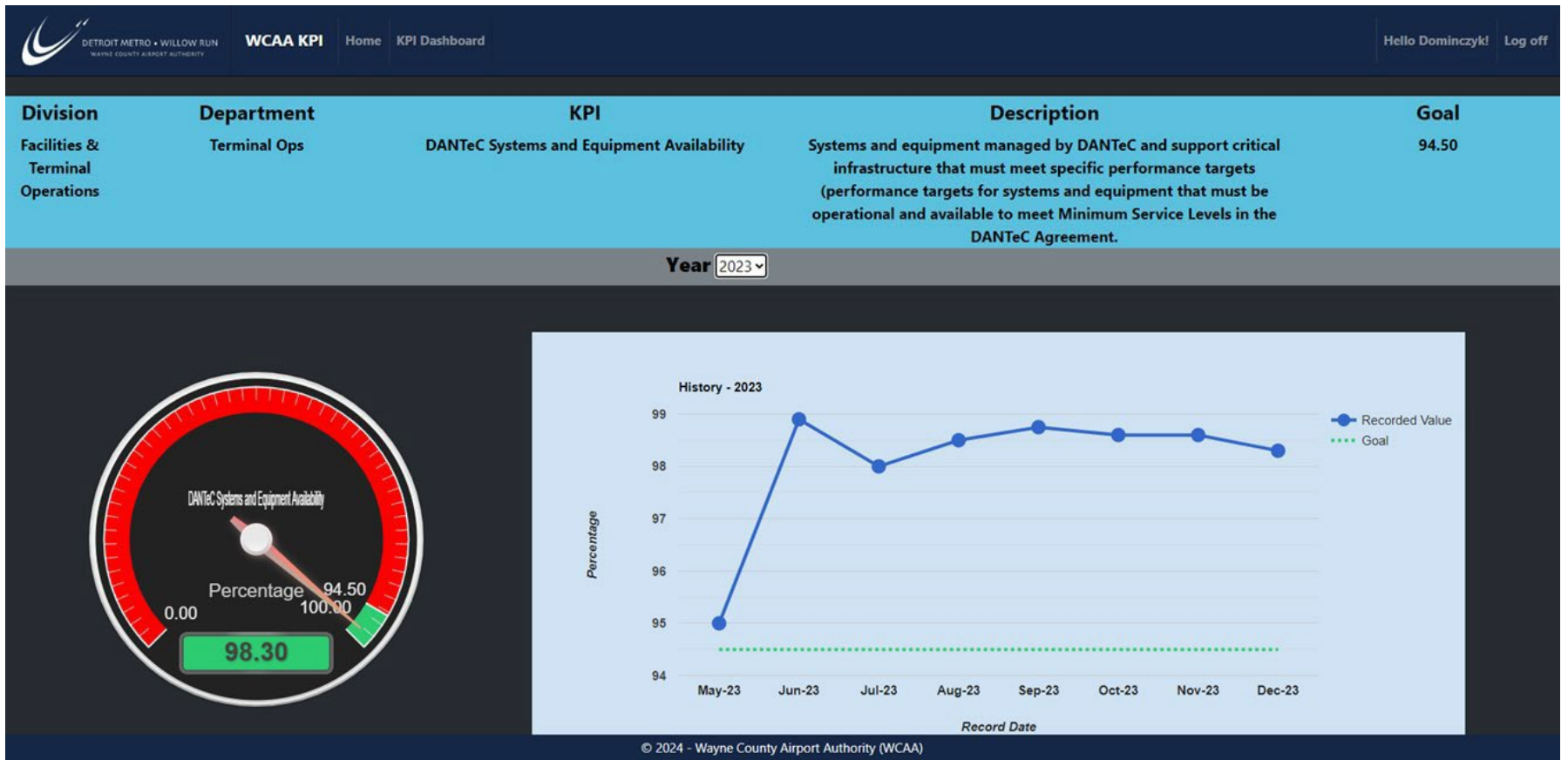
CLEANLINESS OF WASHROOMS



AVAILABILITY OF CHARGING STATIONS

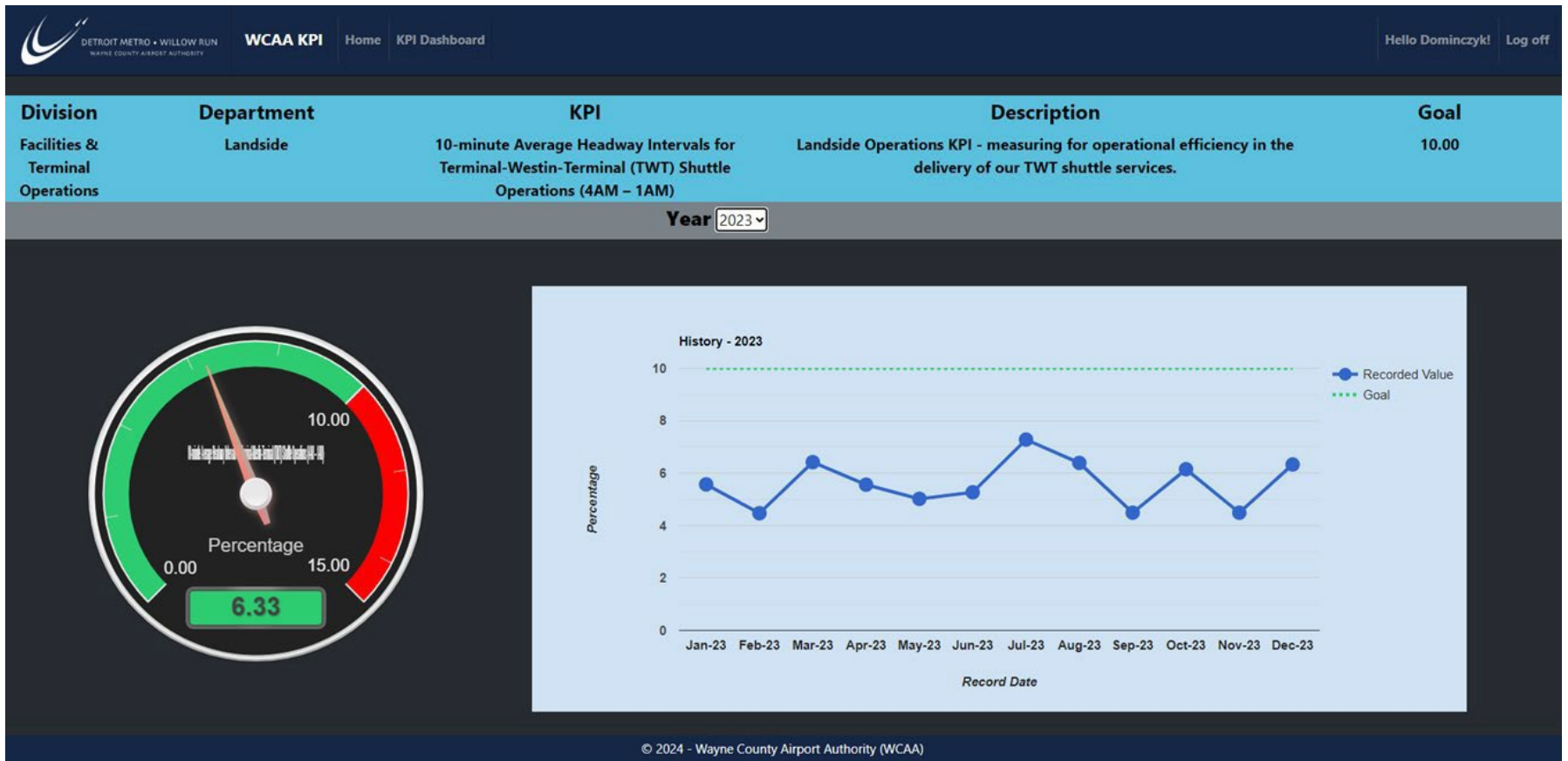


SYSTEMS AND EQUIPMENT AVAILABILITY



AIRPORT SHUTTLES

AVERAGE HEADWAY INTERVALS



About Us

Detroit Metropolitan Wayne County Airport (DTW) welcomed more than 31 million passengers in 2023. As one of the world's leading air transportation hubs, DTW offers service from 17 scheduled passenger airlines. Michigan's largest airport offers approximately 800 flights per day to and from more than 125 nonstop destinations on three continents. With two award-winning passenger terminals, six jet runways, and an onsite AAA Four-Diamond Westin Hotel, DTW is among the world's most efficient, customer friendly and operationally capable airports in North America.

Awards

Detroit Metropolitan Wayne County Airport earned Airports Council International's 2020 and 2022 Airport Service Quality Award for Best Airport by Size and Region (25 to 40 million passengers per year in North America). DTW has also garnered three prestigious awards for customer satisfaction since 2010.

DTW is operated by the Wayne County Airport Authority, which also operates nearby Willow Run Airport – an important corporate, cargo and general aviation facility. The Airport Authority is entirely self-sustaining and does not receive tax dollars to support airport operations. Visit www.metroairport.com for more information.

Accreditations

Airports Council International (ACI)

Airport Customer Experience Accreditation

Level 2

2024 – 2025

Airport Health Accreditation

2021 – 2022

GBAC STAR™ Facility Accreditation

Global Biorisk Advisory Council™ (GBAC), a Division of ISSA

2023

2022

Contact Us

If you have any questions or comments about the information in this manual, please email CustomerService@wcaa.us.

WAYNE COUNTY AIRPORT AUTHORITY



DETROIT METRO | WILLOW RUN

Thank You!

