



# Guest Experience (GX)

Cassie Schmid, Chief Strategy Officer

Leah Douglas, Director, Guest Experience

Elizabeth Moselle, Assistant Director, Guest Experience



City of Philadelphia,  
Department of Aviation



**PHL PNE**

PHILADELPHIA INTERNATIONAL AIRPORT  
NORTHEAST PHILADELPHIA AIRPORT

# Guest Experience (GX)



Since the department's inception in 2019, GX works to improve the overall guest and employee experience by

- Facilitating airport-wide communication and trust
- Influencing, enhancing, monitoring, and rewarding the airport community who provide excellent customer service
- Creating a better experience for guests and team members by managing and influencing projects to improve specific moments in the customer journey
- Working collaboratively with all Department of Aviation teams and stakeholders to create a service-oriented culture
- Curating art and experiential activities to surprise and delight guests and employees



# Guest Experience Stakeholder Council



**PHLPNE**

PHILADELPHIA INTERNATIONAL AIRPORT  
NORTHEAST PHILADELPHIA AIRPORT

# Guest Experience Stakeholder Council

Launched virtually in 2020 | First in-person meeting 2023



## Co-chairs

- PHL CEO Atif Saeed
- American Airlines VP PHL Operations  
Lakshman Amaranayaka

## Purpose

- To collectively improve the overall guest and employee experience at PHL

## Works across sectors to

- Celebrate the People of PHL
- Build community
- Build trust
- Encourage collaboration
- Celebrate airport successes
- Facilitate airport-wide communication





# 2024 GX Stakeholder Council Members

Today, 30+ representatives across multiple organizations participate



# Guest Experience Stakeholder Council Initiatives



- Airport-wide Employee Recognition Program
- Airport-wide Customer Service Vision Statement and Standards
  - PHL WORKS Kick Off Event
  - PHL WORKS implementation
- Employee Engagement Sub-committee
- Airport-wide Clutter Walks (forthcoming)



# Guest Experience Stakeholder Council Airport-wide Employee Recognition Program



PHILADELPHIA INTERNATIONAL AIRPORT  
NORTHEAST PHILADELPHIA AIRPORT

# Airport-wide Employee Recognition Program

The program Celebrates the People of PHL who go above and beyond their typical job duties to create a positive experience for guests and fellow employees.

## Nomination process:

Quarterly deadlines to nominate  
Employees and passengers can nominate  
Web page [PHL.ORG/PHLWORKS](http://PHL.ORG/PHLWORKS)

## Post nomination

All nominees are notified by email and congratulated  
~12 winners selected by Employee Engagement Committee and members of the GX Stakeholder Council  
Winners are notified and congratulated  
Certificates of Achievement are co-signed by Council co-chairs;  
Certificate presentation; recognition pin; group and portrait photos;  
[profile article on website](#); and social media posts



Adelaide Adade, Parkway



# Airport-wide Employee Recognition Program



Five categories and recognition pins



## **Caring Support**

Recognizes those who special care and services to seniors, families with young children, disabled passengers, and others with special needs



## **Impression Maker**

Recognizes front-line customer-facing employees who provide direct customer service.



## **Team Work**

Recognizes collaboration and teamwork across organizations that results in strong service delivery and positive experiences for passengers.



## **Safe & Sound**

Recognizes employees who protect the integrity and safety of passengers through proactive communication, exemplary teamwork, courage, and effective action.



## **Unsung Hero**

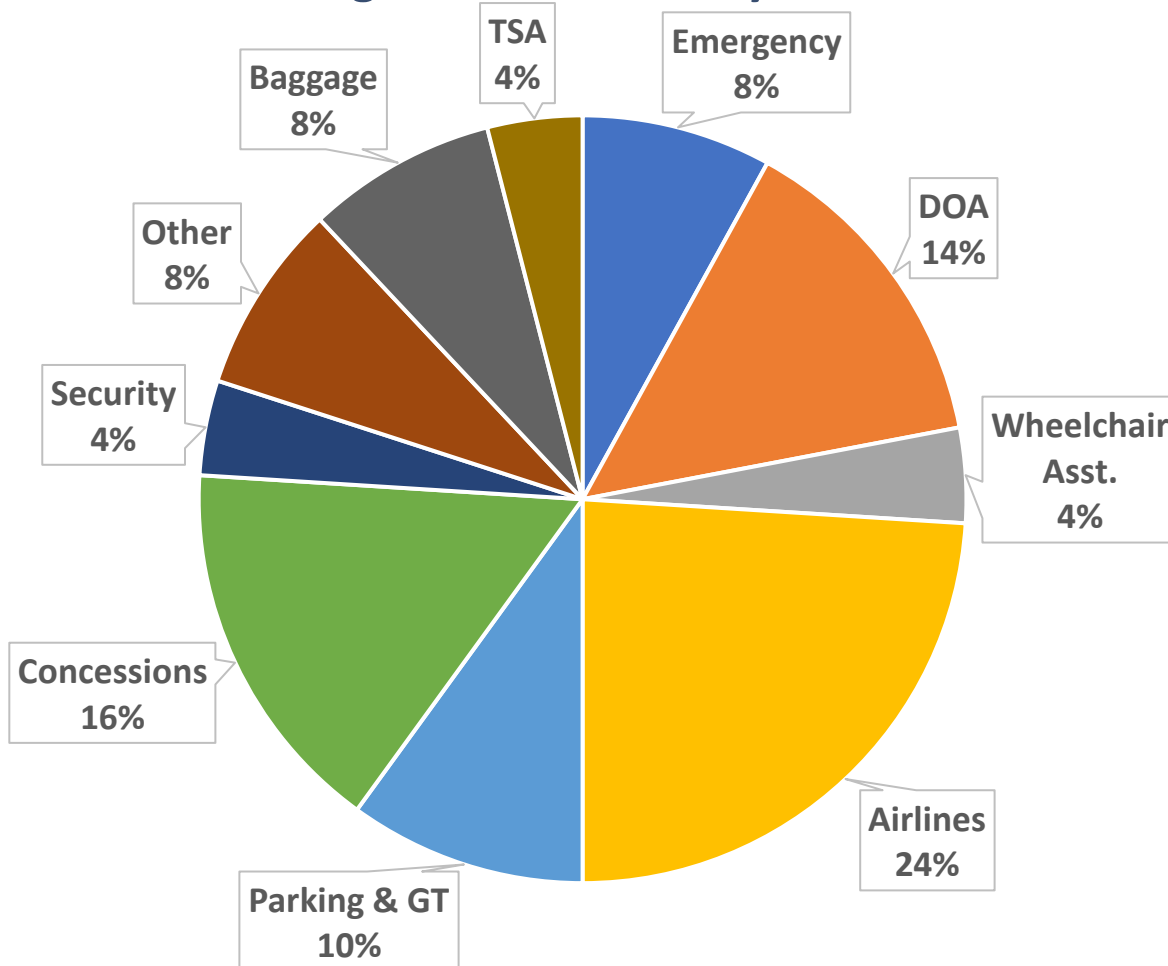
Recognizes employees who don't typically get the spotlight. While they don't directly interact with customers, their integrity, courage, and effectiveness majorly impacts the passenger experience.

# Airport-wide Employee Recognition Program

## Measuring Success



### CY 2023 Airport-wide Employee Recognition Winners by Sector



### CY 2023

- 101 employees nominated
- 50 winners
- 26 organizations/units

Landing page to nominate an employee

[phl.org/phlworks](https://phl.org/phlworks)



# Guest Experience Stakeholder Council

## Airport-wide Customer Service Vision Statement and Standards

**PHLPNE**

PHILADELPHIA INTERNATIONAL AIRPORT  
NORTHEAST PHILADELPHIA AIRPORT

# Airport-wide Customer Service Vision and Standards



At PHL, together we elevate the airport experience, offering meaningful interactions that make each guest feel welcomed, valued, and appreciated.



## **W - Welcoming**

*I create PHL-friendly experiences*



## **O - Ownership**

*I am responsible for my actions and follow through*



## **R - Respectful**

*I put people first in everything I do*



## **K - Knowledgeable**

*I take pride in knowing my airport*



## **S - Seeks to Connect**

*I create meaningful relationships*



# PHL WORKS Airport-wide Kick Off Event

## Building Awareness

June 5, 2024, 10:30am-2:30pm

Featured special guests Co-Chairs of the GX Stakeholder Council CEO Atif Saeed and AA VP Operations Lakshman Amaranayaka; Eagles Insider Dave Spadaro; with parades and performances by Positive Move Drumline/Philly Elmo + West Powelton Steppers and Drum Squad

- To bring awareness of this new initiative to badged employees in a fun and engaging way
- PHL WORKS branded giveaways to include informational badge and educational handouts
- PEPSI giveaways, photo booth, art demonstrations, and more

Now the WORK continues to ensure it's sustainable!



# PHL WORKS Informational Badge

## Building Awareness and Sustainability



Informational badge given to all employees who receive a new badge and renewal badge featuring important contact info and PHL WORKS standards



**PHLWORKS**

Welcoming.  
Ownership.  
Respectful.  
Knowledgeable.  
Seeks to Connect.

For more information about PHL WORKS, scan the QR code.



**IMPORTANT CONTACT INFORMATION**

**EMERGENCIES**  
**215-937-3111**  
Fire, medical, or security emergencies

**POLICE**  
**215-937-6711** or  
**215-937-6963**  
Criminal activity or suspicious behavior

**AIRPORT OPERATIONS CENTER**  
**215-937-6800**  
Unsheltered, request paging, or other assistance

**JOB CONTROL**  
**215-937-6868**   
Custodial or maintenance issues or scan the QR code

**BADGING**  
**215-937-5452**  
A lost or stolen badge and general badging information

# PHL WORKS SIDA Video

## Building Awareness and Sustainability



Mandatory SIDA badging video to go live, July 2024

~5-minute, high level overview of PHL WORKS with a reach of nearly 17,000 employees annually





# PHL WORKS Training

## Building Awareness and Sustainability



### Training Opportunities (FY 2024)

Train-the-trainer

### Training Opportunities (FY 2025)

In-person airport-wide employee training sessions

Online employee training sessions







# Guest Experience Stakeholder Council Employee Engagement Committee



**PHLPNE**

PHILADELPHIA INTERNATIONAL AIRPORT  
NORTHEAST PHILADELPHIA AIRPORT

# Employee Engagement Committee



**Employee Engagement Committee** is comprised of DOA employees and PHL stakeholders to develop, implement, and lead events/activities designed to Celebrate the People of PHL by fostering relationships among employees, boosting employee morale, improving the airport's culture, and helping retain talented staff across sectors.

# Employee Engagement Committee

## Compliment Cards, Random Notes of Kindness

- Printed notecards with room for a hand-written message
- Committee members and employees write notes and distribute them to airport employees
- Note on the back from Employee Engagement Committee and prompt to email GX with feedback

**Small yet meaningful gestures can have a big impact!**



*Sharing Kindness and  
Gratitude with You!*

*Keep this with you as a  
reminder of how amazing you are!*





# Employee Engagement Committee

## Compliment Cards, Random Notes of Kindness in action



TSA to Prospect



Travelers Aid to PPD, Airport Unit

“The officers went above and beyond to make the day of a little boy preparing for his first time flying. They brought over police patches and a coin for him. He was so excited he ran right over to the B desk to show off his cool new swag.”

Morgan McBrearty,  
Travelers Aid and  
Member Employee Engagement Committee



DOA to DOA



DOA to Parkway



PPA to PPA

“I recently received a Compliment Card. I appreciate the thoughtful words. A note goes along way! I will continue to keep doing my job to represent PPA and PHL airport!”

Cathy O’Connell  
Philadelphia Parking Authority





# Guest Experience Portfolio and Team Members



**PHLPNE**

PHILADELPHIA INTERNATIONAL AIRPORT  
NORTHEAST PHILADELPHIA AIRPORT

# Guest Experience Portfolio



- Exhibitions Program
- PHL Presents
- Media and Special Events Support
- Information Services
  - Volunteer Navigators
  - Navigators
  - Virtual Live Chat
- Passenger Assistance
- Collaborative Initiatives
- Wagging Tails Brigade

# Guest Experience



## **Leah Douglas, C.M.**

Director  
Guest Experience

Leah has launched key programs at PHL:

Exhibitions Program (1998)  
Guest Experience (2019)

- Wagging Tails Brigade
- Volunteer Navigators Navigators
- Virtual Information Program

Celebrating 26 years at PHL,  
Leah serves on the ACI-NA  
MarComCX Steering Committee  
and ACI-NA CX Working Group



## **Elizabeth Moselle**

Assistant Director  
Guest Experience

Elizabeth has been integral in developing the following initiatives:

- GX Stakeholder Council
- PHL WORKS
- Employee Recognition Program
- Airport-wide Employee Engagement Committee

Elizabeth joined PHL in 2019 and serves on DOA's REAC committee

# Exhibitions Program

## Art programs are among the top 10 Passenger Amenities in 2023

\*Source: ACI-NA CX Management and Passengers Amenities Survey 2023



**Helen Cahng**

Collections and Exhibitions Curator



**Ursula Stuby**

Assistant Director



**Ahmed Salvador**

Preparator



**Peter Oravetz**

Preparator



### Stats for FY23

- 33 total exhibitions presented
- 31 of 33 exhibitions featured artwork by women, POC, and those with disabilities = 94% inclusion rate of under-represented groups



# PHL Presents



PHL Presents features curated year-round programming with interactive and educational opportunities for our guests who have the option to participate and engage with the artists or organizations from the Greater Philadelphia area.



Artist demonstration  
Philadelphia Zoo  
Philly Girls Jump  
Flag Day giveaway  
Crowdpleaserz  
Justsoles  
Valentine's Day giveaway



# Media and Special Events Support



**Jonathan White**  
Special Events Coordinator



## Stats for FY23

- 13 tours
- 10 media events
- 20 special events





# Information Services

## Volunteer Navigators + Navigators



### Volunteer Navigators

- Program managed by Travelers Aid International
- Staff 5 of the 6 information counters on the secure side, 8am-8pm hours daily
- Current number of volunteers: 75
- Assisted more than 17,200 guests with 864.5 hours served (May 2024)
- Always looking for more volunteers!



**Sharron Roantree**  
Public Information Supervisor



**Morgan McBrearty**  
Volunteer Program Manager

# Information Services

## Volunteer Navigators + Navigators



### Navigators

- Program managed by Travelers Aid International
- Established to support the Volunteer Navigators on secure side
- Serving guests 365 days from 4am-12midnight
- Staff the information counters, stationed at specific in-terminal pain points, and answer the virtual live chat on the secure side
- Assisted more than 13,200 guests (May 2024)

### Most FAQs for May 2024

1. Where is the ?  
Currency exchange
2. Where are the ?  
Water filling stations
3. Where are the ?  
Kids play areas



**Milton Creary**  
Program Manager



Meet **Kennia Gonzalez**, a member of the Navigator team. On 11/21/2023, a guest returned with flowers for Kennia because she was so helpful to them.



# Information Services

## Virtual Live Chat



- Located at all 6 secure side information counters
- Serving guests daily from 4am-12midnight
- QR codes located on all monitors and in all terminals to speak to an agent from a mobile device

### Current Stats | May 2024

Total assists = 648

QR code = 78

AWest = 75

AEast = 103

B = 110

C = 125

D/E = 110

F = 47



# Passenger Assistance Team

Welcoming ~4,000 – 6,000+ guests in Customs daily

## Passenger Assistance Supervisors

- **Tara McSorley**
- **Esso-Sinam Yague**
- **Lin To**



## Service Representatives

- **Lynda Talmat Amar**
- **Evelyn Gourley**
- **James Vaidyan**
- **Austin Brito-Quinones**
- + 5 vacant positions

## + Bilingual Representatives

(PT who are currently enrolled in college)

## Languages spoken:

Spanish, French, Vietnamese, Algerian, and 8 Indian dialects



# Recent Collaborative Initiatives

- “I Speak” badges with Diversity and Accessibility; DEI; Marketing, Procurement; and Stakeholders (coming soon)
- Information Kiosks with Marketing, IT, CDG, and Stakeholders (December 2024)
- QMS: Queue Management System with IT, OPS, CDG, Comms, and Stakeholders (on-going)





# Recent Collaborative Initiatives

## Gate Modernization and Curbside Fixtures

CDG, Finance, Ops, BM, Sign Shop, Warehouse, P&G, Custodial, Comms, and stakeholders





# Recent Collaborative Initiatives

Diversity & Accessibility, Security, OPS, Comms, and stakeholders



November 4, 2023

In partnership with **The Seeing Eye**, PHL hosted ~35 Seeing Eye puppies in training and their volunteer families for a familiarization tour of the airport where they experienced a bus ride, processing through the security checkpoint, walking the terminals, and boarding an airplane.

[Channel 6 ABC video](#)



April 27, 2024

In partnership with **Wings for Autism**, PHL hosted ~50 individuals and their families for an airport “rehearsal” to alleviate some of the stress individuals with autism or other intellectual/developmental disabilities and their families experience while traveling by air.

# Wagging Tails Brigade

Today, ~24 volunteer teams



## Therapy dogs ease stress of Thanksgiving travel at Philadelphia airport

CBS-Philadelphia

Wed, November 22, 2023 at 1:24 PM EST



Therapy dogs from the Wagging Tail Brigade are roaming the terminals at Philadelphia International Airport this week as Thanksgiving travel ramps up. The pups help turn what can be a stressful experience "into a happy one," Leah Douglas said.



One of the travelers said "this is the best airport ever"

Comment forwarded by Volunteers Lisa (human) and Aruba (Boxer)

**Thank you.**



City of Philadelphia,  
Department of Aviation



PHILADELPHIA INTERNATIONAL AIRPORT  
NORTHEAST PHILADELPHIA AIRPORT