

PORT COLUMBUS  
OUTSTANDING CUSTOMER SERVICE  
EMPLOYEE RECOGNITION  
PROGRAM



## **PORT COLUMBUS OUTSTANDING CUSTOMER SERVICE EMPLOYEE RECOGNITION PROGRAM**

This guideline has been designed to provide specific details of the Port Columbus Outstanding Customer Service Employee Recognition Program, and has been prepared in a "question/answer" format for ease of following. We thank our "customer experience" partners for their contributions and continued efforts to exceed customer expectations.

### *Program Development – From Then to Now*

**March 2006** – A terminal-wide customer service focus group was established to coordinate the Columbus Regional Airport Authority's efforts to achieve a higher level of customer service throughout the airport. Together in this endeavor were participants from the Airport Authority, airlines, TSA, retail and food concessions and other service providers, who designed and implemented a terminal-wide employee recognition program to acknowledge and publicly highlight the exceptional customer service "performers" within our airport community.

**January 2010** – This program was refreshed and revised to include all new airport business partners who have begun operating at the airport since this program began, as well as to reemphasize CRAA's commitment to recognizing outstanding customer service action.

### *Program Guidelines*

#### **Who administers this program?**

This Outstanding Customer Service Employee Recognition Program is facilitated by the Columbus Regional Airport Authority.

#### **Who qualifies for the program?**

Every person who interacts with customers of Port Columbus including, but not limited to, our stakeholders and partners:

- Airlines
- Rental Car Agencies
- Retail Tenants
- Concessions (food & beverage, services)
- Transportation Security Administration
- Columbus Regional Airport Authority
  - Note: Public Safety & Rural Metro Fire are excluded due to normal responsibilities
- Third Party Contractors (i.e. skycap services, parking, other)

#### **What does a person have to do to qualify?**

Individuals are recognized for an outstanding service action, one that goes above and beyond what is expected in their daily performance. This "WOW" service must have:

- Directly and positively impacted the passenger, or
- Been in support of a co-worker in the delivery of an excellent customer experience to a passenger

#### **What tools are used to measure an outstanding service action that would qualify as the "WOW" service displayed by an employee?**

- Letter of Commendation (i.e. service recognition within that employee's organization or a compliment received by a customer)
- Observations by Nominator (i.e. an airline nominating a wheelchair assistant for their consistent, exceptional service to their passengers and staff)
- Personal Interactions (i.e. CRAA employee nominating an airline customer service agent for helping them resolve a complex passenger situation)
- Customer (passenger/public) Feedback

**What is the nomination process?**

The nomination process allows any employee to nominate someone working at the terminal (including ramp), based upon the "WOW" service described above. Additionally, customers can nominate an individual for outstanding customer service they were provided/observed.

Nominations are submitted to a Customer Service Coordinator and then reviewed by the CRAA Customer service team.

Customer nominations could come in a variety of ways including:

- in-person compliments
- verbal and written communications
- survey feedback
- online feedback (website or social media comments)

Within the airport community, descriptive nominations can be submitted in any of the following manners:

- via e-mail to [bvarga@columbusairports.com](mailto:bvarga@columbusairports.com)
- via phone call to 614-239-4006, or
- via written documentation

Companies are welcome to select an employee who they want to acknowledge based on their independent internal customer service recognition standard, provided those criteria are similar to or exceed those required for this program.

**How often can an employee be nominated for this recognition?**

There is no limit to the number of times a person can be nominated.

**Where would I see this recognition displayed?**

- The recognition display is located next to Max & Erma's (photo/service action)
- "*What's The Buzz?*" Monthly Employee Newsletter

**What type of recognition is given?**

Employees being recognized for outstanding service action receive a Certificate of Recognition endorsed by Elaine Roberts, President & CEO of the Columbus Regional Airport Authority, and the respective company's director or manager, and an engraved recognition award, both of which are presented in a surprise, public presentation.

**Who do I contact if I have questions or wish to nominate someone for recognition?**

You may call or email Barb Varga, Customer Service Coordinator, Business Development & Communications, at 614-239-4006 or [bvarga@columbusairports.com](mailto:bvarga@columbusairports.com).



## Overview of the Process

### **Step 1 – The Nomination**

Any employee, traveler or member of the public can nominate anyone working at the terminal or on the ramp based upon an outstanding customer service action.

### **Step 2 – The Confirmation**

Nominations received by the Customer Service Coordinator are then reviewed by the CRAA customer service team to ensure they meet the program criteria.

The Customer Service Coordinator shares the nomination with the nominee's supervisor, manager and/or director to ensure the employee is in good standing with the company, and seek any feedback they may wish to share.

The customer service team reserves the right to reject any nomination they feel does not meet the criteria.

### **Step 3 – The Planning**

Planning for the "Hoopla Moment" involves coordinating participation from the:

- CRAA President and/or Vice President, and other management staff
- CRAA customer service team
- Senior representatives of the nominee's respective company, and any others they may wish to invite
- Members of the CMH Customer Experience Partnership (CCEP)
- Coordination with the nominee's schedule (done by their manager/supervisor)

Certificate and "hoopla" preparations are completed by the Customer Service Coordinators

### **Step 4 – Presentation & Recognition**

Employee acknowledgement is conducted at the Employee Recognition Display and is presented in a festive manner with balloons and "hoopla." At this time, a photograph of the employee is taken by the Customer Service Coordinator and is placed on public display along with a brief explanation of their outstanding service action.

Recognition includes:

- Certificate endorsed by the President & CEO of the Airport Authority and the respective company's director or manager
- Recognition award and public presentation
- Gift cards or certificates for terminal tenant items, when available (and provided by said tenant)
- Photos of their "hoopla" moment either via hard copy or email