



# **CUSTOMER EXPERIENCE**

## **HANDBOOK**

# Introduction

The purpose of this handbook is to familiarize members of our airport community with the specific guidelines and standards that form the foundation of MBJ's Customer Experience Program. These guidelines and standards will assist in realizing our vision of exceeding the expectations of our customers by providing a standardized level of service that is efficient, effective, and stress free for all airport users.

Compliance with these standards will promote a world-class environment for our passengers to experience and enjoy, leaving them with a lasting positive impression of their journey through Sangster International Airport.



# About MBJ

MBJ Airports Limited, the operator of Sangster International Airport, connects Jamaica to more than 60 international destinations. A record 5.267m passengers used the airport in 2023.

MBJ operates SIA under a 30-year concession awarded in 2003 and the airport provides employment to more than 7,500 persons. SIA has been named the Caribbean's Leading Airport by World Travel Awards for 16 years.

Sangster International Airport, is the primary point of arrival to Jamaica and departure for global travel to virtually anywhere in the world.

For this reason, we must guarantee our passengers consistently encounter positive customer experiences in a "World Class Airport". To achieve this status, we must establish service standards for all airport employees.

Good customer service, clean, and sanitized facilities will lead to satisfied or delighted customers; generate customer loyalty, and aid in the creation of experiences that meet and exceed customers' expectation at every step of their airport journey



# Mission Statement

As the steward of a key strategic infrastructure for Jamaica, our mission is to ensure a passenger-centric, sustainable, efficient, safe and profitable airport operation.

## Vision

Our Vision is to be a leading tourist destination airport, exceeding the expectations of our passengers while being uniquely Jamaican.



# Our Values



# What do we mean?

Sangster International Airport is the main gateway for tourists visiting Jamaica, and an essential transport and logistic infrastructure for our country.

We operate at World-Class Standards offering an experience that exceed the expectations of our customers while showcasing our culture and true Jamaican Hospitality.

## MBJ's Brand Promise

In collaboration with our stakeholders, we strive to be willing and available to deliver exceptional “hospitality class” service to our customer and ensure their experience is stress-free, enjoyable, memorable and seamless.



# Customer Experience

Customer Experience is not only about how an airport can deliver products and services. It is also about how they make passengers feel during their airport journey.

A good customer service experience creates a lasting impression while enhancing the reputation and attractiveness of the airport. Having a perfectly functional airport is no longer enough, the passenger must be at the very heart of all airport business.

*People will long forget what you did or what you said, but they will never forget how you made them feel .... Maya Angelou*

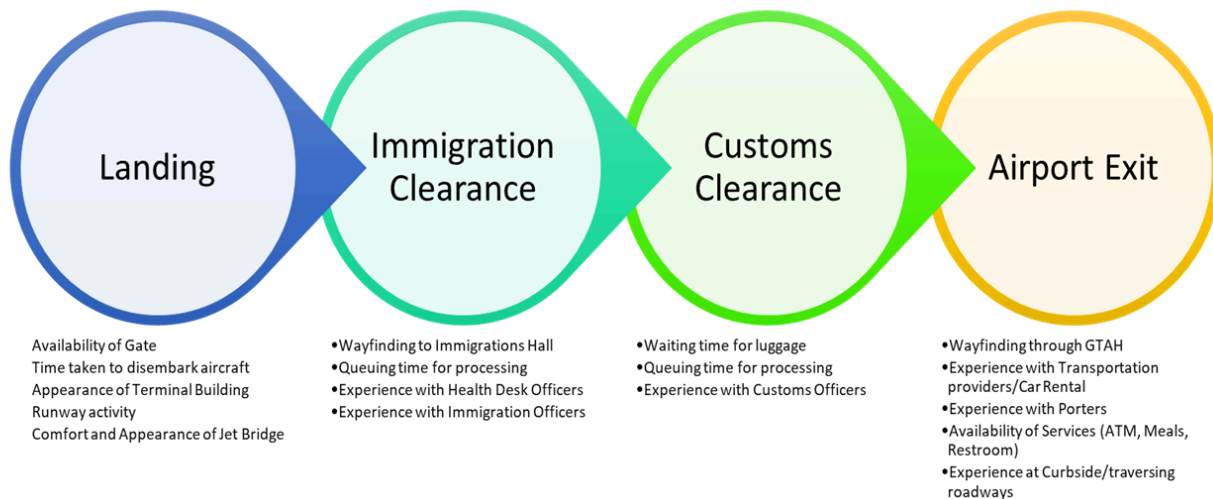
## Understanding the Customer Journey

Understanding the Customers' journey gives us the opportunity to manage customers expectations and create a positive experiences at each touchpoint.

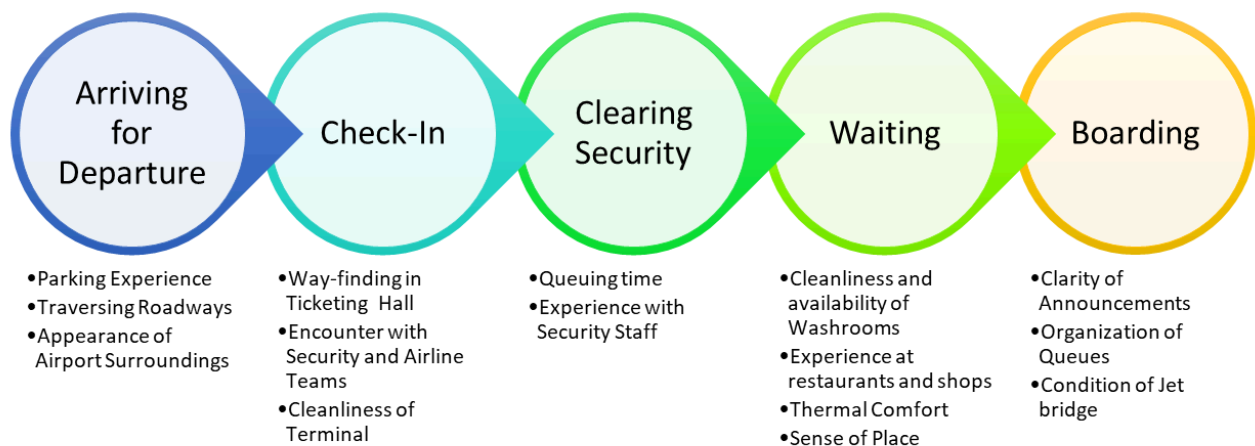


# The Customer Journey

## Arrivals - “Runway to Roadway”



## Departures - “Roadway to Runway”





# Benefits Of Good Customer Experience

## Emotion drives lifetime value

### **LOYALTY**

Customers have a choice in destination and we want to ensure they consistently choose Jamaica. The airport experience can play an important role in the passenger's decision.

### **RECOMMENDATIONS**

Happy customers return, they also bring their friends and family.

## Effort affects basket size

### **INCREASE CONVERSION**

Customers are willing to spend more when they have an enjoyable experience

### **BOOST PUBLIC IMAGE**

Happy Customers will assist in free advertising especially mentions on social networks.

### **REWARD & RECOGNITION**

As the airport operator, our Reward and Recognition programme recognizes employees who have made positive experience on the customers journey through our airport.



# MBJ Customer Service Standards

## **Quality**

Listening to your customers and continuously finding ways to improve your service.

## **Caring**

Connecting with each customer on a human level, taking complete ownership of every opportunity to serve.

## **Courtesy**

Using pleasant tone, polite words, and welcoming, and friendly body language to create amazing customer experiences.

## **Choice**

Understanding each customer's unique needs and finding the right solutions to meet those needs.

## **Value**

Anticipating your customer's needs, allowing them to gain maximum value from each contact with customer service.

## **Consistency**

Ensuring that you explain what you are doing and why so that customers can keep their expectations in check. Customers want to be able to count on the same services and processes each time they interact with your business.

## **Accessibility**

Responding to and assisting your customers in a timely manner.

## **Responsiveness**

Readily reacting in a timely manner to needs or requests from both internal and external customers, and consistently communicating progress.



# Customer Service Skills

Customers are the core of every business and should always be our top priority. We encourage all our employees to continuously improve on customer service standards that meet and exceed customers' expectations.

## **Empathy**

Employees must be able to empathize with passengers. Seeing things from the passenger's perspective helps employees to understand the passenger's specific needs or concerns. Employees engaged in face-to-face communications must demonstrate a genuine, caring, and concerned attitude. Empathy means interacting with passengers in a very human way, never being dismissive or uncaring.

## **Engage/Listening**

Employees must show interest in passengers by engaging with them. Keep your ears—and eyes—open. Identify the passenger's needs by asking questions and pay attention to both what the customer is saying, and how they're saying it. This is where the ability to empathize comes in. Passengers want to feel like you listened, understood, and want to help.

## **Communication Skills**

Communication skills includes speaking clearly, active listening, and positive body language.

Employees must maintain eye contact while conversing with customers and fellow employees. Staff should be able to convey what they mean in a positive way, and they should strive to never end conversations or services in a way that leaves a customer dissatisfied.



# Customer Service Skills

## Product & Service Knowledge

All members of staff are likely to be asked service-related questions and should be equipped to respond appropriately. If you are unsure of something, it's best to say, "I'll make the necessary checks and get back to you," than to provide incorrect information. "I don't know" should never be used as a response. Passengers depend on staff to have the answers, so it is vital that employees are knowledgeable about the operations of the airport.

## Patience & Professionalism

It is important to keep the conversation on track, remain engaged, and provide a positive experience. This involves staying calm, in tense situations and maintain a professional attitude, even if a customer is angry.

Employees must refrain from using foul or inappropriate language at any time in the workplace or at the airport.

## Quick Tips

Practice these standards daily;

- Offer a Warm Welcome
- Engage and Care
- Communicate Clearly
- Display Honesty
- Be Respectful
- Have a Positive Attitude
- Active Listening
- Offer a Genuine Farewell



# Conduct & Appearance

Two critical elements passengers use to evaluate the standard of the airport are the appearance and conduct of employees. Therefore, employees' conduct and appearance are just as important as their verbal communication.

Employees' appearance must exude professionalism, confidence, and promote a positive representation of the organization;

For consistency, we urge all airport employees to maintain a standard mode of attire. E.g., uniforms. Ensure that they present a neat appearance and discharge their duties in a courteous and efficient manner whilst maintaining a high standard of service to the public.

## Quick Tips - Grooming

Whether you are in uniform or not, your grooming says a great deal about your personality, attitude and professionalism. Excellent grooming is perceived as part of excellent service.

Avoid anything that is exaggerated or overdone including:

- Clothing
- Jewelry
- Hairstyle
- Makeup
- Cologne/Perfume

Every piece in your business wardrobe should meet the following criteria:

- Cleanliness
- Appropriateness
- Size
- Message



# Problem Resolutions

The most effective problem-resolution technique is an “I hear it, I own it” attitude.

Do not pass the problem on to someone else if you know how to resolve it.

How you handle the situation is often more important than fixing the problem right away.

- Let the customer vent
- Apologize
- Do not blame the individual
- Do not blame your boss
- Do not blame another department/company
- Discuss the problem, the resolution and the follow-up privately and only with the appropriate people
- Ask appropriate questions to ensure the individual is satisfied
- Use appropriate body language



# Communication

The way you speak is a reflection of your Company. Avoid using the following :

“Babe, Hon, Sweetie pie”

“No worries”

“Yeah”

“Folks”

“Huh”

“It’s not my problem”

“There’s nothing I can do about it”

“It’s the computer’s fault”

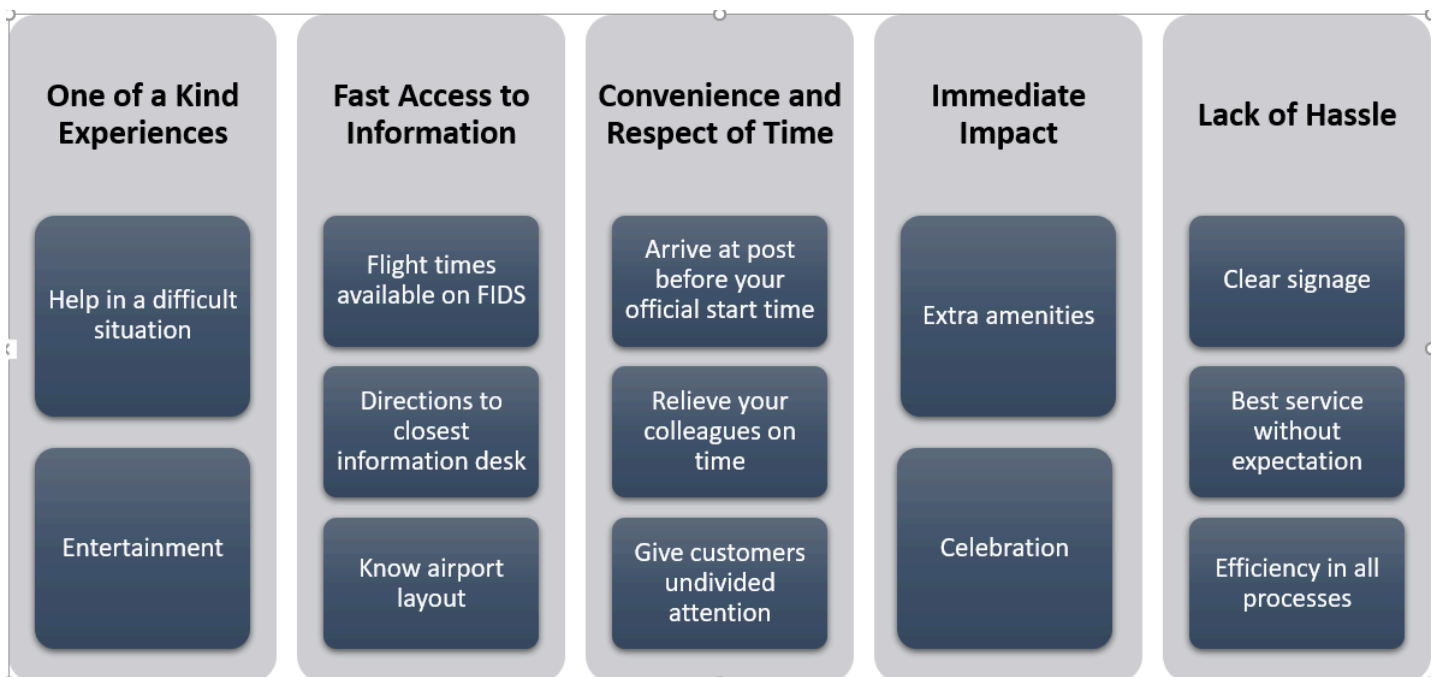
“It’s not our policy”

## Alternate Responses

| Inappropriate                | Appropriate   |
|------------------------------|---|
| I don't know                 | <b>I will find out</b>                                    |
| No!                          | <b>What I can do is</b>                                   |
| Calm down!                   | <b>Let us find a solution for the issue you have with</b> |
| That's not my job            | <b>I will find someone who can assist you with that</b>   |
| That could never happen here | <b>I am so sorry you had that experience</b>              |
| You have to have             | <b>Can you provide me with</b>                            |
| It is company policy         | <b>Let me see what I can do</b>                           |



# What Customers Expect





# Brand You!



**One Goal**  
#exceedexpectations

**One Team**  
#teamsangster



# **MBJ** | **CX** **CUSTOMER EXPERIENCE**



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