

“America’s Friendliest Airport™”

Category: Communications



City of Phoenix

Population: 1.4 million

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America's Friendliest Airport®

Synopsis

Phoenix Sky Harbor International Airport (PHX) is known as "America's Friendliest Airport®" and each day, PHX strives to go above and beyond in providing helpful, personal service to more than 100,000 airport visitors. In 2008, a survey of 5,000 airport visitors showed that an overwhelming 94 percent felt Sky Harbor is "very friendly" with 92 percent of those stating it was America's friendliest airport. Sky Harbor may be branded as America's Friendliest, but the culture and operation goes well beyond a marketing slogan to live up to the high standard of being America's Friendliest Airport.

Intent of the Project

Sky Harbor has earned this distinguished reputation by cultivating and reinforcing customer service with each employee. Our employees and business partners are frequently presented with awards for exceeding customer service expectations. Beyond the culture, consideration for our customers and their needs is embedded into the airport's operation and business practices. The question is always asked...*how will this impact our customers?* PHX strives to go above and beyond in providing helpful, personal service to Airport visitors. PHX has several initiatives in place to welcome visitors and provide them with that extra level of service. These include:

Navigators – With more than 400 volunteers, the Navigators in their purple jackets and "Ask Me" buttons are some of the most recognizable faces at Phoenix Sky Harbor. They are stationed throughout the terminals ready and willing to assist travelers with questions.

Free WiFi? Why Not? PHX realizes that giving travelers the opportunity to remain connected while on the go is vitally important. PHX was one of the first airports in the country to offer free WiFi to travelers, and Airport visitors can connect in all three terminals as well as the Rental Car Center.

Early Bag Check - Travelers flying on Southwest Airlines or US Airways now have the opportunity to check their bags before they park at the East Economy lot, before they board the PHX Sky Train™ at the 44th Street Station and soon at the Rental Car Center. This service makes it even easier for travelers to take the train to the plane and eliminates the need to carry checked luggage aboard the PHX Sky Train to the terminal. This service is free, though airline bag fees do apply. Early Bag Check has received rave reviews from travelers.

Social Media -- America's Friendliest Airport® is very active on many of the popular social media channels such as Facebook, Twitter, YouTube, Instagram, Google +, and

Pinterest. Phoenix Sky Harbor engages nearly 10,000 followers on Twitter and more than 27,000 Facebook fans by offering tips and responding to questions and concerns on these channels as these are often the preferred vehicle of communication for travelers.

QR Codes - Phoenix Sky Harbor International Airport currently utilizes many Quick Response (QR) codes that make it easier for travelers to obtain information and/or contact us. QR codes are placed on a variety of our comment cards. These include general comment cards which are found at the information counters, taxi comment cards and now even inside the PHX Sky Train™. QR Codes are also found in the restrooms. Users can scan the code indicating that the restroom needs attention.

Mobile Website – America’s Friendliest Airport® is also mobile-friendly. The airport’s award-winning mobile website gives travelers the opportunity to get the information they need on-the-go. Travelers simply visit skyharbor.com from their mobile device and they are automatically directed to the mobile site. The site features vital information such as flight status, up-to-date parking information, and listings of services at the airport. Additionally, travelers will find an interactive tool especially helpful as this feature allows users to search for shops, restaurants, and services near their departure gates. Travelers can even provide airport feedback through the mobile website.

Parking Discounts – Several times a year, including during the holidays, the airport offers travelers the opportunity to save money on convenient terminal garage parking.

Outcomes – Feedback from our customers

“You really are America’s Friendliest Airport! A volunteer helped me find the chapel. We were

offered a ride by a gentleman on a motor cart. There was a nice selection of restaurants, good signage, clean restrooms and most of all friendly volunteers helping visitors along the way! Thanks to a great airport team!” -- United Traveler

“You are one of the friendliest airports because every time I turn around there is always someone asking if I need help!” - Frequent traveler, Fred

“This is the best airport I have ever been in. Everything is so clean, the people are very nice and the colors and ambiance are great!” -- Flying out of Terminal 2

“I fly 140,000 miles a year just within the U.S. and I consider PHX one of the top three best run and most attractive airports in the country. The new restaurants are super. The volunteers helping to direct passengers are great!” -- Thank you, John

“The best kept secret at Sky Harbor. Check your bags at the East Economy parking lot.”

“Not even to the airport shuttle yet and in the economy lot had my bag checked and my boarding pass printed! #goodjob #amazing”

“#skyharbor Early bag check rocks! Nicest staff ever! Way to represent! #aztravel