

# NEWS RELEASE

CONTACT: Jennifer Payne, Communications Director, 907-266-2107

## **Customer Service Program Kick-off**

(**Anchorage, November 12, 2004**) Today at 1 p.m. near the United Counter in the South Terminal, Airport officials will announce the first four winners of the Airport's new Mystery Shopper Program Awards. The program is meant to improve the entire traveling experience from curbside to plane by recognizing and encouraging positive customer service.

Winners were selected from participating concessions and airlines. Participating companies include: ACVB, Alaska Airlines, InMotion DVD, Hudson News and Gifts, HMS Host, Sourdough Mercantile, Frontier Flying, Pen Air, TSA. The winners were selected by the Customer Service Program Board and were based on Mystery Shopping reports. Awards include cash prizes, free garage parking for a month, a certificate and recognition on the airport's customer service plaque.

###