

# PRESS RELEASE

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## **Anchorage Airport Hosts Customer Service All-Star Awards**

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(Anchorage)—Ted Stevens Anchorage International Airport and participating Airport business partners will host the first annual Customer Service All-Star Awards on Thursday, September 15, 2005 from 2:00 p.m. until 4:00 p.m. The public and members of the media are invited to join in honoring employees of Airport concessions, airlines and others who demonstrate outstanding service to the traveling public. The awards ceremony, prize presentations and refreshments will take place in the South Terminal next to the United Airlines ticket counter.

More than 15 Airport business participated in this year's program through the Customer Service Partnership's Mystery Shopper Program, in which volunteers are asked to "shop" various businesses at the Airport and evaluate the quality of service they experience. This year, 15 Airport businesses participated, including all major concessionaires, four airlines, the Transportation Security Administration (TSA), Anchorage Convention and Visitors Bureau, the parking and shuttle bus operator and a rental car company.

"The Anchorage Airport is proud to co-sponsor the Customer Service Partnership's Mystery Shopper Program," stated Airport Director, Mort Plumb. "The program is an effective, low-cost way to continuously encourage excellence in all aspects of customer service at the Airport—from curb to aircraft."

Since its inception last October, the Customer Service Partnership has awarded 31 sales associates and businesses for outstanding customer service. Participating businesses are evaluated one to five times per month, depending on their size. Mystery shoppers critique sales associates based on friendliness, product knowledge, customer interaction, accuracy of transactions and associate appearance such as nametag visibility and neatness of uniforms. Facilities are also evaluated for cleanliness, product accessibility, shelf stock levels, product displays and overall appearance.

Among the prizes are two round trip air fares on Alaska Airlines, PenAir and Frontier Flying Service; a K2 Aviation flight seeing trip for two at Mt. McKinley, a Prince William Sound cruise for two with Phillips Cruises, a pair of Alaska Aces game tickets, a tandem dive from Alaska Skydiving, guided fishing trips, a night's stay for two at the Courtyard by Marriott, a \$100 savings certificate from Denali Alaska FCU and an Alaska Raft Adventure for two from Denali Park Resorts.

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