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# Clean, Working and Friendly Service Level Agreement (SLA)

Updated 04.17.2019

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# Vision

Travel. Transformed.



# Mission

We provide an exceptional Airport experience for our customers and connect our community to the world.

# Key Results



# Concessions Program Objectives

## Objectives

Maximize revenue

WOW and excite customers

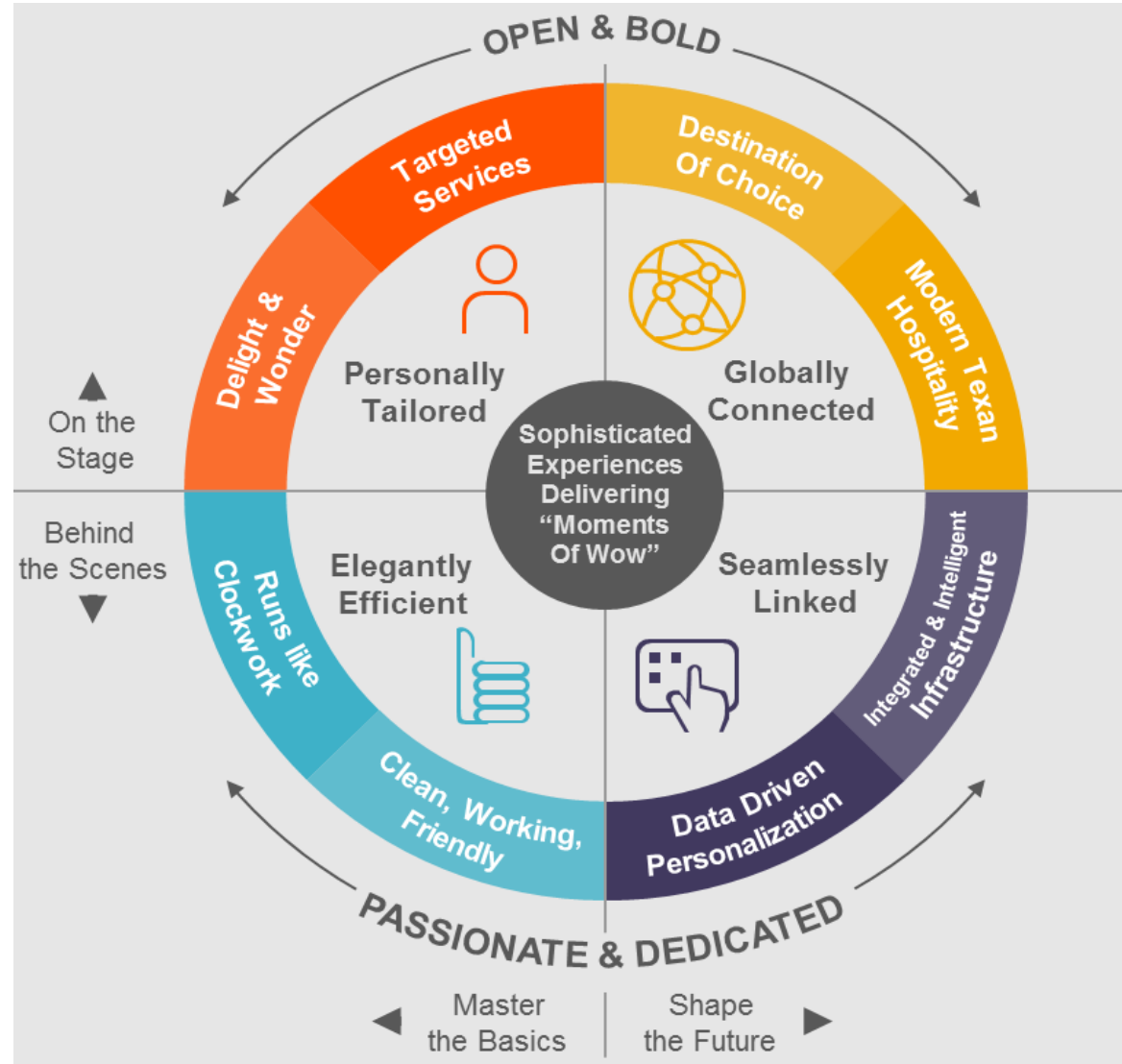
Make DFW the “Partner of Choice” for new business & concessionaires



# Foundations for Success

# Foundations for Success

**Master  
the  
Basics**



**Shape  
the  
Future**

# Mastering the Basics

CLEAN  
WORKING  
FRIENDLY





## Clean

- Premises are neat, tidy and dirt-free
- Ongoing staff reviews of locations – Front of House, Back of House and Storage to ensure cleanliness and that standards are maintained
- Conduct compliance visits

## Working

- Processes, products and facilities are all functional
- Employees are fully trained
- Optimizing sales for the location
- Location is inviting and comfortable
- Furniture and fixtures are in as-new condition
- Equipment is in working order
- Manager is on site
- Employees are trained on DFW expectations for mystery shops

## Friendly

- All staff are welcoming and happy to assist
- Employees deliver a great customer experience and Moments of wow
- Guests are greeted
- Employees are empowered to fix any customer concerns
- Employees are working together in a friendly, cooperative manner
- Managers are setting the example of friendliness to guests and employees
- Employees are acting as Airport Ambassadors

# Guiding Principles and Standards

# Lease Compliance

- Compliance Observations
- Hours of Operation
- Critical Incidents
  - Hours of operation
  - Unsecured alcohol
  - Food thrown away
- Irregular Operations
- Signage
- Beverage Exclusivity
- Menu Approvals
- Market Basket Pricing Policy
- Represents Character of RFP



# Employee Training

- Consistent training for all employees – from managers to part-time employees
- Create moments of “WOW” for our customers!
- Customer Service Standards
- Stockroom standards
- Safety and Security
- Speed of Service
- Product Knowledge
- Mystery Shopper Program
- Awards Programs
- Complaint Management
- Social Media Management
- Catering
- Intercultural Training
- Airline Vouchers / DFW Bucks



# Hours of Operation

**FLEXIBILITY IS KEY!  
LOCATION MUST BE CLEAN, WORKING AND  
FRIENDLY!**

- Current Policy
  - Locations in Terminals A, B, C, D must open by:
    - 5:00am (Serve breakfast or coffee)
    - 6:00am (All other locations)
  - Locations in Terminal E must open by:
    - 4:30am (Serve breakfast or coffee)
    - 5:30am (All other locations)
  - Closing hours are based upon boarding of last flight within 6 gate radius.
- Key Resources
  - Flight Monitors
  - Gate Agents / Airline Partners
  - AOC
  - [www.flightstats.com](http://www.flightstats.com)



# Irregular Operations

- Notification
- Terminal messaging
- Hours of operation
- Flexible staffing
- Catering support
- Operational continuity
- Communication/information
- Types of Irregular Operations Events
- Event Coordination / Collaboration
- Supply Chain Contingency Plans
- Hotel Arrangements
- Transportation for Associates
- Networking with Gate Agents
- Check Flight Status Frequently

➤ <http://www.flightstats.com/go/Home/home.do>



# Social Media Management

- Positively impacting business appeal through effectively managing today's social media platforms
- Managing your online presence
- Responding to passenger comments
- Managing trends
- Rewarding successes
- Coaching and training
- Special diet offerings
- Joint messaging partnerships

95%

of DFW passengers have a mobile device

More than 50%

use social media when deciding where to make purchases

# Staffing

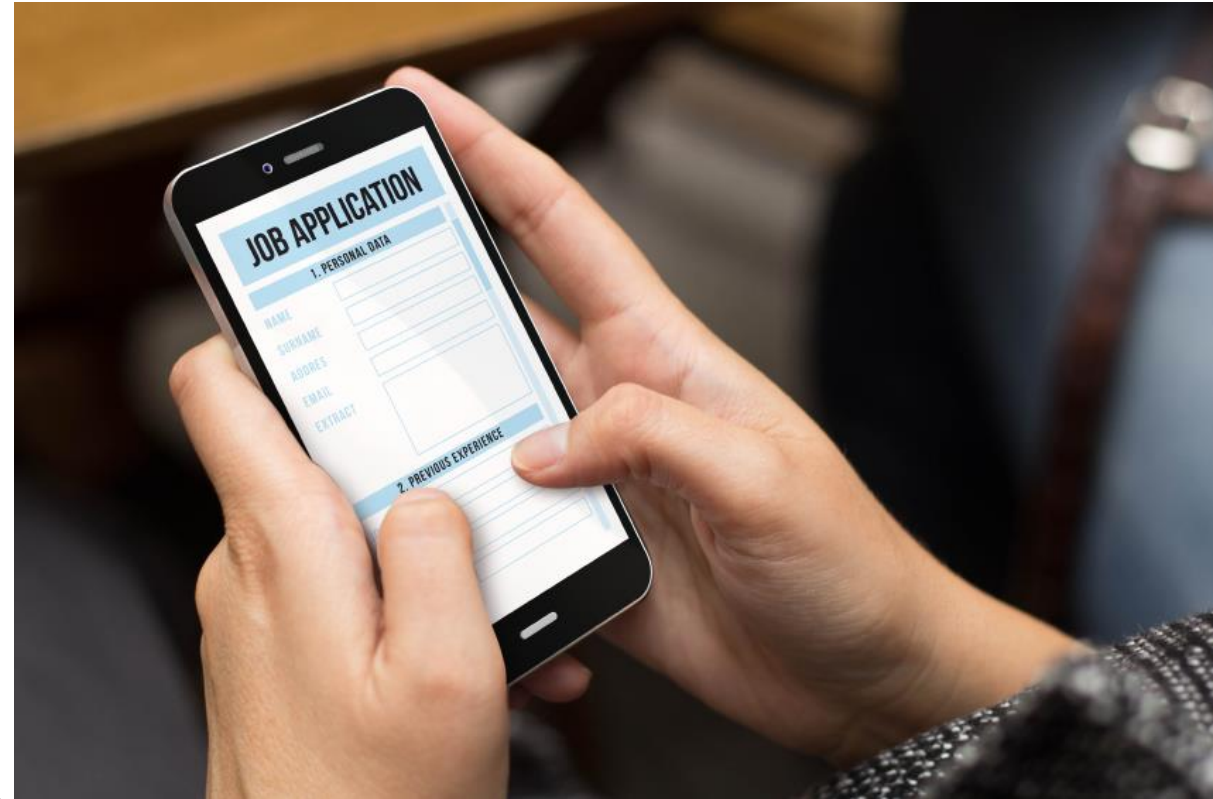
- Define Staff Levels – meet sales objectives, meet customer service and operational standards
- Flight Banking
- Scheduling
- Badging / Access
- Flex Staffing
- Airport Operations vs. Street Operations
- Contingency Plans
- Employee Breaks / Floater
- Quality Assurance Representative – required if operator has 3 or more locations
  - Appropriate levels to support operation, providing exceptional customer experience
  - Best practices in recruitment – salary, retention, training, integration/growth and development, leadership/management





# Recruitment/Hiring

- Focus groups
- Best practices
- Utilization of digital outreach (phones, ipads)
- Universities
- Minority Business Councils
- Websites
- Media
- Industry Networking
- No recruiting or hiring allowed inside terminals



# Pest Control

- CLEAN! CLEAN! CLEAN! Ensure business and storage locations do not provide snacks for pests. Instill in your employees the requirement of cleaning all spills immediately.
- Clean, sweep, mop. Management should be inspecting storage as part of shift routine daily.
- Ensure drains are not clogged with trash.
- All storage items must be in hard plastic boxes per directive sent May 26, 2016
- All concessionaires must have established pest control plan and service provider
  - Monthly inspections with treatments as needed
  - Pest control log must be kept up to date
- Schedule pest control company inspections of business and storage locations for pest points of entry then use of appropriate tools (caulk, spray foam, wire mesh, etc.) to close openings



# Regulatory Requirements

- Health Permits
- Alcohol Permits
- Code Requirements
- ServeSafe/Food Handler Certificates
- Code Requirements
- ACDBE M/WBE Requirements
- Security Screening
- Badging
- Fire Safety Training
- FAA requirements



# Distribution Docks & Deliveries

# Distribution

- Vendor Delivery
- Delivery Procedures
- Vendor Access
- Supply Chain Management
- Storage
- Terminal Distribution
- AOA Access



# Terminal Docks Overview

## Terminals A, D, and E



# Loading Dock Operational Readiness



# Terminal Dock Guidelines

- Upon arrival check-in load with Dock Master
- Business hours of the Docks are 4:00 am to 12:00 pm
- Please shut of engine when at the dock
- No smoking allowed at the dock
- Chokes are required during loading and off loading





# Terminal Dock Guidelines

- Workers loading and unloading materials should be instructed in safe procedures appropriate to the material they handle
- Any damage caused to the loading dock, freight elevator or building must be reported to the Dock Master Office immediately



# Terminal Dock Guidelines

- Please call the AOC if the dock equipment is not operational
- Dock refrigerator and freezer are locked, coordinate access with Dock Master
- Users of the loading dock and freight elevator must leave the area(s) clean and free of dust and debris. Failure to comply will result in cleaning back-charges



# Terminal Dock Guidelines

- Disposal of empty pallets is the responsibility of the person or firm delivering the palletized material
- Empty pallets must be removed from the building by the same vendor delivering the pallet
- Concessionaire must coordinate personnel to retrieve product from secure side of Security Screening area



# Terminal Dock Guidelines

- Current truck clearance height on dock route is 13'6"
- Full size Tractor-trailers (55 foot) are highly discouraged due to turning radius
- Upgraded Roadway Wayfinding Signage will be completed in the next 30 days
- Care shall be taken when loading heavy items onto the elevator to ensure the weight limit restrictions are not exceeded
- Concessions will coordinate a meeting in the near future with concessionaires and vendors to establish timelines and policy details on the transition from ramp deliveries to Dock



# Terminal A

# Truck Access Map to Terminal A Dock

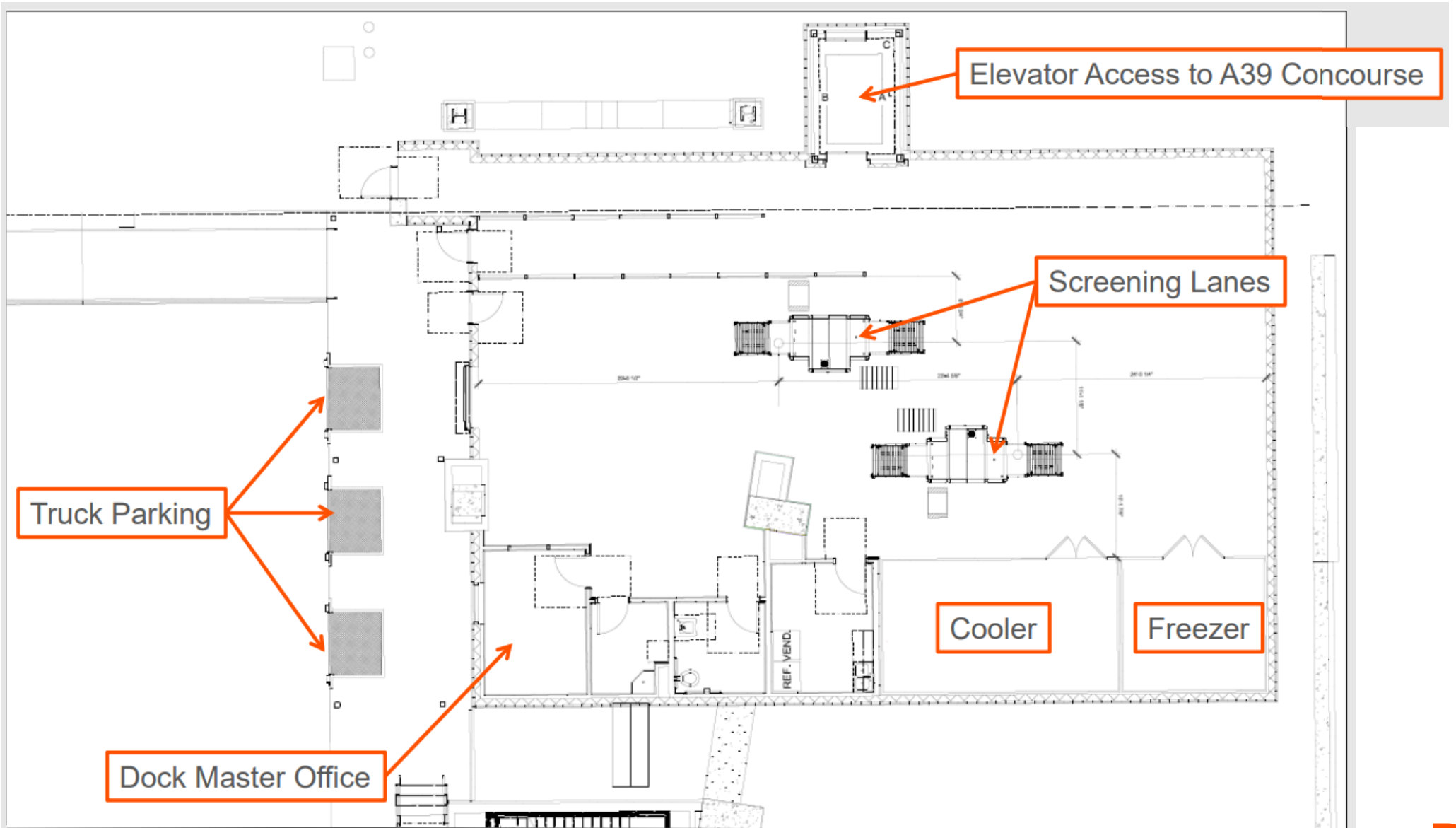


# Terminal A Dock Directions

1. Take the Terminal A exit, using truck route on the right side of the entrance going Southbound / left side going Northbound and follow signs to Terminal A.
2. Merge to the right two lanes going to Gates A26-A39.
3. Merge left to take the exit towards (Curbside Bag Check) on the lower level.
4. After the left turn, take a quick right. The dock will be on your right.

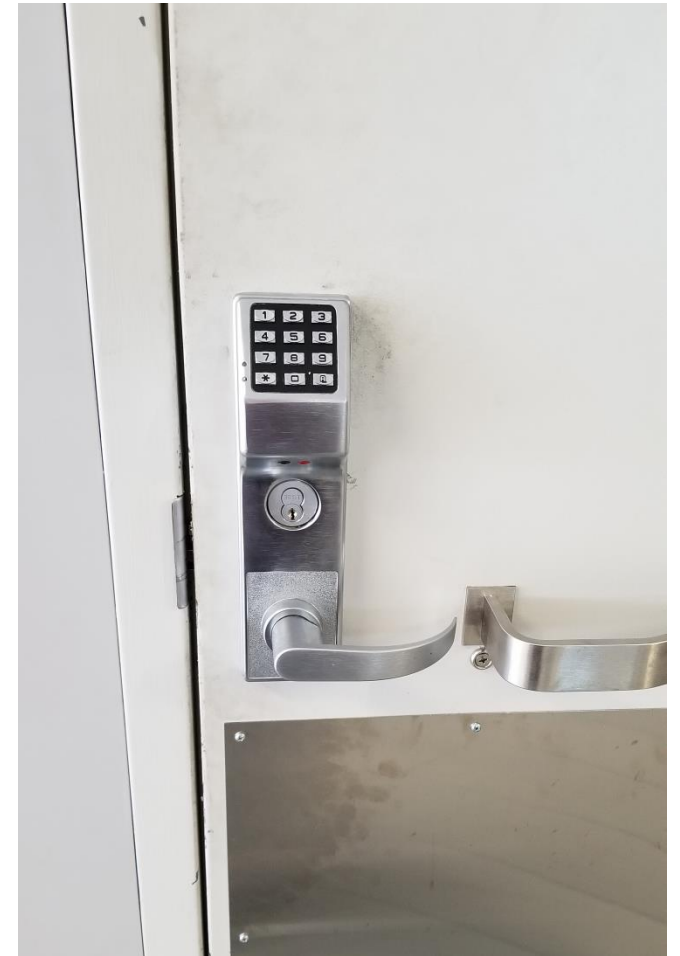


# Layout of Terminal A Dock





# Access from the Concourse – A39



Enter the access code (123456) into the keypad.

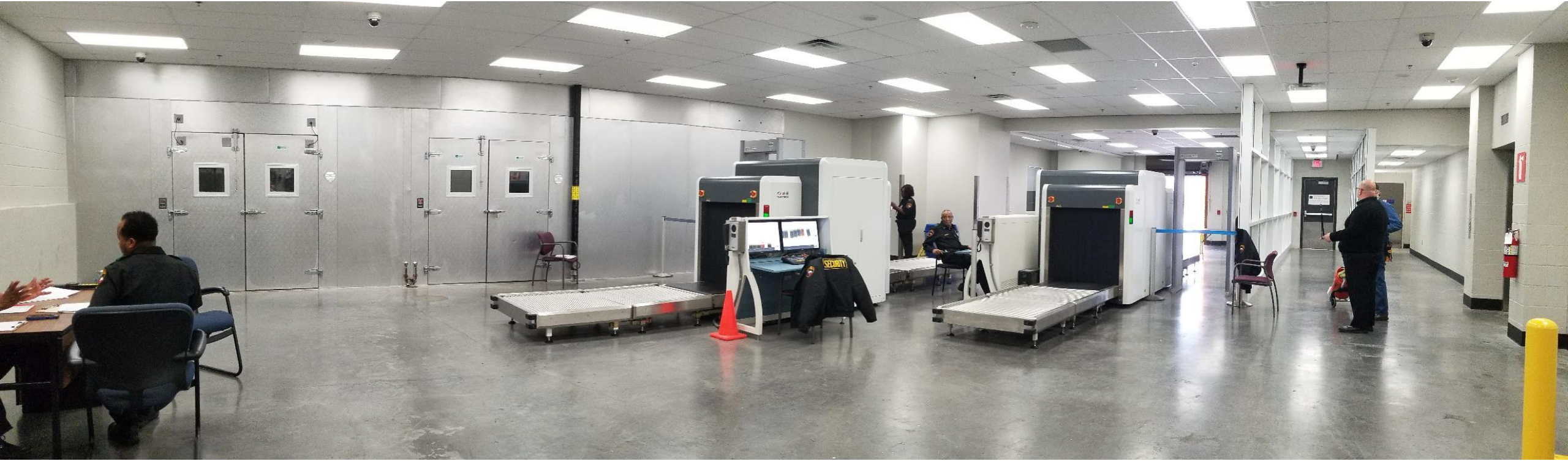
**1. Enter door on the right side.**



**2. Take elevator down to Lower Level.**



# Cooler/Freezer Facilities and Screening Lanes

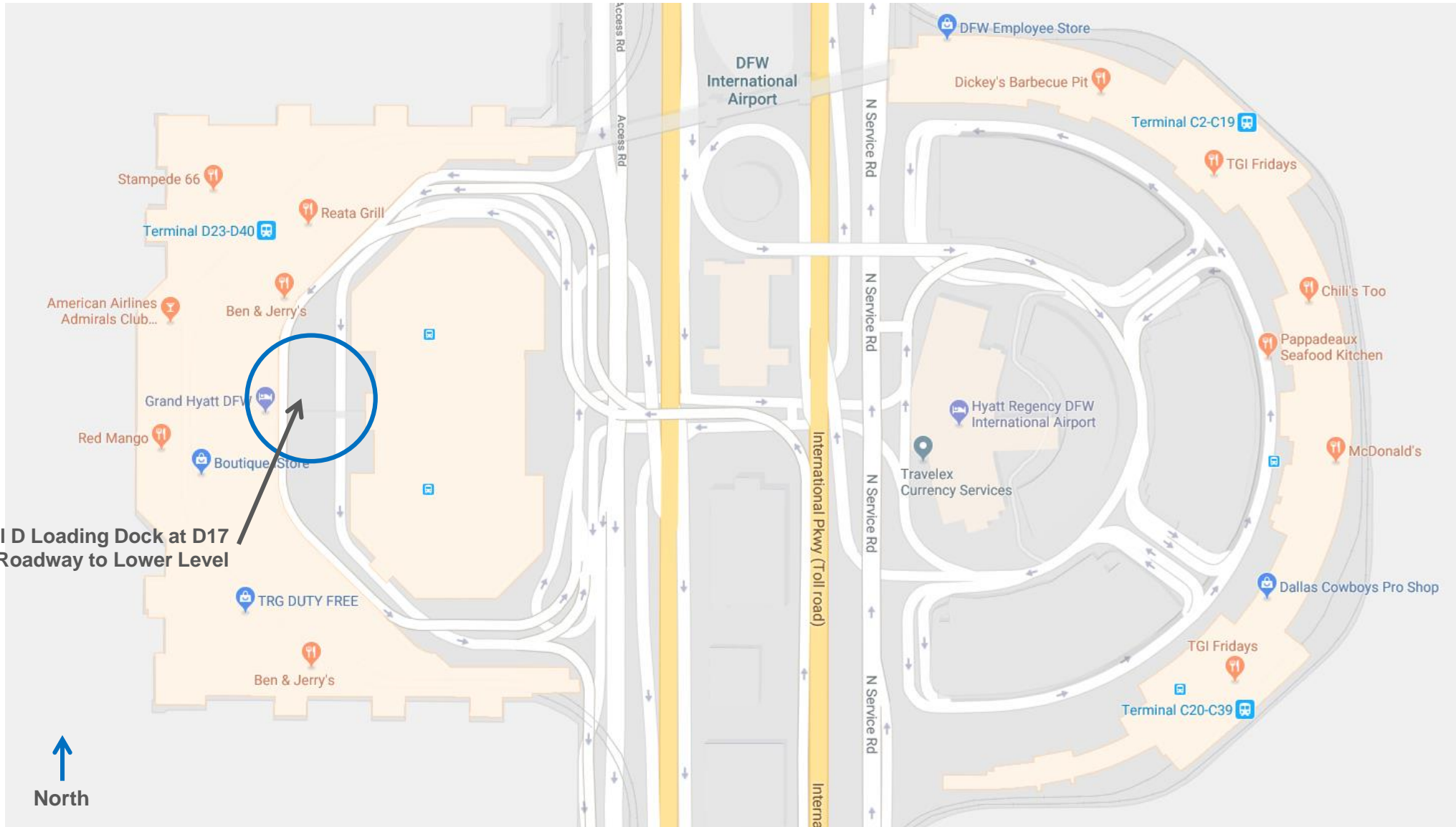


# Access for Delivery Trucks



# Terminal D

# Truck Access Map to Terminal D Dock



# Terminal D Dock Directions

## **From the North:**

1. Take the southbound service road exit before the toll booths to Crossunder #4.
2. Make the U-turn to go northbound on the service road and proceed to Crossunder #3.
3. Look for the Global Priority Shipping Center sign and take the exit to the right.
4. Continue past the Global Priority Shipping Center and the entrance in on the right. There will be a guarded entrance with a guard shack.

## **From the South:**

1. Take the northbound service road exit before the tollbooths to Crossunder #3.
2. Look for the Global Priority Shipping Center sign and take the exit to the right.
3. Continue past the Global Priority Shipping Center and the entrance in on the right. There will be a guarded entrance with a guard shack.

# Coming from the North

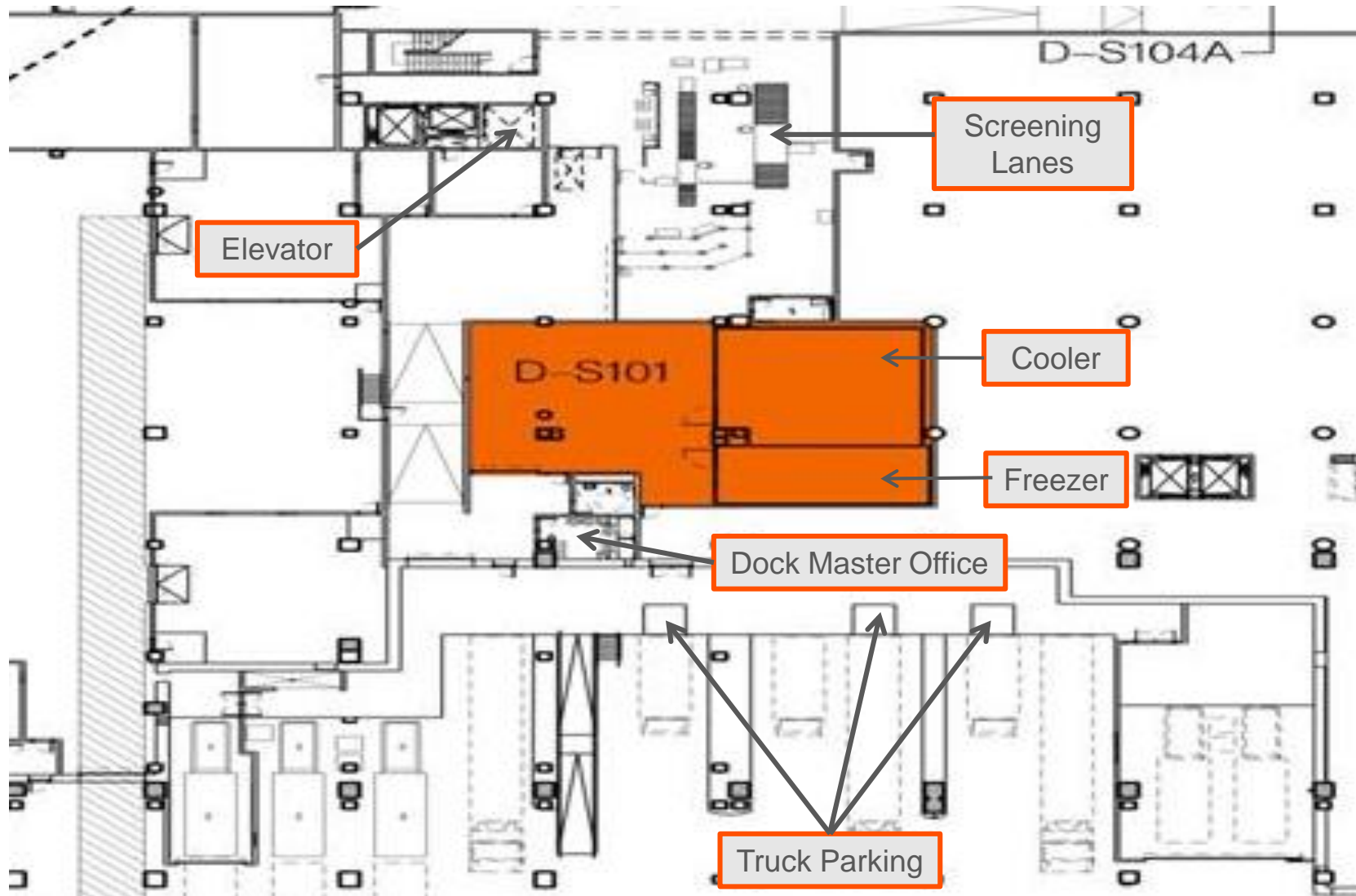




# Coming from the South



# Layout of Terminal D Dock



# Access from the Concourse #1 – D20



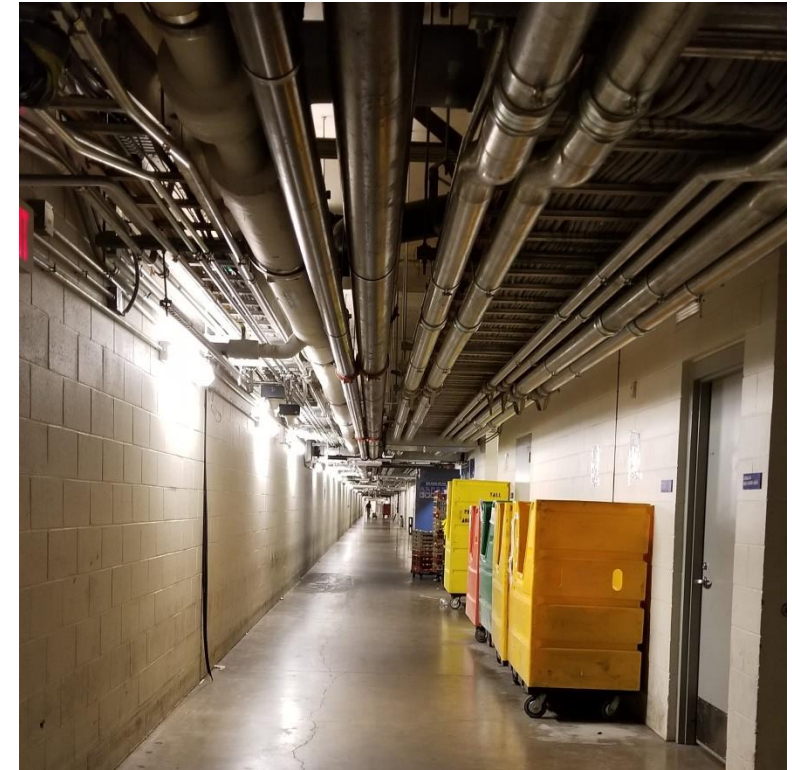
**Enter double doors and take the elevator down to the Lower Level.**

# Access from the Concourse #2 – D24



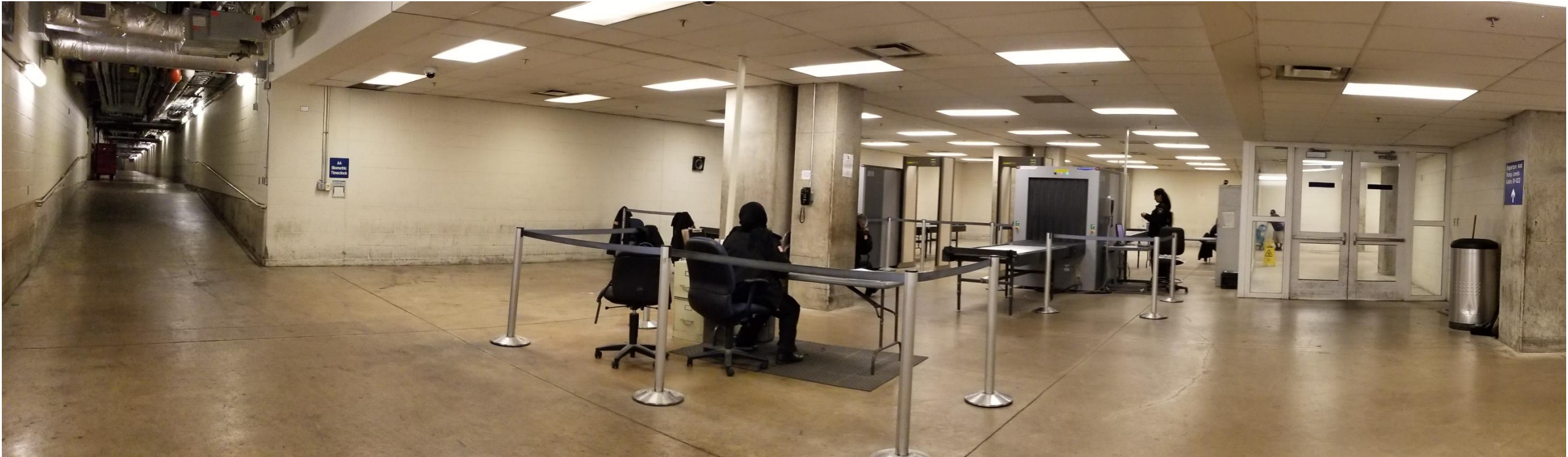
**Enter the hallway and go past the double doors to get to the elevators.**

# Access from the Concourse #2 – D24

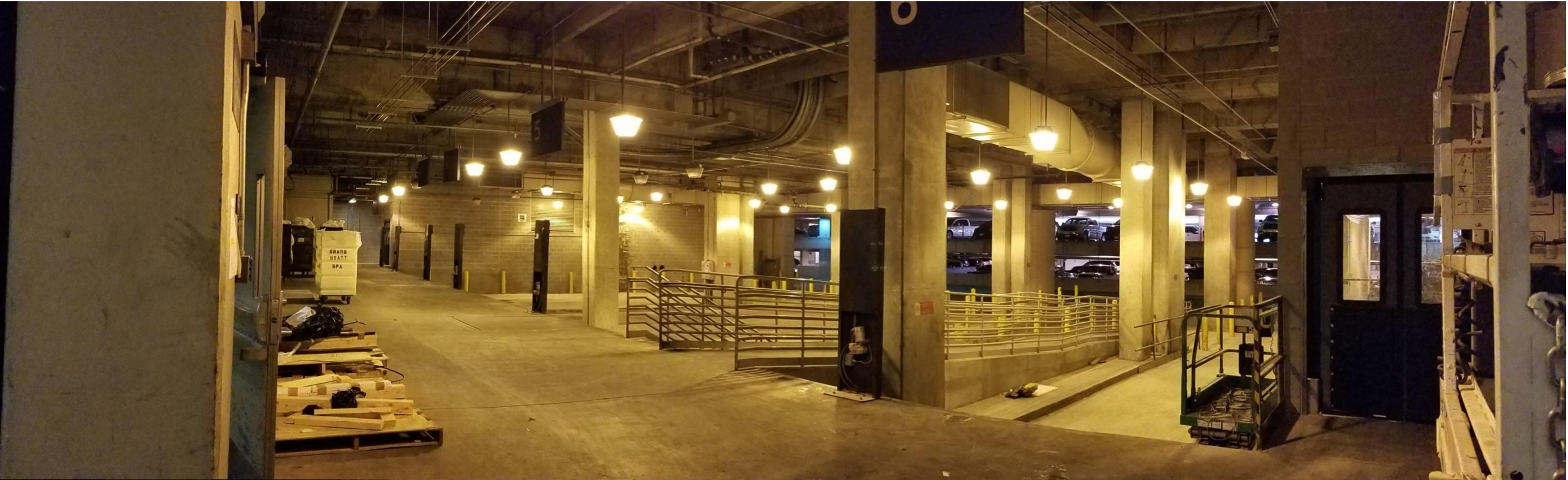


Take the elevator down to the Service Level (LL) and walk all the way down the Storage Hallway.

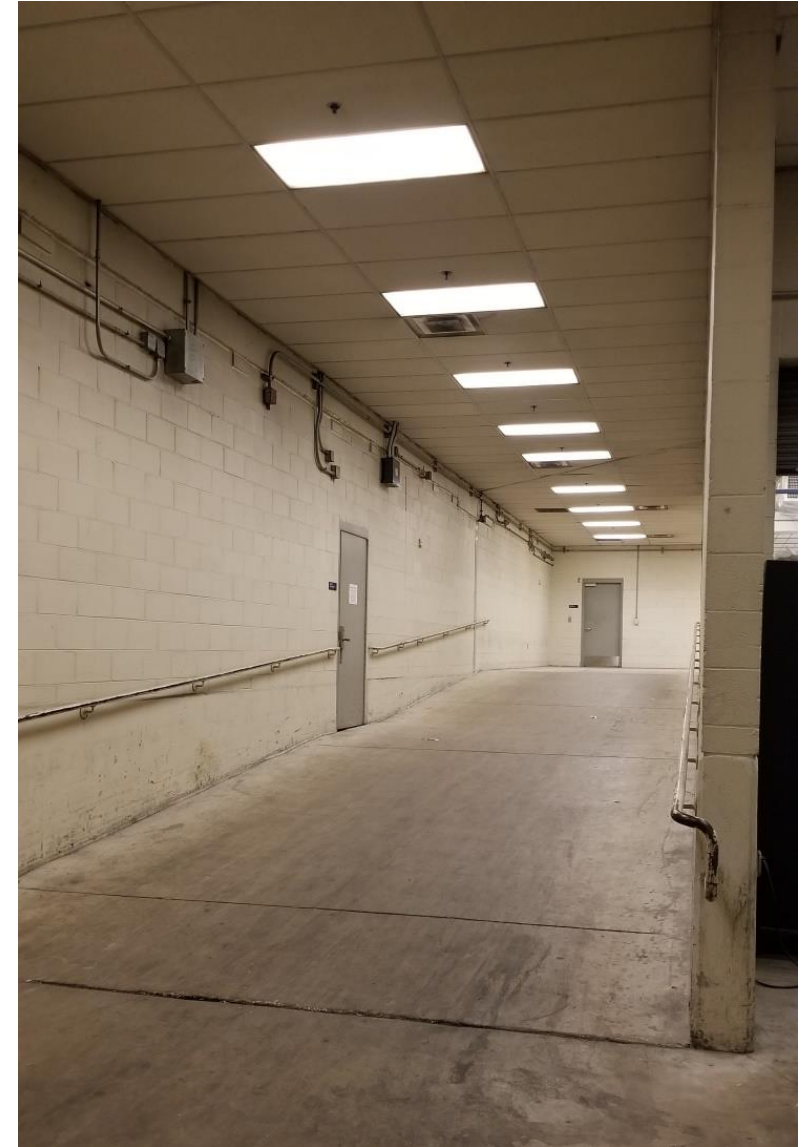
# Terminal D Dock



# Access for Delivery Trucks



# Dock Master's Office and Ramp to Security Entrance





# Temporary Storage and Cooler/Freezer Facilities



# Security Entrance and Screening Lanes



# Terminal E

# Truck Access Map to Terminal E Dock

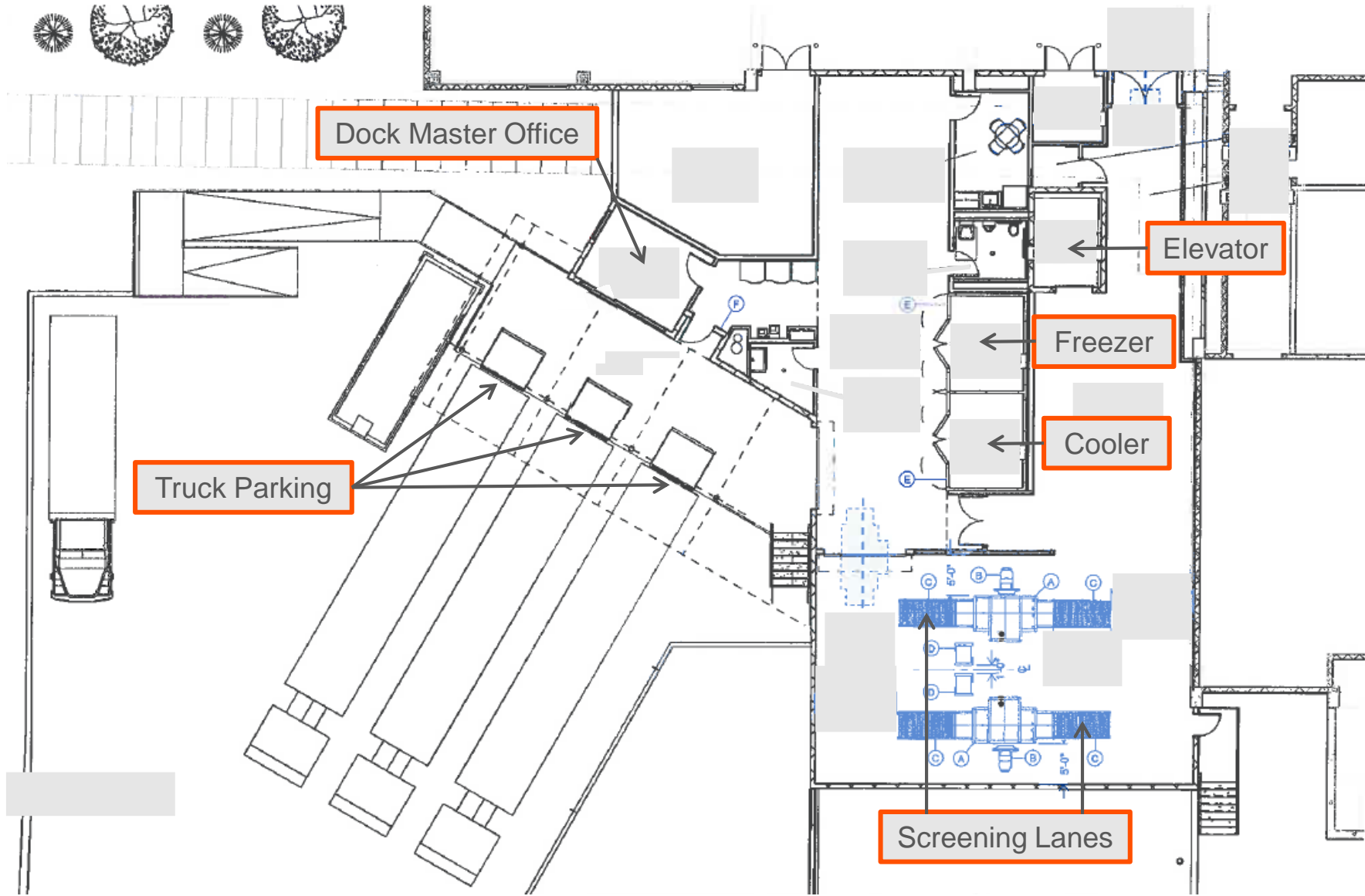


# Terminal E Dock Directions

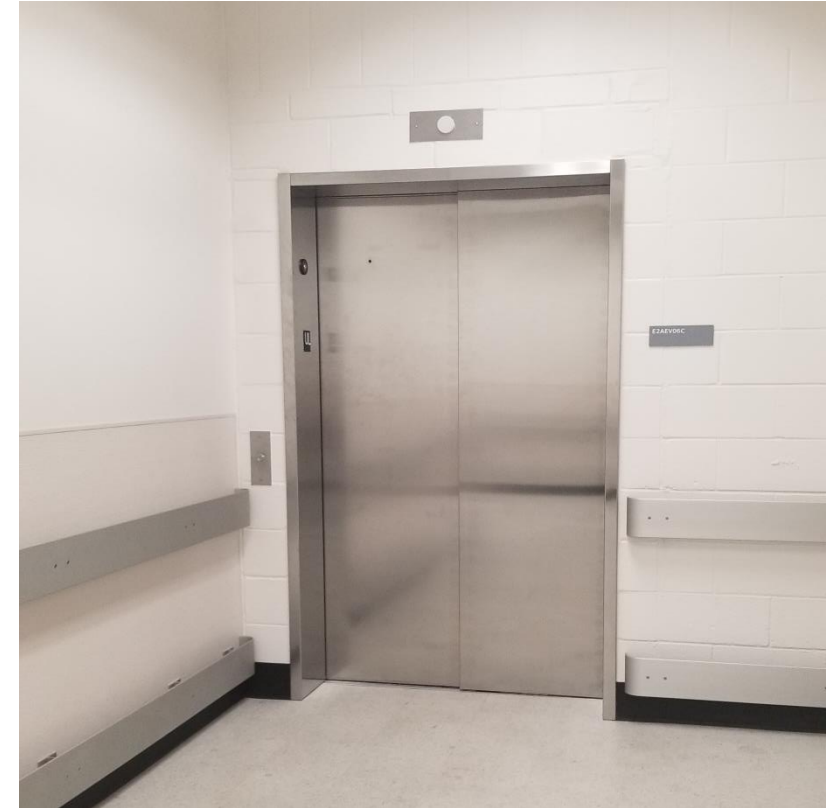
1. Take the Terminal E exit, use the truck route on the right side of the entrance going Southbound / left side going Northbound and follow signs to Terminal E.
2. Merge right toward Gates E11-E38 and take the last exit toward the left (Curbside Bag Check) on the lower level.
3. Take a left at the end of the terminal. The dock will be on your right.



# Layout of Terminal E Dock

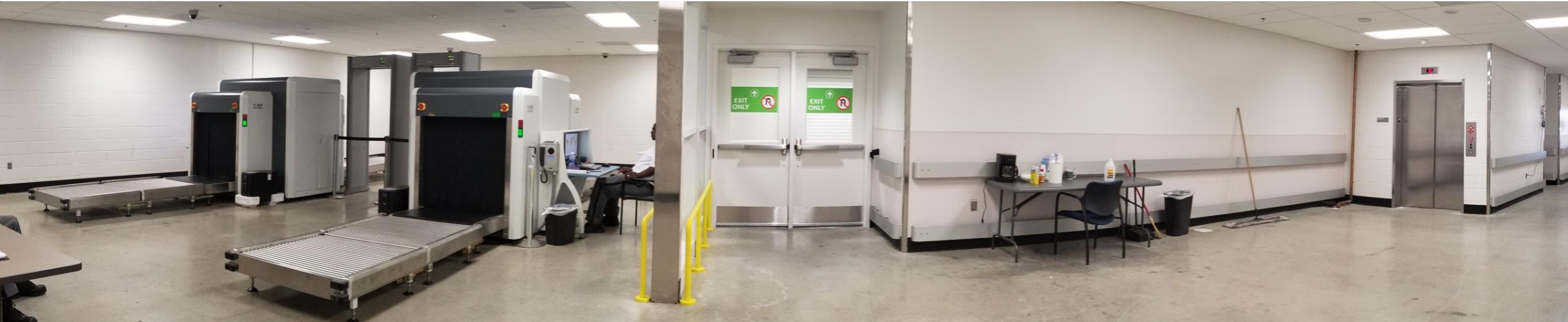


# Access from the Concourse – E2



**Enter the access code (1234\*) into the keypad, enter the corridor, and take the elevator down.**

# Terminal E Dock





# Cooler and Freezer Facilities, Security Entrance, and Dock Master's Office



# Access for Delivery Trucks



# Resources

# Support Systems

- DFW Concessions Team
- Access Control Office (ACO)
- Airport Operations Center (AOC)
- Customer Experience ACES Team
- Maintenance Support
- Tarrant County Public Health Dept.



# Resources

- List of Contacts
- DFW Concessions Resources Website
- DFW Tenant Handbook
- DFW Tenant Design Manuals

Resources and Presentations [User Portal](#) [Concessions Home](#)

[Helpful Resources](#) [Presentations](#)

### Helpful Resources To Know

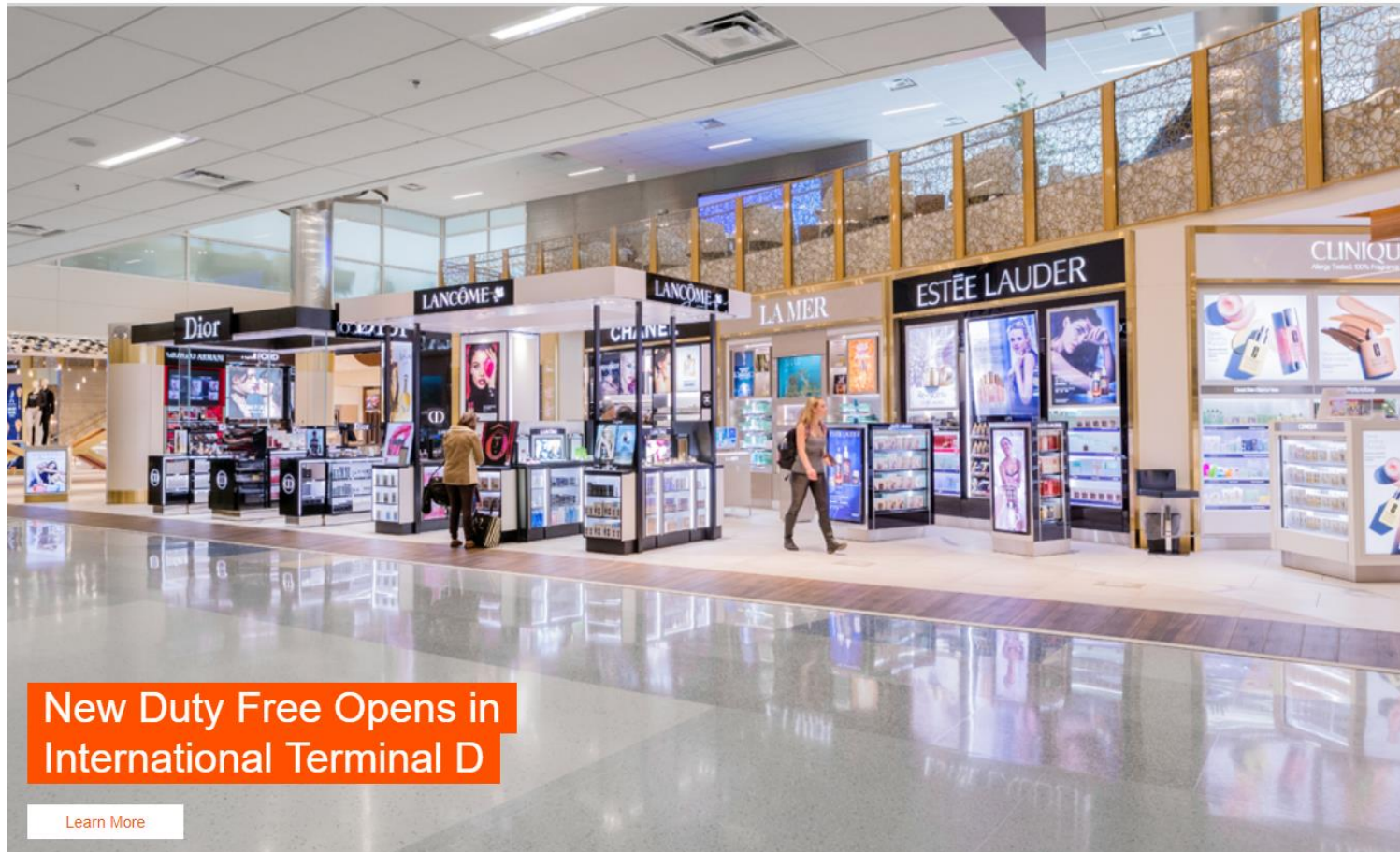
- [AOA Driver Certification Process](#)
- [Badging Office](#)
- [Business Disclosure Form](#)
- [Certification through the North Central Texas Regional Certification Agency](#)
- [Concessionaire Handbook](#)
- [Concessionaire Portal](#)
- [Concessionaire Submittal Application \(CSA\) User Manual](#)
- [DFW Bucks/Customer Appreciation Certificate Reimbursement Form](#)
- [Key Application](#)
- [Knife and Sharp Objects Log](#)
- [Schedule of Charges](#)
- [Tool Management Plan](#)

# Concessions Department Website

- <https://www.dfwairport.com/conc>

[Home](#) [Get Started](#) [Solicitations/RFPs](#) [Resources](#) [About](#) [Announcements](#)

Travel. Transformed. **DFW**



**New Duty Free Opens in International Terminal D**

[Learn More](#)

Register for Concessions Opportunities

[Register](#)

Current Concessionaire User Portal

[Log-In](#)

Tour the new Terminal A



Renovations and updates are complete in Terminal A. See DFW's new look. Watch now.

# Food Service Key Results

# Food Service Key Results

- Provide excellence in customer service and customer experience
- Challenge standards of service in speed of delivery, proper staffing, and customer engagement
- Ensure public safety through proper food handling and safety practices
- Review trends in food worldwide to keep menus new and fresh
- Maintain a clean and inviting customer ambiance
- Properly maintain facility appearance, equipment and infrastructure





# Food Safety

- Health Inspections
- Restaurant Inspections
- Customer Service Inspections
- Storage Inspections
- ServSafe Training
- Food Handler Training
- Food Safety Retraining Program



# Food Safety – Imminent Health Hazard that requires Immediate Closure of Restaurant

- No water service or no hot water (minimum 100F hand sink and 110F ware-wash sink)
- No electricity or power
- Severe infestation of rodents or insects
- Backup of sewage water from floor drains or sinks
- Complete lack of compliance on critical items that cause an imminent health hazard – combinations such as:
  - No refrigeration
  - No sanitation supplies
  - Rain leak in prep area / wall or window breakage that breaks seal from outside / flooding from outer source
  - Manager/Owner that shows no concern
- Ansul system release, extinguisher use or fire is causes for closure – *Health inspector must be notified*



# Retail Key Results

# Retail Key Results

- Provide excellence in customer experience
- Challenge standards of service in speed of delivery, proper staffing, and customer engagement
- Employees are attentive, engaging and knowledgeable
- Maintain a clean and inviting customer ambiance
- Displays are properly merchandised and fully stocked.
- Properly maintain facility appearance, equipment and infrastructure



# Retail Compliance Program

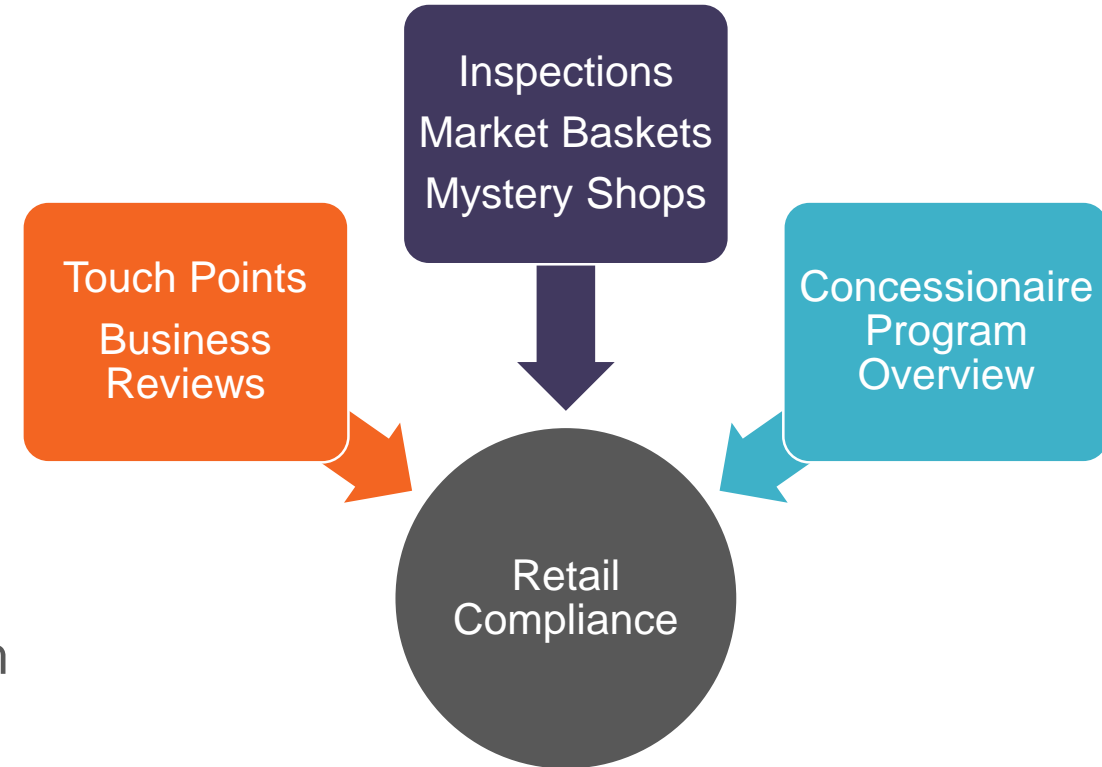
## Clean, Working and Friendly

- Third Party Mystery Shopping Services
  - Each location will be shopped 18 times per year
  - Monetary Awards are given to employees for obtaining a 90 or above on Customer Service
  - Quarterly Clean Working and Friendly Awards for locations averaging a quarterly score of over 90 on Customer Service, 100 on Cleanliness and NO INCIDENTS.
- Marketing support
  - Hiring and Recruitment
  - Airport Special Events
  - Touchscreens



# Retail Compliance Program

- Business Unit Manager Support
  - Weekly Terminal Observations
  - Business Reviews for low performing locations
  - Touch point meetings to review:
    - Sales
    - Incidents
    - Mystery Shops
- Compliance Analyst will give a minimum of Two full inspections per year
- Third Party inspections (if applicable) a minimum of once per year
  - Tarrant County Health Department
  - A+



# Passenger Amenities Key Results

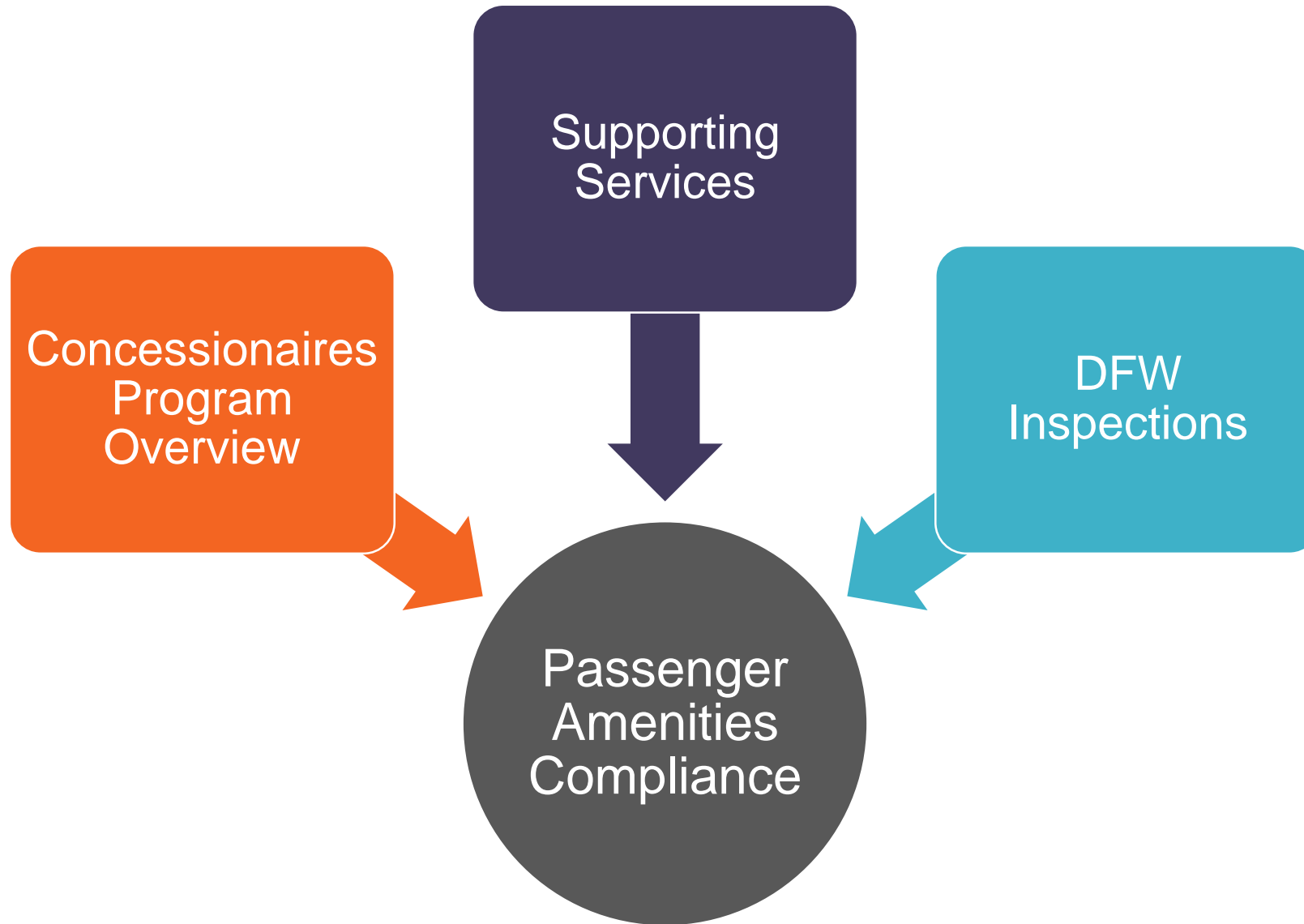
# Passenger Amenities Key Results

- Provide excellence in customer service and customer experience
- Engage passengers
- Provide proper staffing, and customer engagement
- Review trends in passenger service worldwide to keep services new and fresh
- Maintain a clean and inviting customer ambiance
- Properly maintain facility appearance, equipment and infrastructure





# Passenger Amenities Compliance Program



# Passenger Amenities Compliance Program

## Concessionaires Program Overview

- Proper sanitization of equipment and furniture
- Cleaning each day and night
- Health Inspections where applicable (Lounges)
- Inspect Knife Log where applicable

## Supporting services include:

- Tarrant County Health
- A+



# Passenger Amenities Compliance Program

## DFW inspects locations 4 times a year

- Cleanliness/Safety/Working/Friendly
  - Sanitization Inspections
  - Confirm locations attended/open
  - Review Knife Log (Sharps for Code 3)
  - Medicine Cabinets locked
  - All services are in working condition
  - Observe staff is friendly to passengers
  - No Clutter
- Review Quality and Variety of Products and Services per lease
  - Mystery Shops
  - Market Baskets



# Advertising, Sponsorship and Telecom Key Results

# ADComm Key Results

- Provide service levels that meet and exceed passenger expectations
- Engage passengers
- Represent latest technologies and innovations
- Enhance the DFW experience with unique and memorable programs and amenities
- Maintain a clean and inviting customer ambiance
- Properly maintain facility appearance, equipment and infrastructure
- Create brand engagement and exposure

# Guiding Principles / Standards

Each unique advertising, amenity or service should:

- Maintenance of Promised Amenities – Wifi, Power, TVs, etc.
- Meeting all operations guidelines
- Continuously improve and develop to meet strategic goals
- Identifying trends and meeting business partner objectives
- Improve the airport experience
- Meet all passenger service and amenity needs
- Generate brand value
- Enhance DFW infrastructure

# Strategic Alignment and Training

Consistent training and collaborating for success

- Create moments of “WOW” for our customers!
- Customer Service Standards
- Safety and Security
- Awards Programs
- Complaint Management
- Social Media Management
- Intercultural Training
- Board policies and procedures
- Performance expectations
- Airport access and security protocols

# Social Media / Media Engagement

Integrated and well-coordinated use of media and social media platforms to drive advertising, sponsorship and amenities exposure and value

- Developing social media and media campaigns that meet shared strategic goals
- Showcasing the partnership
- Leveraging intellectual properties
- Communicating strategic vision and goals
- Announcing events
- Managing your online presence
- Responding to passenger comments
- Managing trends
- Celebrating successes





# Service Level Agreement

I have read this Service Level Agreement and our company will strive to achieve the levels of service described in this document. I will review the information in this document with my managers and staff. I will provide continued education for managers and staff to ensure ongoing compliance with the levels of service described in this document, and subsequent updates, throughout the term of my agreement with DFW Airport.

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Name / Title

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Company Name

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Date

# Clean, Working and Friendly Service Level Agreement

- Updated 03.26.2019

