

## **SECTION A: PROGRAM OFFICE TALKING POINTS**

### **Customer Service – Why it matters.**

Good customer service and strong customer relationships begin with building rapport. Building rapport requires knowing your customer base, understanding their situation, and providing an empathetic ear for them to voice their concerns. Doing so can lead to improved relationships between the traveling public and our agency. Conversely, failing to realize the importance of customer service and effective complaint handling leads to increasingly dissatisfied customers.

Every day our officers balance the service needs of customers in an effective and efficient manner without compromise to transportation security. When it comes to customer service YOU make all the difference by:

- Your Appearance – a Professional Command Presence
- A Friendly Smile and Greeting – The Tone of Your Voice
- Your Confident Demeanor - Asking Rather than Barking Orders
- Actively Listening to Passengers and Responding Appropriately with Respect and Courtesy
- Self –Awareness- Being able to recognize how your actions affect the customers experience and make adjustments as needed

A great example of this type of customer service which goes above and beyond duty is illustrated in the comment below which was posted on the TSA Today internet news blog. The post is from the mother of a passenger who flew out of Lambert-St. Louis International Airport. In her remarks, she thanked BDO Donald Combs for going out of his way to help her find a sentimental item.

***"Today when going through airport security Ben had to throw away his pocket knife that was a gift from his Dad. Since it had sentimental value I thought it would be worth a trip to the airport to see if I could get it back. I met a sweet man, BDO Donald Combs, who dug through the trash and found it for me. He even let me hug him before sending me on my way. The point of all this is that next time you are at the airport and annoyed at the long lines and regulations, know that the TSA Officer can't do anything about the dumb dumb trying to carry on a 32 oz bottle of shampoo and they are just doing their jobs. One day you may need a favor and they'll probably be happy to help."***

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SENSITIVE SECURITY INFORMATION

This small act of kindness certainly left a lasting impression with the customer which she did not hesitate to share. The fact that she actually took the time to blog about her experience shows that she not only felt satisfied but wanted to spread the word. Not everyone we serve will blog; some may simply share their TSA experience through conversation with family and friends... others may send a write-up to the local newspaper and maybe even tweet about us... it's the little things we do to show we care go a long way.

## SECTION B: HIGHLIGHTS/SPOTLIGHT



**BDO Managers:** please take the time to acknowledge the name of each Behavior Detection Officer, the airport of record, and their exceptional work by sharing spotlights and best practices with your workforce. Should you have information you would like to place into this section please send an email to [BDA.Training@tsa.dhs.gov](mailto:BDA.Training@tsa.dhs.gov)

(b) BDO Team

EBDO (b)(6)

(b)(6)

(b)(3); 49 U.S.C. § 114(r); (b)(6)

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(b)(3):49 U.S.C. § 114(r),(b)(6)

Submitted by BDA-TSM - (b)(3):4 James Frederick

**Program Office Notes:**

Through superb vigilance, keen observation and communication, EBDO (b)(6) actions assisted in mitigating a possible threat to aviation.

|                                                                   |                                                                  |
|-------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Superb Walk the line Engagement          | <input checked="" type="checkbox"/> Outstanding Teamwork         |
| <input checked="" type="checkbox"/> Exceptional Critical Thinking | <input type="checkbox"/> Enhanced Stakeholder Relationships      |
| <input type="checkbox"/> Strong Employee Engagement               | <input checked="" type="checkbox"/> Effective Communication      |
| <input checked="" type="checkbox"/> Superb Mission Focus          | <input checked="" type="checkbox"/> Exceptional Command Presence |

**SECTION C: EXECUTIVE SUMMARY/RECENT BDO FINDINGS**

(b)(3):49 U.S.C. § 114(r)

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(b)(3):49 U.S.C. § 114(r)  
of the Freedom of Information and Privacy Act

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