



RAISING OUR VISIBILITY

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San Diego
International Airport

Mastering the Art of Airports

Background

□ 2008 Customer Satisfaction Survey

Survey Question	Risk Management		
	Agree	Dis.	N/A
Prompt Response	55%	4%	41%
Courteous	67%	1%	33%
Knowledgeable/Helpful	63%	2%	36%
Overall Level of Service	63%	2%	35%

Average “N/A” Response: 36%

Strategy for Raising Visibility



- Develop Message
- Develop Marketing Plan
- Execute Marketing Plan

Strategy

- Developed Message:
 - ▣ Emphasized consulting services
 - ▣ Changed the perception of the department from an **obstacle** to a **partner**

Strategy

- Developed Marketing Plan:
 - ▣ Determined best ways to reach our audience
 - Video
 - Presentations at department meetings
 - ▣ Worked within existing structure of organization
 - Executive Team, All Staff
 - ▣ Created department logo and slogan

Strategy

Risk Management:



FOR YOUR IDEAS TO TAKE FLIGHT

Strategy

- Executed Marketing Plan:
 - ▣ Risk Management 101 (Spring 2009)
 - Presented at 23 of 24 department meetings
 - 201 attendees
 - ▣ “Best Kept Secret” Video (Spring 2010)
 - Shown at Employee Learning Week: 22 attendees
 - Shown at SANFormation (all staff) meeting
 - Shown to Executive Team

Strategic Opportunities

- Underwriter Open House (Spring 2011)
- SANFleet Safe Driver Program (Spring 2011)
- Incorporated Risk Management Segment into Mandatory Annual Employee Training (2012)
- Personal Identifiable Information (PII) Educational Workshop (2012)

Survey Modifications

- Modified questions to refine survey:
 - ▣ Aware of Risk Management services? (yes/no)
 - ▣ How frequently are services used?
(often/occasionally/never) if never, do not continue

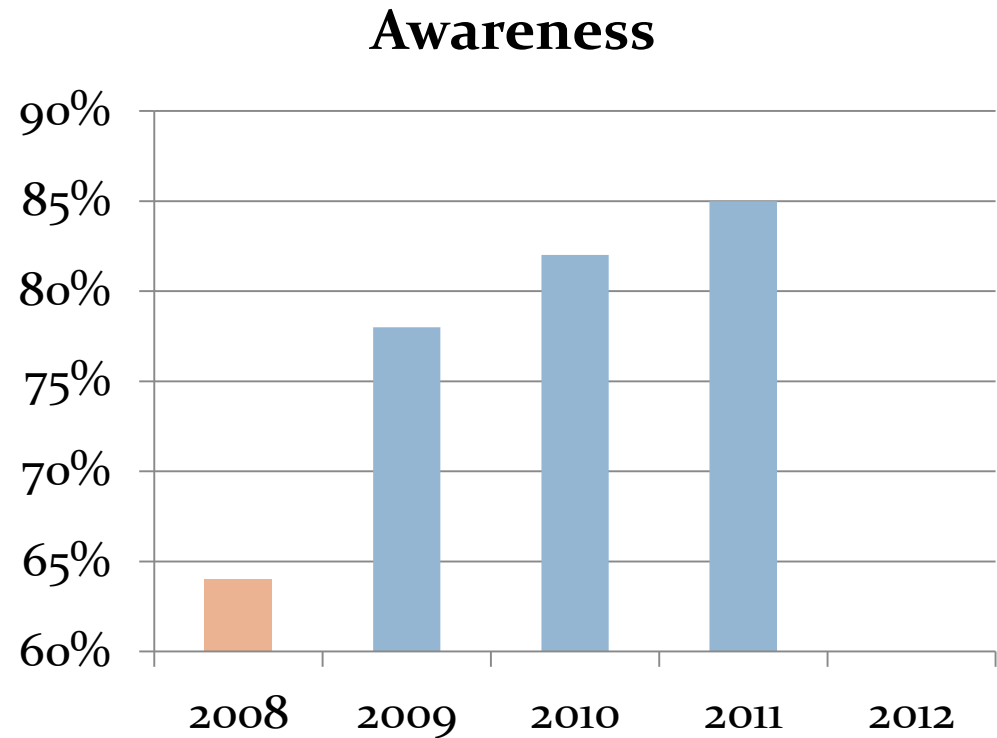
- Eliminated “N/A” response from previous survey (agree/disagree)
 - ▣ Prompt Response
 - ▣ Courteous
 - ▣ Knowledgeable/Helpful
 - ▣ Overall Level of Service

Survey Results

□ Increase in Awareness (Annual Customer Satisfaction Survey Results):

- 2008: 64%*
- 2009: 78%
- 2010: 82 %
- 2011: 84%
- 2012:

*based on alternate survey



Results

- Increased visibility of the department
- Increase in requests for Risk Management Consulting Services
- Favorable renewals as a result of engaging departments
- New partnership with Business Planning enables the department to transition into Strategic Risk Management
 - Risk Assessments now required in approval process for each project in Capital Improvement Program

The Journey Continues...

- Refresh Marketing Strategy
 - ▣ Monitor results
 - ▣ Look into additional ways to measure value
 - ▣ Continued annual education opportunities

Risk Management Department



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Thank You!