



ATLANTA AIRPORT

 KSG + DELTA + AMEX



BREAKDOWN OF ROLES



POINTS OF DISCUSSION

1. The types of roles we propose to set up in the market.
2. The number of managerial employees we propose to have.
3. The types and number of non-managerial employees we propose to have.



PRE 30-DAY LAUNCH

Before the launch of the program at the airport, there are 4 main steps that need to be completed:

1



Senior Client
Account Manager



Existing seasoned
Program Manager



A **Senior Client Account Manager** as well as an **existing seasoned Program Manager** from a different city will relocate to Atlanta to prepare for launch and oversee recruitment and set up.

2



Local Recruitment
Manager

The **Local Recruitment Manager** will scout, hire and interview local candidates for roles as Agents and Team Leads.

3



Program
Manager

Each **Program Manager** will job-shadow an existing Program Manager in another market.

4



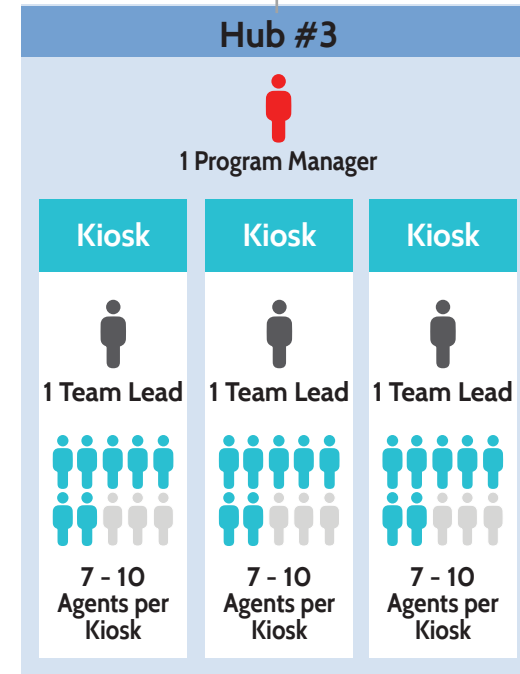
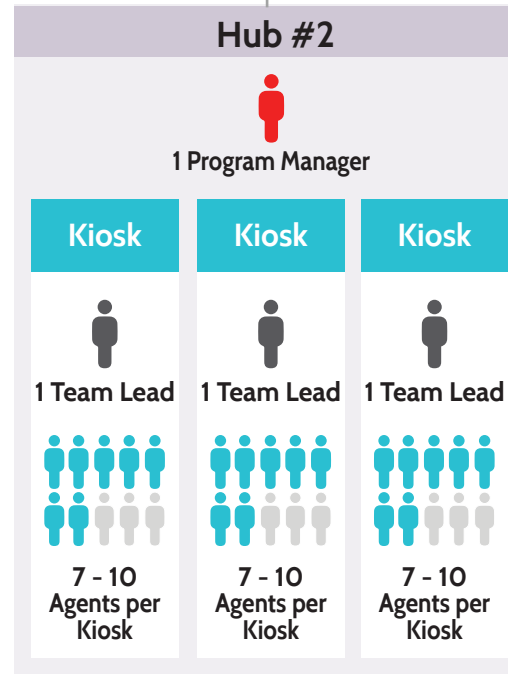
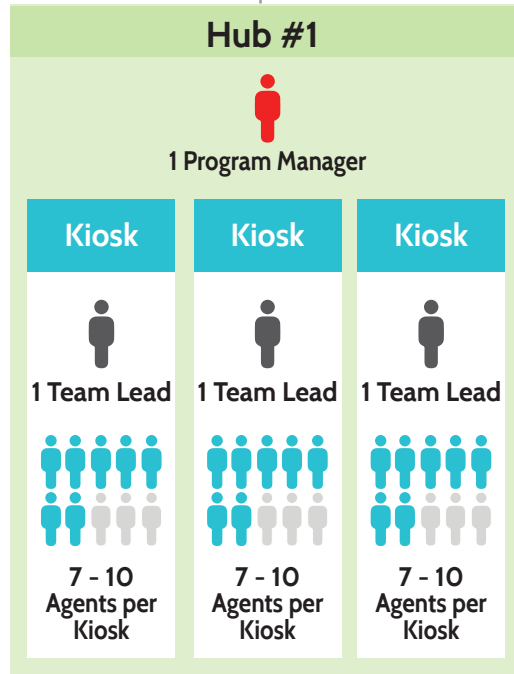
Training
Manager

The **Training Manager** will build the framework for training and compliance.

BREAKDOWN OF ROLES



Local Area Manager



Totals

= 1 Senior Client Account Manager

= 1 Local Area Manager

= 3 Program Managers

= 9 Team Leads

= 63 - 90 Agents

⌚ Combination of full-time and part-time Agents.

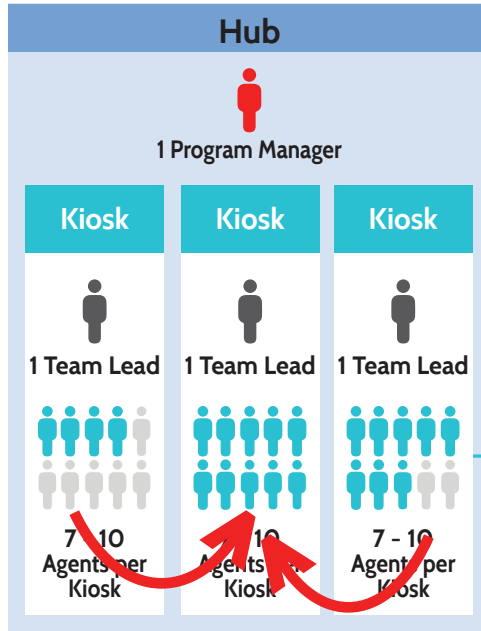
3-HUB STRUCTURE



SCHEDULING

POINTS OF DISCUSSION

- 4. How we propose to structure shifts.
- 5. The hours of operation we propose.
- 6. The number of representatives we propose for each Kiosk/Hub, per shift.



Opens at 6am.
Closes at 10pm.

Agents



Minimum
2 agents
per shift.



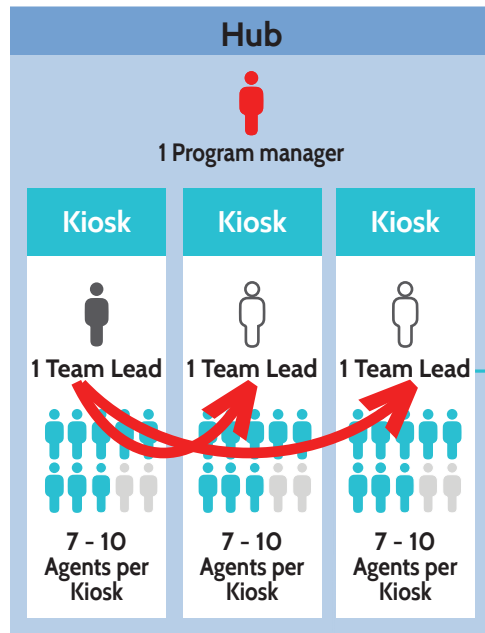
3 shifts @
5 hrs per/day



If flight schedules
change, **Agents will be
moved** to other Kiosks
within their Hub to
maximize SPH.

AGENTS

HUB SCHEDULING



Opens at 6am.
Closes at 10pm.

1st Team Lead opens Kiosks.
2nd Team Lead has mid-day shift.
3rd Team Lead closes Kiosks.

Team Leads **move** amongst
their Hub for support.

Team Leads



1 Team Lead
per shift, for
each hub.



3 shifts @
5 hrs per/day

NOTE: 2 days out of a week, only
one Team Lead would be present
per a Hub, however, it would be
mandatory for a Program Manager
to be on-site on those 2 days.

TEAM LEADS

HUB SCHEDULING



GROWTH

POINTS OF DISCUSSION

- 7. Kiosk analysis for growth.
- 8. Marketing growth.
- 9. Agent-focused growth.

KIOSK ANALYSIS

GROWTH OPPORTUNITIES

- S.W.O.T. analysis of each Kiosk location based on daily/hourly:
 - Customer traffic
 - Flight schedule and size of aircraft
 - Flight destination
 - Application volume
 - Approval rate
 - Product mix (personal vs. business).
- Increase visibility and higher customer engagement through new experiential style, interactive and tech-focused Kiosk design.
- Introduce gamification to attract customers to the Kiosk and create a positive experience while educating about credit card products.

MARKETING

GROWTH OPPORTUNITIES

- Based on traffic and flight volume, continually rotate Agents within each Hub as needed (between the 3 Kiosks) to maximize customer interaction, while minimizing operational costs.
- Collect data for email and cross sell opportunities.
- Create a marketing strategy to target assorted demographics (examples: student, personal, business).

AGENT-FOCUSED

GROWTH OPPORTUNITIES

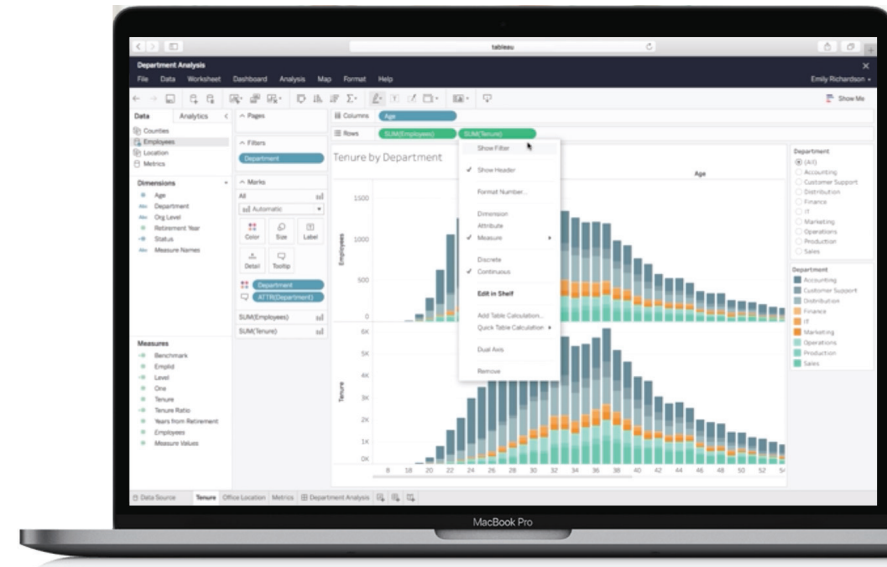
- Adjust number of Agents and live hours based on seasons and special events (examples: Christmas, spring break, sporting events).
- Schedule top performers during peak hours/days of the week to maximize application volume.
- Implement monthly team social activities to build team moral and stabilize Agent performance (example: all new Agents attend *Delta Flight Museum* to learn about the history of Delta).
- Create various key incentive campaigns to motivate and inspire the team. (The incentive criteria will change monthly.) Examples:
 - Top performers, based on Sales Per Hour.
 - Best improved performance during the month.
 - Best new hire for the month.



TECHNOLOGY

POINTS OF DISCUSSION

- 10. Reporting: Tableau reporting and analysis.
- 11. Training: Micro-learning.
- 12. Digital Ear: performance monitoring.



REPORTING

Tableau

- Business intelligence software to help explain and analyze your data.
- Real-time reporting tool to monitor Agent and overall Kiosk performance.
- Intranet dashboard for real-time activity review.

TRAINING

Micro-learning

Microlearning uses mobile technology to effectively establish personalized **one-on-one training plan with Agents.**



FITS IN

2-5 minutes at a time,
accessible in modern
ways to **fit into their
daily routine.**



ENGAGES

Fun and engaging
content drive high
levels of **adoption
and participation.**



MEASURES

**Reports on where knowledge
and confidence gaps exist –**
these are leading indicators
of risk within the business.

DIGITAL EAR

Allows for unprecedented monitoring and access to every consumer interaction.

- Archived recordings are easily **searchable** by:
 -  Location
 -  Date and time
 -  Agent
- Perform remote **Mystery Shops** at any time.
- Resolve customer disputes with **accurate** details.
- Consolidate customer objections for **improved** sales scripting.
- Program Manager access allows for remote coaching in **real time**.





UNIFORMS



WHAT TO WEAR

- Modern and inspired by the "*capsule*" trend:
 - **Flexibility** to *mix and match* between a few items to create a consistent yet varied look for each agent.
 - 2 or 3 **shirt** options, 2 **pant** options, one defined colored pair of **shoes**.
- **Delta branding** applied to small accessories and details.
- **Approachable** look, yet **makes a statement and stands out.**



THANK YOU



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