

# TRAX

## ANALYTICS

CASE STUDY: HOUSTON AIRPORT SYSTEM

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# TRAX SmartRestroom

How Houston Airport System Improved Customer Service due to TRAX data within the first three weeks:



Lesson 1:

***Consistent customer feedback regarding "dirty stalls" was a result of flushometer sensitivity and settings***

HAS Solution:

***HAS realized through the data that the automatic flushometers would not register with dark clothing so they were able to adjust lighting and clean the sensors to come to a resolution. This improved the guest experience exponentially as toilets would actively flush after use.***

# TRAX SmartRestroom

How Houston Airport System Improved Customer Service due to TRAX data within the first three weeks:



Lesson 2:

***Consistent customer feedback regarding "dirty floors" was a result of a paper quality issue***

HAS Solution:

***HAS had data that the restrooms were actively being cleaned on time; however, they would still get consistent "dirty floor" comments from the survey tablet. They came to realize that the paper towels would tear off with paper falling to the ground every time a guest washed their hands. They were able to take this back to their supervisors to receive a better quality product to ensure floors stayed paper free.***

*TRAX SmartRestrooms went live one week before Super Bowl LI*

# TRAX SmartRestroom

How Houston Airport System Improved Customer Service due to TRAX data within the first three weeks:



Lesson 3:

***Data brought visibility to the fact that certain restrooms were at capacity and cleaning schedules could not meet demand***

HAS Solution:

***HAS is using the data and working with their Planning/Design department to renovate locations and determine fixture amounts based on true data versus standard design templates***

*TRAX SmartRestrooms went live one week before Super Bowl LI*

# TRAX SmartRestroom

How Houston Airport System Improved Customer Service due to TRAX data within the first three weeks:



Lesson 4:

***Consistent customer feedback regarding "smell" was associated with inadequate air circulation and potential maintenance issues in the ventilation system***

HAS Solution:

***Audited all exhaust fans and replaced them with higher capacity fans with larger CFM ratings. This improved the air quality and overall guest experience.***

*TRAX SmartRestrooms went live one week before Super Bowl LI*

# TRAX SmartRestroom

How Houston Airport System Improved Customer Service due to TRAX data within the first three weeks:



Lesson 5:

***Learned trends and peak hours for restroom usage so they could better manage staffing levels***

HAS Solution:

***HAS adjusted lunch and break schedules of staff, so they were staggered. This ensured busy locations were not left unattended during peak hours so that the restrooms could be maintained and cleaned properly.***

*TRAX SmartRestrooms went live one week before Super Bowl LI*



**TRAX**

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