
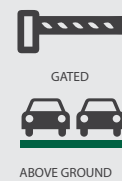
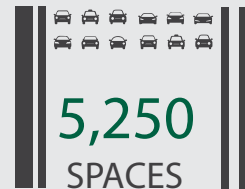




BIRMINGHAM-SHUTTLESWORTH INTERNATIONAL AIRPORT

 **35%**
VALET
UTILIZATION



CASE STUDY

SITUATION

- The airport relied on temporary employment agencies to maintain proper self-park staffing levels.
- The use of temporary employees led to turnover, inconsistent customer service, and increased payroll and operational costs.

APPROACH

- Revised compensation structure to attract better permanent candidates and reduce turnover.
- Refined staff training package to improve customer experience and team morale.
- Monitored wait times and made scheduling amendments accordingly to maintain service standards.

RESULTS

- Reduced staff turnover to less than 10%.
- Improved customer service and reduced wait times.