Moving Towards a Customer Centric Approach

Dr. Philippe Villard
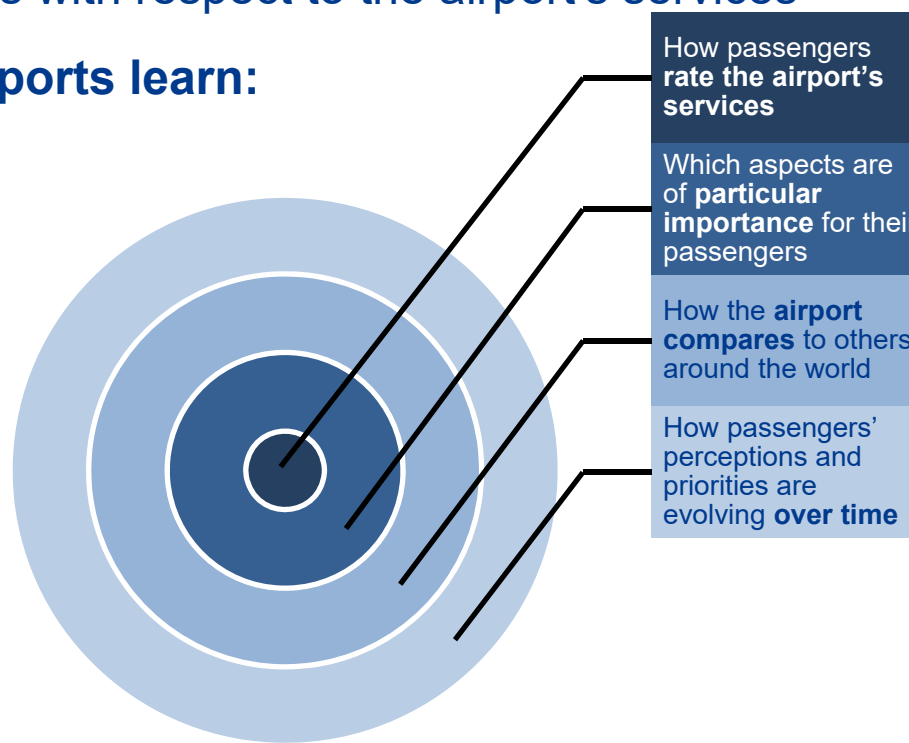
Head, Policy & Economics

pvillard@aci.aero

Introduction to Airport Service Quality

What is Airport Service Quality?

- ACI's **customer satisfaction** measurement and analysis programme, across all touchpoints of a passenger's journey through an airport

- Main objective: to provide airports with **research tools and management information** to better understand passengers' views with respect to the airport's services

- **Participating airports learn:**

How passengers **rate the airport's services**

Which aspects are of **particular importance** for their passengers

How the **airport compares** to others around the world

How passengers' perceptions and priorities are evolving **over time**

How ASQ can help airports

Data deep dive
Standard reports delivered monthly, quarterly and annually through an interactive online analysis tool provide participants all the information they need to analyze their data and compare them to results of airports in their region and globally.

Target setting and monitoring
Based on ASQ results, service targets can be set; goals and incentives can be established to motivate managers and their teams both internally and to stakeholders (e.g. Service Level Agreements).

Optimizing initiatives
Understanding what is most relevant to passengers helps identify where to invest and focus financial and human resources.

Sharing best practices
Annual conferences are organized to discuss current topics and share learnings on how to help raise service standards in all ASQ airports.

Support with regulators
ASQ insights are often used in discussions between airport management companies and regulators to provide a reliable, consistent measure of the service quality.

Marketing
ASQ helps airports to inform their stakeholders (airlines, communities, authorities etc.) of achievements in passenger service. In addition, ACI recognizes ASQ top performers with the prestigious annual ASQ Awards.

Why ASQ is distinctive

At ACI, we firmly believe that the only way to truly understand the customer's perspective is to speak to the passengers during their airport journey – right then, right there.

- ASQ is the <u>only</u> global benchmarking programme measuring passengers' satisfaction through live **data gathered** while they are **at the airport** and their experiences are fresh in their mind.

- In 2017, ASQ delivered **more than 650,000** in-depth **passenger surveys** at **over 340 airports** across **more than 80 countries** worldwide.

- **Three quarters of the world's top 100 busiest airports** are part of the global ASQ network.

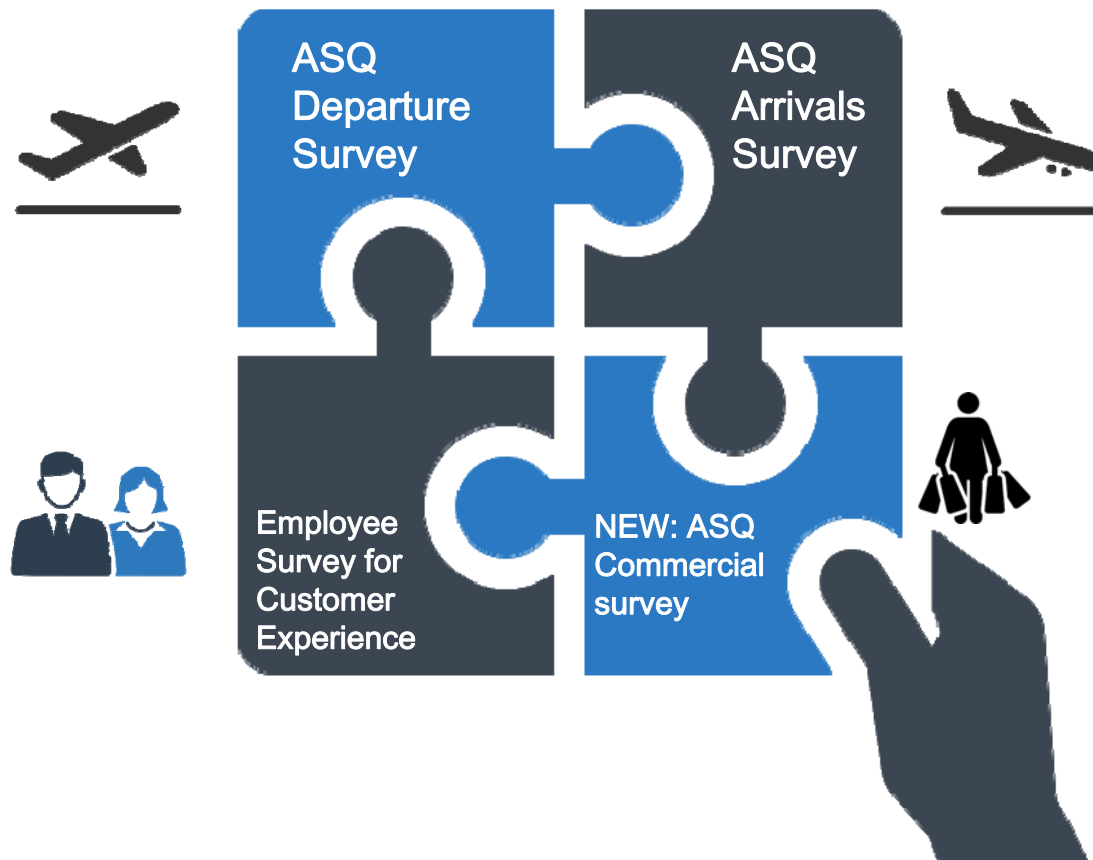- ASQ is the benchmarking programme that gives a **clear performance comparison with other airports.**

Used by over 370 airports, surveying more than 650,000 passengers per year

Present in 375 airports, in 90 countries
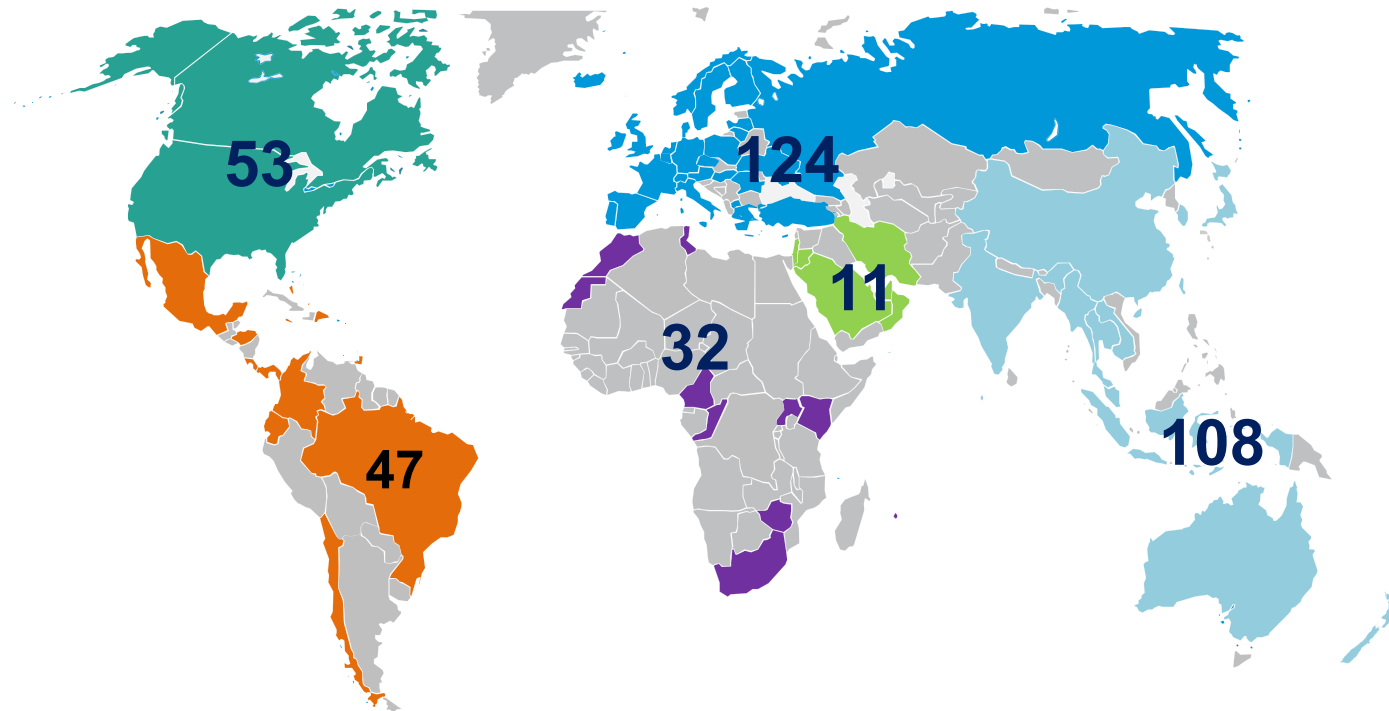
A suite of customer experience solutions

KPI's of ASQ Departures

34 KPI's
One question covers overall satisfaction
30 cover the departures experience
3 questions cover the arrivals experience from previous experience (Passport and ID, Speed of baggage delivery, Custom inspection)

Access (4):
Ground transportation, parking facilities, availability of baggage carts, value for money, etc.)

Check-in (3): Waiting time, efficiency, courtesy and helpfulness of staff)

Passport/ID control (2): Waiting time and courtesy and helpfulness of staff)

Security (4): courtesy and helpfulness of staff, waiting time, etc.) Thoroughness of security inspection, feeling and being safe and secure

Way Finding (4): ease of way finding, flight information, walking distance, ease of making connections with others flights)

Airports facilities (11): courtesy and helpfulness of staff, restaurants, availability of bank or money changers, Shopping facilities, Internet access, business lounges, washrooms cleanliness + availability , comfort of waiting, value for money – restaurant + shopping facilities

Airport environment (2): cleanliness, ambience

Overall satisfaction

11 questions about :
✓ Most important item at the airport
✓ Best and worst experience at the airport (today)
✓ Mode of transport used to arrive at the aiport
✓ How long before the scheduled departure time of you flight did you arrive ..?
✓ Method of Check-in (kiosk, mobile, etc…)
✓ Nationality
✓ Country of residence
✓ Postal code
✓ Gender
✓ Age

KPI's of ASQ Arrivals

Experience satisfaction: (5)
Overall experience
Facilitates your arrival
Does the passenger feel safe
Makes passengers wayfinding easy
Offers a pleasant ambience

Deboarding: (5)
The waiting time before deboarding the aircraft
[If international] The walking distance from the aircraft to the immigration area
[If domestic with luggage] The walking distance from the aircraft to the baggage carousels
[If domestic without luggage] The walking distance from the aircraft to the exit of the restricted area
Availability of airport staff if needed

Immigration (int only): (12)
Waiting time before accessing the system
The ease of using the system
The clarity of the system instructions
[If machine used] Waiting time before accessing the system
[If machine used] The ease of using the system
[If machine used] The clarity of the system instructions
[If machine used] Helpfulness of airport staff to use the machine if needed
Courtesy and helpfulness of airport staff in managing queues
Wait time before speaking to the immigration officer
Thoroughness of the immigration officer
Courtesy and politeness of the immigration officer
Setup/organization of queues

Baggage reclaim (if any): (4)
Walking distance to get to the baggage claim area
Flight display on carrousel screens
Waiting time before retrieving luggage
Availability of carts/trolleys

Customs (int only): (2)
Waiting time to go through customs
Setup/organization of queues

Infrastructure: (7)
Cleanliness of the airport
Wi-Fi
Ease of finding your way around (signage)
Comfort of waiting areas
Washroom locations
Cleanliness of washrooms
Number of toilets/urinals in the washrooms

Overall satisfaction (1)

Industry leading
ASQ Research and Best Practice Reports

Research Report: Does passenger satisfaction increase Airport non-aeronautical revenues?

This research paper explores the relationship between customer service and the propensity to spend.

It goes on to determine that improving customer service will have a positive effect on the non-aeronautical revenue generated by the airport.

An important report which can guide the investment decision-making at the airport.

Research Report: The influence of culture on airport passenger experience

The influence of culture on perceptions of the airport customer experience

Culture has an important influence on human behavior. This research report aims to examine its influence the passengers' assessment of the airport experience.

This report also seeks to help airport management by providing insight into their passengers so that they can adjust their customer service initiatives in order to increase passenger satisfaction.

Best Practice Report:
Low cost and conventional airlines: Passenger expectations for departure experiences at airports

With the constantly increasing passenger traffic and upgrades to terminals, airports have to make optimal use of their facilities and services.

Some airports are able to offer low cost services to passengers and the airlines in this category often use the old terminals at the airport.

The report explores the passengers that travel with the low cost airlines and the differences, if any, between them and those who travel with conventional airlines.

Best Practice Report: Airport Cleanliness

Airport Cleanliness
July 2017

ASQ Best Practice Report
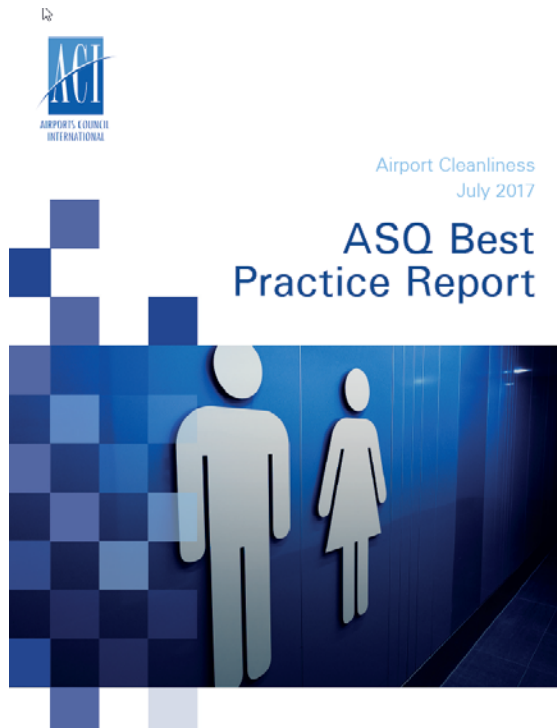
Every airport is faced with the challenge of allocating their finite resources to various areas of need. At times they will decide which action to pursue by weighing the importance of each need to the others.

This Best Practice Report helps the airports to understand the importance of airport cleanliness in the passenger experience and why they should invest in it.

The report also explains which of the six passenger personas are more sensitive to airport cleanliness.

Excellent customer service, excellent airports

Excellent customer service, excellent airports

The ICAO Framework: the way forward

– ACI supports ICAO in addressing customer services so that the ICAO Framework remains relevant and responsive to stakeholders' needs:

  • AEP-ANSEP: review of guidance materials on SLAs and on KPIs on quality of service at the AEP WG meeting in GVA (MAR2018)

  • ATRP: Consumer protection (ATRP/14, 2017) and Consumer protection & Airline/Airport disruption (ATRP/15, 2019)

– ACI will continue to lead the industry through the ASQ programme.