

مطارات الرياض
riyadh airports

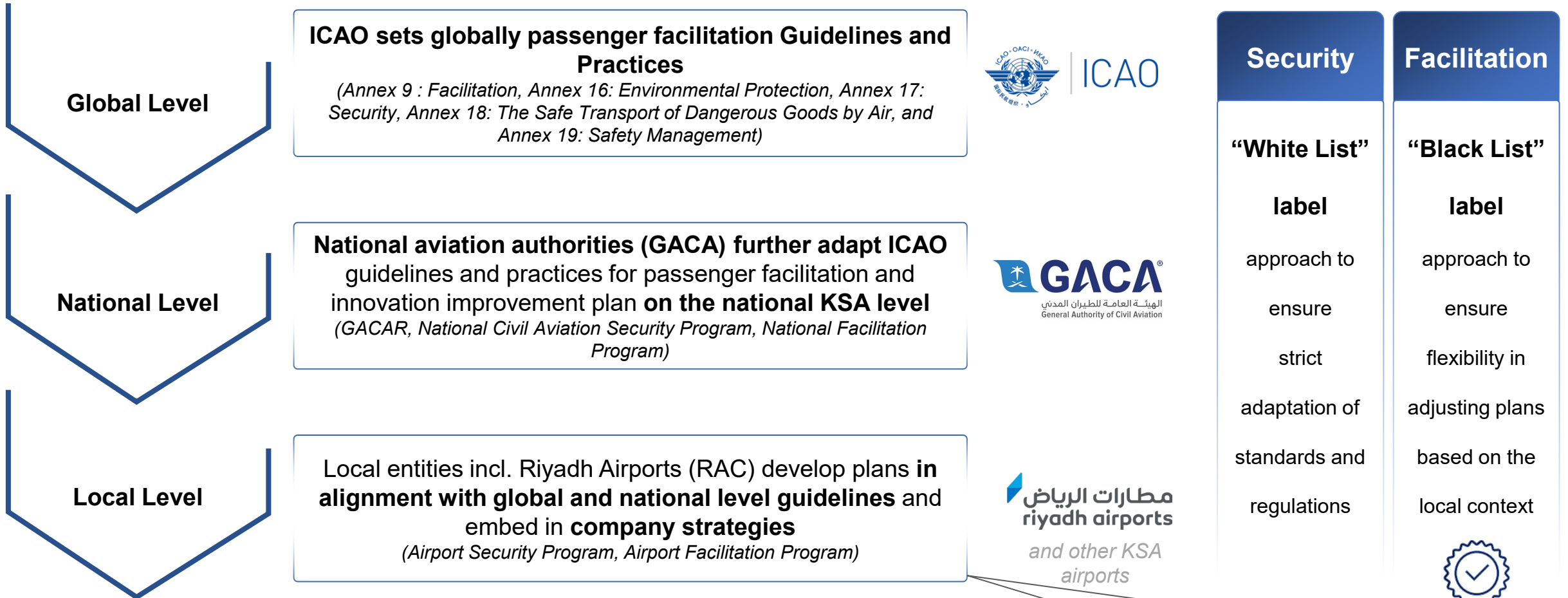


Benefits of Innovation on the Future Air Traveller's Journey: Airport Experience

May - 2024

RAC is following guidelines on passenger facilitation that are cascaded down from ICAO and National regulator level

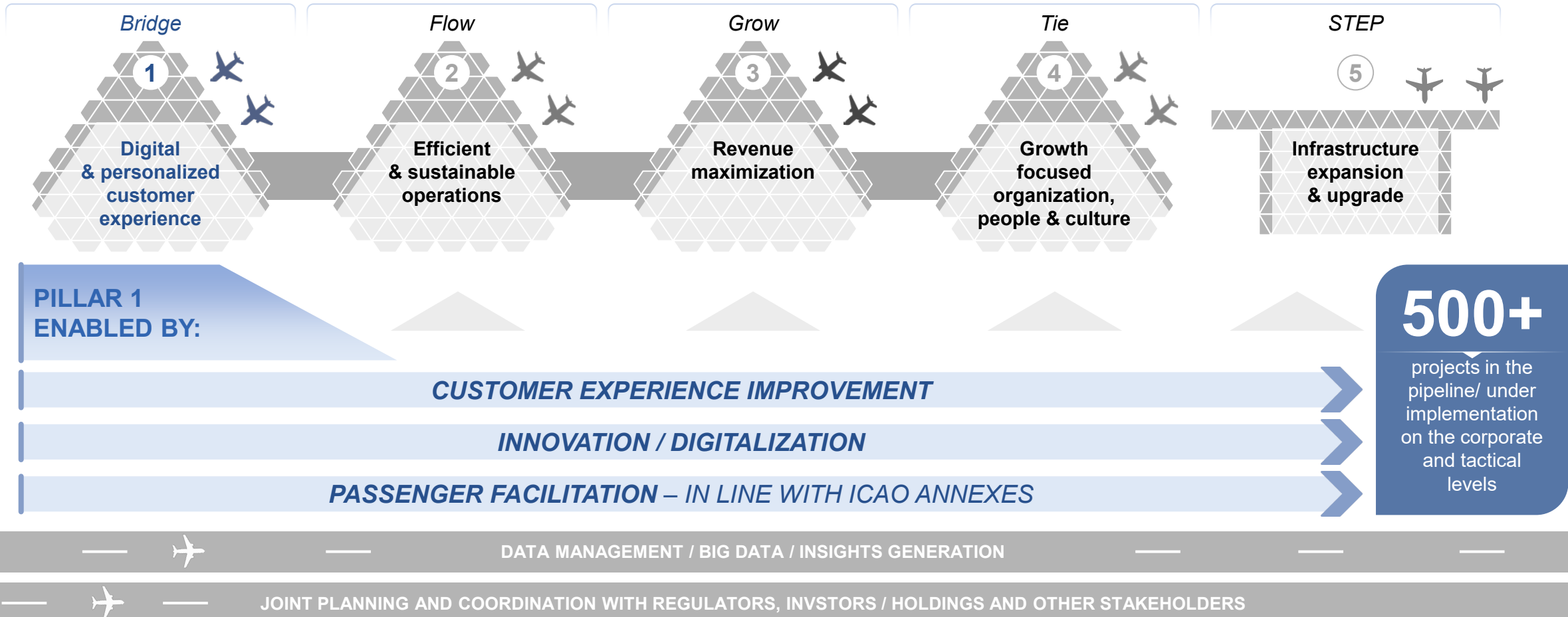
3 levels of cascading guidelines for passenger facilitation and innovation



Details on the following slides

RAC set strategic priority to foster innovation in customer experience, enabling digitalization and innovation in passenger facilitation through 500+ projects

RAC Strategic pillars



ICAO has led efforts to facilitate air travel, with Annex 9 outlining practices for passenger facilitation – to serve as an important input for RAC strategy

ICAO'S HAS LAUNCHED MULTIPLE FACILITATION EFFORTS TO ENHANCE THE PASSENGER EXPERIENCE ACROSS INTERNATIONAL BORDERS

KEY ICAO FACILITATION EFFORTS

ICAO Facilitation (FAL) Program provides contracting states with **procedures, guidelines, and support** in adopting efficient mechanisms for **streamlining international air transport passengers**



Annex 9 is a document that outlines **standards, regulations, and best practices** for facilitating international air transport



MAIN BENEFITS OF ANNEX 9



IMPROVE PASSENGER EXPERIENCE

Faster and smoother clearance procedures lead to an improved CX. Less time spent waiting in lines translates to a more pleasant and stress-free travel journey.



STREAMLINE LANDSIDE FORMALITIES

Facilitating the clearance process for aircraft, passengers, cargo, and mail at airports. This includes procedures for customs, immigration, public health, and agriculture inspections.



BALANCE SECURITY AND EFFICIENCY

Achieving a balance between security needs and efficient air travel operations. It aims to ensure compliance with national regulations without hindering the smooth flow of air traffic.



ENHANCE AIR TRANSPORT EFFICIENCY

Streamlining clearance processes and more efficient air transport system. This translates to quicker turnaround times for aircraft, reduced waiting times for passengers / cargo, and overall cost savings



STANDARDIZE PROCEDURES

Standards and recommended practices (SARPs) for handling clearance procedures at airports to ensure consistency and predictability for airlines, passengers, and government agencies

Innovation

RAC strategic CX program is based on 6 key trends shape the direction of CX within the broader airport ecosystem

KEY TRENDS

Biometric Technology

Airports are increasingly **implementing biometric technology** (e.g., facial recognition, fingerprint scanning) to expedite passenger processing and enhance security

Selected for detailing

Self-Service Check-in and Bag Drop

Automation and self-service options are becoming more prevalent and are simplifying passenger efforts (e.g., checking in; printing boarding passes with no staff assistance). This trend reduces queues and streamlines the CX

Mobile Apps and Digital Services

Airports are investing in **mobile apps and digital tools** to provide real-time information and personalized offerings. This includes features like mobile boarding passes, indoor navigation, and access to airport amenities

Enhanced Security Screening Technologies

Advanced **security screening technologies** (e.g., CT scanners) are being deployed to enhance security checks while minimizing passenger inconvenience

Contactless Processes

The COVID-19 pandemic has accelerated the adoption of **contactless processes and touchless technologies** throughout airports. This decreases overall friction throughout the passenger journey.

Collaboration and Interoperability

There is a growing emphasis on **interoperability among stakeholders** (e.g., airlines, security agencies, etc.). Integrated systems and seamless information sharing enable smoother passenger facilitation and operational efficiency



These trends collectively aim to enhance the passenger experience, improve operational efficiency, and ensure compliance with evolving regulatory requirements – RAC already leveraging most of the trends

Biometrics can improve customer experience across most of passenger journey including Facilitation-focus touchpoints where RAC also plans to introduce biometrics

RAC HAS A STRONG AMBITION IN BIOMETRICS AND ALREADY INTRODUCED E-GATES AND PASSPORT SCANNING MACHINES

01 Service enrolment



- Travelers with data stored within SDAIA databases are already enrolled
- Other travellers have two options: sign either at home through the mobile app or at the airport's check-in kiosk

02 Check-in & bag drop-off



- Once at the airport the traveller's face becomes his/her digital ID
 - If previously registered, traveller verify his/her info
 - If not, traveller leverages passport and face scan to register
- Flight check-in and bag drop-off are performed leveraging biometrics

03 E-gate to enter airside



- The first checkpoint is the e-gate, where the passenger passes through leveraging the face recognition system



Annex 9
facilitation focus

04 Immigration at departure



- Traveller does not need to show documentation if his/her face is identified by the scanner and can walk through the immigration checkpoint



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facilitation focus

05 Access to lounges



- Face recognition allows for lounge access without documentation
- Traveller might be welcomed with personalized recommendations based on past visits

06 Boarding the plane



- At the gate, passenger boarding is carried out leveraging the same face recognition system

07 Immigration at arrival



- Traveller walks through the immigration checkpoint without showing documentation



Annex 9
facilitation focus

TECHNOLOGY

Facial recognition scan

Passport scan

NFC document reader

Facial recognition camera integrated within digital kiosks / counters

● Annex 9 facilitation touchpoint ● Domestic PAX ● International PAX

Note: Illustration from Narita Airport Face Recognition experience

Potential levers to improve immigration touchpoint CX across 3 key pain points

RAC HAS A STRONG AMBITION IN BIOMETRICS AND ALREADY INTRODUCED E-GATES AND PASSPORT SCANNING MACHINES



Long departure passport control time and distance

- **Seamless Queue Process** program
- **Wayfinding** improvements
 - Clear, exhaustive, well placed, and / or consistent navigation

Wayfinding System: missing or incoherent signage and unclear announcements

A OR ASSESSMENT / **AREA OF IMPROVEMENT** / FOR DISCUSSION

Wayfinding System: missing or incoherent signage and unclear announcements

D OR ASSESSMENT / **AREA OF IMPROVEMENT** / FOR DISCUSSION

Seamless Queue Process: slow procedures when processing passengers due to lack of priority lanes / fast track, obsolete equipment, emptying requirements, etc.

Passenger screening process not always smooth due to inefficient queue management, annoying security screening requirements, absence of priority lanes, and obsolete equipment. Lack of priority lanes for end-to-end journey for priority customers. Lack of clarity in terms of lanes for passport control.

Missing priority lanes for business and first class

Ineffective immigration control area layout and customer disposition (Terminal 3)

“Waiting in Riyadh, there are no separate fast lanes for families. Only staff that sometimes redirects you.”

“It took me 2h to get through the queue at Muscat control in Doha. The system is chaotic, and staff does not help.”

Long waiting times and queues were an issue across all processes, often indicated by detection as negative aspects:

- ~40% to check-in
- ~35% for security
- ~35-40% arrival passport control

3x passengers processed by 1st airports in KSA in 2023, which is 10% of the total number of passengers processed in KSA.

2x passengers processed by 1st airports in KSA, which is 10% of the total number of passengers processed in KSA.



Suboptimal infrastructure

- **Biometrics** technologies
 - Facial recognition camera integrated within immigration checkpoint
- **Facility and process** improvement

Service enrolment can be performed either at home through the mobile app or at airport leveraging the check-in kiosk

Biometric-enable journey: use cases

Narita Intl Airport Japan	Dubai Intl Airport Emirates	Hamad Intl Airport Qatar	Frankfurt Airport Germany
#9 in 2023 Skytrax ranking	#17 in 2023 Skytrax ranking	#2 in 2023 Skytrax ranking	#25 in 2023 Skytrax ranking
Powered by SITA NEC	Powered by SITA NEC	Powered by SITA NEC	Powered by SITA NEC
Narita's "Face Explorer" leverages facial recognition to provide passengers with a new approach to boarding procedures.	Dubai's "Smart Gates" allow passengers to go through passport control using a government-authorized process.	Second phase of MIA's Smart Passenger program leverages facial recognition to smooth passenger journey.	F1 European airport offering all passengers a contactless and convenient passenger journey using biometrics.
Service enrolment linked to self-check-in kiosks at airport	Service enrolment either via gov. mobile app or self-service kiosks	Service enrolment either via mobile app or self-check-in kiosks	Service enrolment either via mobile app or self-check-in kiosks
Service available for all PNR flying with carrier AirAsia and Al-Rajhi Airway	Service currently under trial only at passport control, release planned by 2023	2 phases of MIA's Smart Airport program introduced in 2019, currently under trial	Service available for all airlines after trial with Lufthansa & the Star Alliance airlines



Unfriendly staff

- **Customer centricity** program
 - Courses to foster awareness on the importance of customer experience
- **Friendliness** program
 - training session to foster a customer-centric culture across frontliners

Friendliness training program to be delivered to immigration staff in Tabuk, before scaling it to all other Saudi airports

3 WHAT WE HAVE ACHIEVED SO FAR / **NOT EXHAUSTIVE**

7-module online training program to foster a customer-centric culture across all Saudi airports

0 WHAT WE HAVE ACHIEVED SO FAR / **FOR DISCUSSION**

e-Learning platform with 7 CX modules to foster awareness on the importance of customer experience across Saudi airports. Platform and content available to airports' employees, frontliners specifically

Training content

- PRINCIPLE 1: WE ARE EXCELLENCE: Introduce the content and relevance of CX and staff, and how daily actions can impact the experience for passengers
- PRINCIPLE 2: WE ARE FRENCHY: Share CX principles and how these must be integrated into the day-to-day to ensure top-quality passenger experience
- PRINCIPLE 3: WE ARE PROACTIVE: Emphasize the importance of being friendly when dealing with passengers and how to transform it into concrete actions
- PRINCIPLE 4: WE ARE THOUGHTFUL: Provide skills to deliver delightful experiences like anticipating needs, and proactively turning negative situations into positive ones
- PRINCIPLE 5: WE ARE INCLUSIVE: Train our team to best assist passengers with special needs, or other challenges to make everyone feel supported during the journey
- PRINCIPLE 6: WE ARE RESILIENT: Educate our cultural sensitivity and how to interact respectfully with passengers with diverse backgrounds to make them feel welcome
- PRINCIPLE 7: WE INSPIRE & SUPPORT: Train leaders to inspire and motivate teams to deliver top customer service and to create a supporting culture

Adopting biometrics provides benefits for all ecosystem stakeholders, in line with broader Annex 9 facilitation objectives

Government

Enhance national security via reliable and secure passenger identification

Passenger

Avoid long queues at checkpoints and more time to spent at common area

Airport

Improve airport infrastructure efficiency and reduce frontline workload

Airline

Better on-time performance improves passenger satisfaction

BENEFITS FOR ALL STAKEHOLDERS



Security

Deploy multi-attribute screening to prevent fraud and control access to restricted airport areas for authorized personnel



Efficiency

Improved operational efficiency by achieving higher passenger throughput and reduced staff involved in manual ID checks



Health & Hygiene

Contact-less experience removing unnecessary contacts and, if integrated with passenger health card (e.g., vaccines)



Experience

Nearly document-free journey minimizes queues and congestion, improving the passenger experience

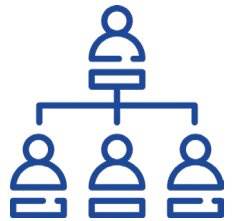
Biometric technology smoothens the experience for the passenger and, through further integrations with other digital solutions, lays down the foundation for a fully seamless journey – in alignment with Annex 9 objectives

Finally, RAC aims to enhance capabilities & practices by focusing on organizational redesign, technology integration, and fostering innovative

Best practices to build innovative organization

Organizational design

Fit-for-purpose organizational design to enable critical capabilities, e.g., executive roles responsible for **leading CX and digital transformation**



Business excellence

Dedicated business excellence function to enable data-driven decisions across departments



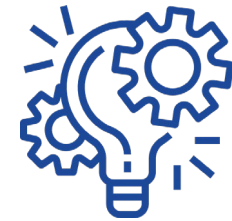
Partnerships

Technology integration and strategic partnerships to enhance critical capability, esp. in **data management**



Innovative Culture

Embed **Digital KPIs** across airport processes; Promote **crowd-sourcing and idea generation** across the airport employees



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