

## DKMA helps Adelaide Airport build a more customer focused organization



### The challenge



**Adelaide  
Airport**

Adelaide Airport is currently the fourth-largest domestic airport and sixth-largest international airport in Australia. It is the aviation gateway to South Australia and processes more than 7.7 million passengers annually.

The airport aims to be a top tier Airport Business Center in Asia Pacific, providing high quality facilities and services and a passenger experience that is regarded as best in class.

Despite achieving high levels of passenger satisfaction, Adelaide Airport is being caught by other airports in the region. In this context, airport management has decided to make improving passenger satisfaction levels a key priority.

The Customer Experience team contacted DKMA to provide a 3 day course on best practices for managing the passenger experience as part of its efforts to create a company wide drive for improving the passenger experience.

## The course

DKMA designed a 3-day course specifically for the airport and delivered it in Adelaide to a team of over 20 managers from different departments.

DKMA designed the course around the key service delivery issues the airport was currently facing, focusing on helping the team understand what is making passengers unhappy and what needs to be done to address this:



### Analysis of ADL customer satisfaction data

DKMA conducted a detailed review of Adelaide's passenger satisfaction data in order to identify key weaknesses in the airport's service delivery and presented key findings on the first day of the training.



### Best practice sessions

DKMA created a course structure focusing on key weaknesses identified during the analysis of Adelaide's data. For each theme, DKMA presented best practices and case studies showing how other airports are addressing these.



### Interactive workshops

DKMA facilitated workshop sessions during which managers from different departments were led to brainstorm practical ways to apply best practice to their airport and develop a list of projects to focus on to improve satisfaction quickly.

Using this approach, DKMA was able to deliver both global best practice and practical, tailored solutions to help the ADL management address service quality issues:



### A comprehensive strategy for improving passenger satisfaction

Through case studies and examples, DKMA helped ADL understand how the world's best airports deliver an experience that delights their passengers and delivered a roadmap to apply this in Adelaide.

*Questions the course helped answer:*

- Why do the world's best airports achieve such high satisfaction levels?
- What are our current weaknesses and where do we need to improve?
- How can we adapt the strategy of the world's best airports to Adelaide?



### Practical solutions to fix key service issues

Detailed modules on specific service issues faced by the airport provided the team with a clear list of potential causes of dissatisfaction, practical examples and expert insight into how to use best practice to fix them.

*Questions the course helped answer:*

- How can we improve our passenger processes?
- What are best practices for improving wayfinding?
- What do we need to do in order to improve our ambience?

## How the training helped Adelaide Airport improve

Besides providing a clear overview of what makes a great passenger experience and the pitfalls to avoid, the course also supported the customer experience team in its efforts to create a framework to systematically improve satisfaction levels in the following ways:

### Creating a company-wide dialog on service quality



By bringing together managers from all key departments, the course helped **create a common understanding of the importance of service quality and strengthen inter-departmental dialog on the topic.**

The workshop and brainstorming sessions helped attendees better understand the challenges colleagues are facing and work together to develop practical ways to improve the experience at Adelaide Airport.

### Motivating the team



By focusing the content of the 3 days on how the airport can work together to overcome key service issues, the course helped foster **a sense of purpose and an understanding of what needs to be achieved.**

The lists of projects agreed upon during the workshop sessions provide a **roadmap to guide improvement efforts** and ensure that efforts to improve satisfaction levels are sustainable in the long term.

*“The 3 day training course was professional, practical and specific to our Airport.*

*The examples of best practice used throughout the course were relevant and really helped get the ideas flowing. The review of our results gave us some clear areas of focus which will help us to prioritise our efforts to get the best results for improved customer satisfaction.*

*Overall it was a very enjoyable 3 days and a great opportunity for our diverse team to work together and workshop some great ideas.”*



**Amy Mitchell,**  
**Customer Experience & Service Standards Manager**

Adelaide Airport

**Want to better learn the secrets of the world’s best airports and how to apply these within your organization? Contact DKMA to have a training course designed for your airport.**

**E-mail:** [damien.kobel@dkma.com](mailto:damien.kobel@dkma.com)

**Phone:** +41 78 661 16 12