DKMA helps a North American hub understand perceptions of ambience and identify ways to improve quickly

The challenge

Ambience is a key ingredient of a high quality passenger experience. Yet it is one of the hardest things to get right and deliver consistently, especially across multiple terminals.

To complement a major renovation of a portion of its facilities, a large US hub was leading a major drive to improve the passenger experience across the airport.

Recognizing the importance of improving ambience if it wanted to successfully improve satisfaction levels, the airport was seeking a comprehensive tool to enable it to:

- **Identify key weaknesses**
  Understand the exact causes of dissatisfaction and see which parts of the airport are dragging ambience down.

- **Understand passenger needs**
  Understand how key segments perceive ambience and what factors drive their satisfaction.

- **Improve ambience**
  Create a company-wide understanding of the importance of ambience and identify specific ways to improve ambience quickly.

Ambience survey & assessment
The solution

DKMA implemented its Ambience research suite at the airport.

The research is built around 3 key pillars combining passenger perceptions of ambience with an experienced expert’s assessment of ambience, providing a balanced view of how to improve:

- **Understand needs**
  - What do key segments expect?
  - Detailed ambience profiles by terminal, airline and for key passenger segments
  - Analysis of how common issues such as delays, etc.. influence perceptions of ambience

- **Identify weaknesses**
  - What is causing dissatisfaction?
  - Identification of key drivers of dissatisfaction for each terminal
  - Why are passengers unhappy?
  - Specific habits or problems causing dissatisfaction are clearly identified and documented during the audit

- **Improve ambience**
  - What does great ambience look like?
  - Photo walkthroughs of ambience in the world’s best airports to showcase best practice and contrast with the current experience provided
  - How can we improve?
  - Analysis of survey data to identify weaknesses
  - List of quick wins and roadmap to improve

Want a simple and cost-effective way to understand how passengers perceive your airport’s ambience and a road map to improve? Contact DKMA.

E-mail: damien.kobel@dkma.com  Phone: +41 78 661 16 12