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.
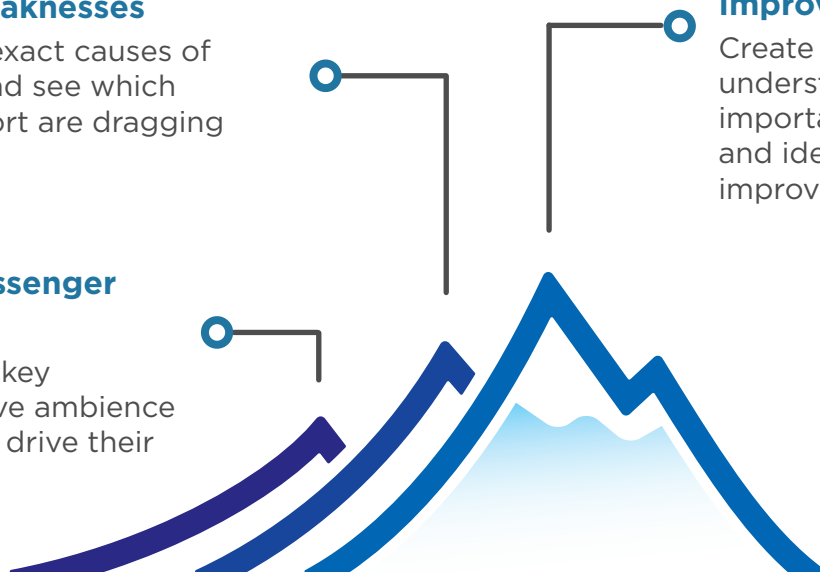
The solution

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 :

Ambience survey

DKMA's ambience survey focuses on understanding perceptions of the core factors that create ambience from car park to gate. The survey was tailored to the airport's needs and provided statistically accurate data at a terminal level.

Ambience assessment

After analysing the survey results to identify aspects of ambience causing dissatisfaction, DKMA experts conducted a two-day onsite audit of the airport's facilities in order to pinpoint and document the root causes of poor performance.

Ambience workshop for airport management and key stakeholders

DKMA's workshop helped the airport define and understand what influences its ambience. Photo walkthroughs helped pinpoint specific problems that could be adressed quickly and the airport received a detailed roadmap for improving ambience based on DKMA's experience of global best practices.

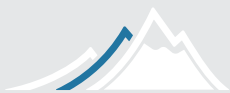## Key questions the research helped the airport answer:

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.

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