

# DKMA helps Saudi Arabia's General Authority of Civil Aviation learn the secret to maximizing passenger satisfaction & spending



## The challenge



The General Authority of Civil Aviation (GACA) operates four international and 23 domestic airports in Saudi Arabia.

GACA's Quality Support Department (QSD) is initiating a professional program called Passengers Services Quality (PSQ) which is aimed to systematically improve passenger satisfaction and spending levels at its airports.

To successfully deliver this strategy and create a top notch experience at its airports, the QSD realized that it first needed to:

### Learn how to apply these in their airports

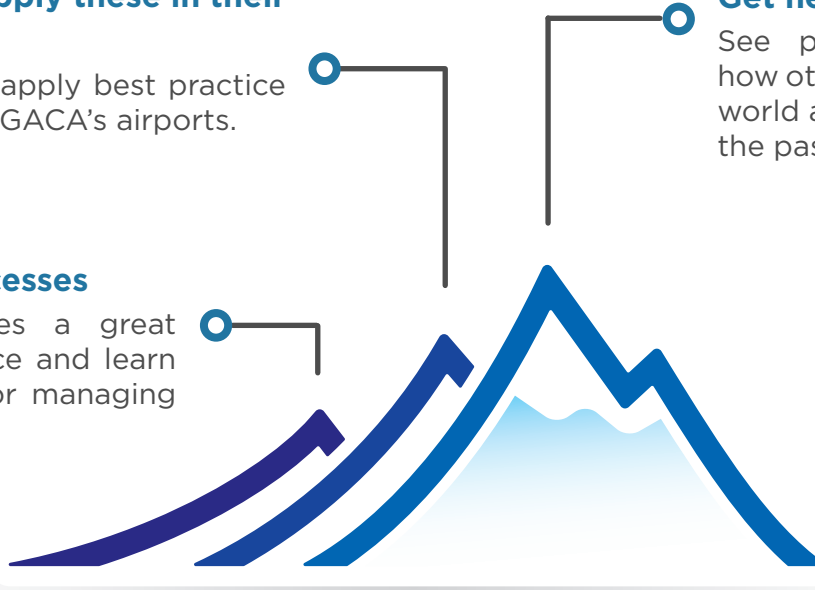
Identify ways to apply best practice in the context of GACA's airports.

### Learn new processes

See what makes a great airport experience and learn best practices for managing key services.

### Get new ideas

See practical examples of how other airports around the world are working to improve the passenger experience.



## The solution

DKMA designed a masterclass on best practice for improving the passenger experience tailored to GACA's exact needs.

Delivered over 10 days in two European cities, the course combined classroom sessions with detailed case studies and on-site airport visits to provide GACA staff with a clear understanding of how to maximize satisfaction levels at each step of the passenger journey:



### Best practice sessions

GACA provided DKMA with a list of issues its airports were facing. DKMA then designed a detailed module for each issue (washrooms, ambience, F&B and retail, processes, etc...) focusing on what needs to be done to improve in that area.



### Interactive workshops

Each module was backed up with workshop sessions during which GACA staff were able to brainstorm new ideas and discuss ways they could apply best practice to solve the key service delivery issues their airports were facing.



### Case studies, walkthroughs and on-site airport visits

DKMA provided detailed case studies and photo walkthroughs to provide practical examples of how other airports are solving key service delivery issues. Finally, visits were conducted in leading airports to see best practice in action.

## Some of the questions the course helped GACA Answer

### Customer experience strategy

- What is the ROI of improving passenger satisfaction?
- How can we create a great airport ambience?
- Where should we focus our efforts to improve?

### Passenger processes

- How can we make our security queue seem shorter?
- What do different passenger groups expect from processes and how are other airports using this insight?
- What are best practices for improving wayfinding?

### Commercial services

- How can we maximize satisfaction & spending?
- What are the key barriers to purchase and how are other airports overcoming these?
- What do passengers want from airport retail and F&B?

## Expert help & advice

DKMA not only provided a global overview of best practice but also helped the team set the basis of a strategy to successfully improve satisfaction levels at their airports in the following ways:

### A detailed strategy for improving satisfaction levels



Through case studies and examples, DKMA helped GACA **understand how the world's best airports deliver an experience that delights their passengers** and **explained what strategy must be adopted in order to maximize passenger satisfaction & spending.**

### Expert advice & recommendations



DKMA worked with GACA staff to help the team **identify practical ways to apply best practice in order to address the challenges their airports are facing.** DKMA also provided **expert recommendations and quick wins** to make improve satisfaction levels at GACA airports easier.

*"The 2 week course was fully customized to our requirements and we found DKMA to be very responsive in setting up the training that we needed.*

*The unique feature of this course was a mix of classroom sessions, highlighting the theory and best practices in service quality, and airport visits in Europe, to experience the same best practices implemented in real life.*

*These very interesting 2 weeks gave our team a great framework and tools to help manage service quality at all airports in our country."*



**Muhammad Ghafouri,**  
**Quality support manager**

General Authority of Civil Aviation

**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.**

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