

# SERVICE QUALITY ASSESSMENT

## OSLO AIRPORT



DKMA

# THE CHALLENGE



OSLO AIRPORT

**Oslo Airport** is Norway's leading gateway and the second largest in Scandinavia. Following several years of strong growth in passenger traffic, the airport is currently operating near maximum capacity.

Overall satisfaction levels have not significantly improved in several years. Within this context, Oslo Airport's management has **decided to adopt a more customer-centric approach** to improve the passenger experience.

Oslo Airport requested DKMA's assistance to better understand current customer satisfaction levels, learn best practices for managing service quality and **identify areas that need to be focused on in order to improve the passenger experience.**

# THE SOLUTION

DKMA **Airport Quality Advisory** is a three step process helping airports to improve satisfaction levels.

## 1. Airport Assessment



Identify key issues

## 2. Key Issues Audit



Optimize service delivery

## 3. Design & implement



The Airport Assessment focuses on **identifying key service issues** and **providing management with a list of quick wins and areas to focus on** so they can start improving satisfaction right away.

# DAY 1

*The long walk to freedom*

*No decoration on the walls to break up the boredom*

*Good idea but not optimal positioning and no visible information on lack of F&B at remote gates*

07:00  
minutes



The airport walkthrough

## Identifying key service issues

### Expert, unbiased review of the Oslo Airport passenger experience:

- A team of two DKMA experts conducted a thorough walkthrough of all concourses at OSL to experience the airport as passengers do
- All service issues were photographed and documented
- Experts completed DKMA's Airport Quality Rating (AQR) checklist

# DAY 2



## DKMA Presentations

### The reality check

#### **DKMA presented key findings to Oslo Airport's management:**

- Going from good to great - how to adopt the mentality of the world's best airports
- OSL service quality data - identifying key service issues & a list of areas that must be improved
- Best practice explained - photo walkthroughs of top performing airports
- Photo walkthrough of Oslo Airport - the OSL passenger experience and practical examples of what is causing dissatisfaction

# DAY 3



## Workshops

### Next steps for improving service quality

**The third day focused on developing practical solutions for improving service quality at Oslo Airport:**

- Ideas and projects the airport should focus on in order to improve satisfaction
- Identifying the things the airport should stop doing
- Defining the service quality management framework that will enable Oslo to achieve a long term improvement in customer satisfaction

# WHAT THEY RECEIVED



**Detailed presentations** focusing on:

- **Best practices** for improving service quality illustrated with examples from the world's best airports
- **Analysis** of current satisfaction levels
- **List** of 10 areas to focus on

**Complete library of pictures** illustrating the causes for passenger dissatisfaction.

Oslo Airport's management used these pictures to illustrate shortcomings during discussions with airport partners and stakeholders.

**Detailed report** including:

- **Summary of the analysis** of Oslo Airport's service quality data
- **Key findings** from the airport walkthrough
- **DKMA recommendations & list of quick fixes** for improving service quality

# WHAT THEY SAID

*“ The Airport Assessment was a real eye-opener.*

*The presentation was direct, honest and unvarnished. When I’m going through the terminal after the workshop, I’m astonished at how blind we are getting in our daily operation.”*



Knut Holen, Director Terminal Operations

# HOW CAN WE HELP YOU?

The **DKMA Airport Assessment** is designed for airport directors & managers who want:

- An **objective, neutral review** of service quality that transcends internal politics
- A **list of quick fixes & practical, real world solutions** to help them improve satisfaction now
- To **understand why satisfaction levels are not rising** despite their efforts and find out exactly what they need to change to improve
- An **annual check of service quality levels**
- To create a more **customer focused organization**
- To bring together managers from different departments and **reach a consensus on what needs to be done to improve**

# GET A HEAD START

Tired of seeing satisfaction levels plateau despite all your efforts? Want a list of quick fixes and projects to guide your team's efforts and [be sure to improve satisfaction levels this year?](#)

Get a free quote and start planning your airport assessment today:



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