

DKMA provides data & insight that makes improving satisfaction levels at Calgary Airport easier



The challenge



Delivering a truly satisfying and memorable experience is a key component of Calgary International Airport's (YYC) strategy to become the Aviation Hub of Choice.

The Airport Authority had been monitoring passenger satisfaction levels for many years but was increasingly frustrated that its existing research tool was not providing the sort of insight they needed to help them systematically improve the passenger experience.

The airport realized that in order to achieve a step change in the passenger experience it needed a research programme that would truly enable it to:

Clearly identify the causes of dissatisfaction

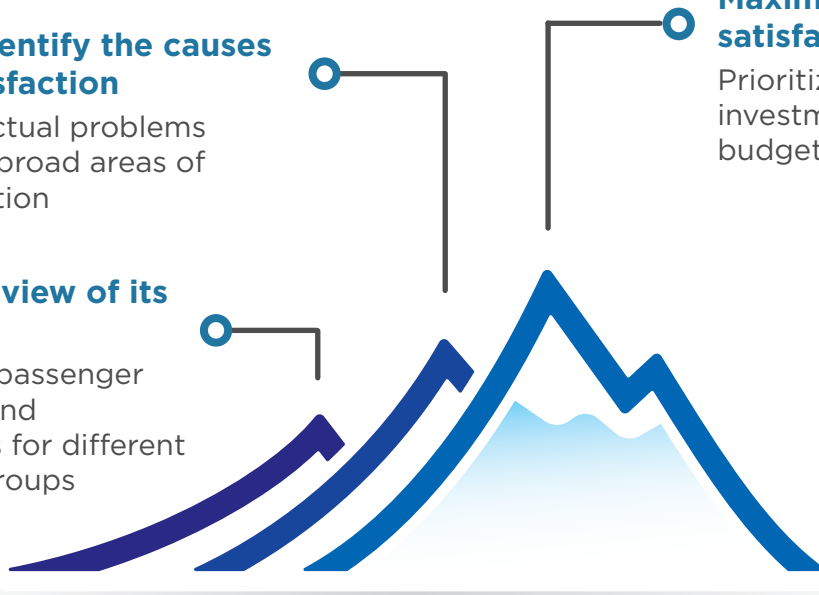
Pinpoint actual problems instead of broad areas of dissatisfaction

Get a 360° view of its experience

Understand passenger perception and expectations for different passenger groups

Maximize passenger satisfaction

Prioritize efforts and guide investment and enhancement budget allocations



The solution

DKMA designed and implemented a passenger research strategy to address these issues.

The new research program is built around three pillars:



Detailed passenger satisfaction survey tailored to YYC's needs

The new survey is much more detailed than the one the airport was previously using, providing a 360° view of the airport experience. It uses a large sample to enable the airport to dig down into the data in detail.



Reports that clearly explain what is causing dissatisfaction

DKMA worked with YYC to design a suite of reports on specific themes (check-in, security, retail, etc...) that not only present key findings but also clearly identify what is making passengers unhappy at each step of the passenger journey.



Support & advice for maximizing satisfaction levels

DKMA provides on-call support for analysing & interpreting data. We work closely with the airport to set short & medium term strategy and identify the projects to implement that will help systematically improve satisfaction levels.

Other ways DKMA is making it easier for Calgary Airport to improve satisfaction levels

Key challenge the airport was facing

The survey doesn't reflect the current situation at my airport

Airport staff don't have enough time to do a detailed analysis of the results themselves

Airport staff were spending too much time creating reports and not enough time discussing key findings with stakeholders & colleagues

How DKMA helped YYC overcome it

The survey is administered **using tablets** and can be changed in minutes. DKMA and YYC discuss and **update its content before each wave**.

Instead of simply reporting mean scores and demographics, **DKMA does a detailed analysis of the data for the airport**, providing key findings in the reports.

DKMA collaborated with YYC to **design and create a complete suite of reports** providing all the data the airport needs in a format that is ready to be shared with key departments & stakeholders.

Early results & successes

Through the implementation of the new research strategy, Calgary Airport now has:

- A more detailed understanding of the expectation levels of its different passenger groups
- An accurate measure of how well the airport is meeting them
- A detailed roadmap for improving the passenger experience.

Some additional examples of how the new research programme is helping Calgary Airport enhance its passenger experience and maximize satisfaction levels:

Key features	How it is helping the airport
List of areas to focus on ranked according to their priority	<ul style="list-style-type: none">• Understanding which projects will have the biggest impact on satisfaction helps the Airport prioritize its efforts and decide which areas to invest in
Results provided at a concourse and individual gate level	<ul style="list-style-type: none">• The Airport Authority was able to monitor the impact of construction work during the building of the new concourse as well as identify and correct issues during the opening phase. Survey results clearly demonstrated the positive impact of the new facilities on satisfaction levels• The customer experience team is able to identify specific gates or concourses which are causing problems and proactively address them
Complaint monitoring (passengers who are not satisfied are prompted to explain why)	<ul style="list-style-type: none">• The customer experience team gets a monthly report of complaints helping them understand what specific parts of the experience passengers are causing dissatisfaction• Each individual complaint can be linked back to a survey in order to better understand how service delivery impacts different passenger segments

Thanks to these insights, the Airport Authority has been able to systematically improve the passenger experience and has seen **a significant increase in passenger satisfaction levels in the two years since the new research strategy was implemented.**

“Working with DKMA has been a great experience. It has helped us to better understand the needs of our passengers and deliver a continuous improvement in satisfaction levels.

In every moment we have found strong assistance and support from them.

The program, the professionalism and insights received have been invaluable in helping us fulfill the task of offering our passengers the quality they deserve through the services we provide”

Debbie Stahl,
Director Passenger Experience
Calgary Airport

**Looking for a research tool that makes improving passenger satisfaction levels easy?
Contact DKMA to discuss how we can help you set up the research program you need.**

E-mail: damien.kobel@dkma.com

Phone: +41 78 661 16 12