

## Your airport could be earning more



## Maximise satisfaction levels quickly and cost effectively

The good news is that for most airports it is possible to achieve a 0.1 increase without spending much money. The airport assessment is a 3 day visit to your airport to show you exactly what needs to be done to achieve it.

<p>» <b>Assessment preparation</b> Before visiting your airport DKMA experts analyse your airport customer service data to identify key issues</p>	<p>» <b>On-site Assessment</b> DKMA visits your airport to document service issues and explain to your team what is keeping satisfaction down</p>	<p>» <b>Report</b> You receive a detailed report explaining the causes of dissatisfaction and a list of quick wins to start improving right away</p>
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## How the on-site assessment works



Step	Documenting key issues	The reality check - Presentations to managers	The way forward - Workshop sessions
<b>Agenda</b>	<p><b>Morning</b> DKMA expert conducts a detailed visit of your airport completing the Airport Quality Rating questionnaire and documenting service issues.  Emphasis is placed on key weaknesses identified by DKMA's analysis of your customer service data.</p> <p><b>Afternoon</b> Service issues are documented and included in presentations for day 2.</p>	<p><b>9 am - 12.30 pm</b> - Going from good to great - understanding what drives passenger satisfaction - Your customer satisfaction data explained - what is causing dissatisfaction and DKMA recommendations to improve</p> <p><b>2 pm - 5 pm</b> - Best practices explained - what the best airports look like - Practical examples of what is causing dissatisfaction at your airport</p>	<p><b>9 am - 12.30 pm</b> - Identifying quick wins initiatives - Agreeing on areas that require a detailed service quality audit - Setting targets for service improvements - Planning a follow up assessment to evaluate progress</p>

## What you get

- » **Detailed presentations** on best practices for improving satisfaction, complete analysis of customer service levels at your airport
- » **Complete library of pictures** illustrating the causes for passenger dissatisfaction
- » **Detailed report** including a summary of the analyses of your airport's service quality data, key findings from the airport walkthrough, our recommendations & list of quick wins to focus on

## What they said about the assessment

"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  
Oslo Airport

