The ROI of great customer service
How satisfaction influences passenger spending
Is improving passenger satisfaction levels **worth your time & effort?**

- Justifying the business case for creating a better passenger experience is a **TOUGH** question.

- And airport executives want **bottom-line business answers** to justify investments in the passenger experience.
So what is the ROI of improving the customer experience?
WE ANALYSED PUBLICLY AVAILABLE DATA FROM AIRPORTS ALL OVER THE WORLD

AND ARE **EXCITED** TO SHARE WHAT WE LEARNED...
When overall satisfaction increases non-aeronautical revenue grows as well
Rule of thumb:

0.1 increase of overall satisfaction levels compared to the previous year (on a 5 point scale)

$= 0.8 USD growth of non-aeronautical revenue per enplaned passenger

Source: DKMA commercial research
Why?
Because happier passengers are more likely to buy and spend more on average
An airport’s **most satisfied passengers**

- Spend **10% more time** at the airport
- Are **twice as likely** to shop
- Spend **7% more** on retail and **10% more** on duty free

Than passengers who are the least satisfied

*Source: DKMA commercial research*
The good news:

The airports we studied who were able to improve satisfaction levels by 0.1 year on year did so:

- **Without** building new terminals or closing older facilities
- **Without** radically transforming their airport

All they did was **optimise the passenger experience** within their existing facilities by:

- **Identifying** what matters most to passengers
- **Focusing efforts** on improving what matters most to passengers
ABOUT DKMA

DKMA has offices in Geneva and Montreal. We help over 300 airports worldwide maximize passenger experience & spending

Our story
DKMA was formed in 2005 and one of its first projects was to develop and manage the Airport Service Quality initiative with ACI.

Since then, we have become one of the world’s leading airport market research consultancies, specializing in helping airports grow their non-aeronautical revenue by delivering an improved passenger experience.

Over the years we’ve worked with over 300 airports around the world as well as airport management groups, banks, investors and concessionaires.

Our services
- Passenger research
- Service quality advisory
- Service quality management training
- Traffic forecasts

The only 3 surveys your airport needs to truly understand your passengers

Some of our clients
- Geneve Airport
- DFW
- Adelaide Airport
- Keflavik International Airport
- Calgary Airport Authority
- YYC
- DFW
- Airports Company South Africa
- Denver International Airport
- Tampa International Airport

DKMA
Want to optimize your passenger experience or discuss how to grow non-aeronautical revenue at your airport?

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