WHY FOCUS ON IMPROVING THE PASSENGER EXPERIENCE?

9 great reasons to make customer service a top priority
IMPROVING THE PASSENGER EXPERIENCE IS MORE THAN JUST A FAD
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For the 300 organizations we work with customer service plays a key part in their airport’s strategy
Aeronautical revenue strategies are under pressure.

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- Service oriented
- Monopoly
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4. Develop alternative revenue streams (non-aeronautical)
Growing non-aeronautical revenue is the obvious reason for focusing on the passenger experience.
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Success depends on:
- Parking
- Restaurants
- Shopping
- Diversions
- Land management
- Sufficient pax traffic
- Persuading pax to spend
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Need to provide a pleasant experience to maximize spending.

Need a successful aeronautical strategy.
But there are less obvious reasons to create a customer-focused organization.
2. Passengers who have a great experience are more relaxed, spend more and want to come back

Making the airport more profitable
3. Airports increasingly compete with each other and also with alternate transport modes for passengers. Making the passenger experience a key differentiator.
4. A great passenger experience makes a good impression, enhancing the reputation of your city/state/country. Making your region **more attractive** to visitors/business.
A great passenger experience makes it difficult for regulators to argue that you are doing a bad job.

Making the airport **more autonomous** and providing a good argument for **future investment**.
6. Focusing on the customer gives all staff a clear goal and a clear understanding of the aims of the organisation.

Making it easier for staff to **work together** and understand other department’s goals.
7. Staff who are committed to providing a great passenger experience tend to help their colleagues more.

Making the airport more efficient and a better work environment.
Staff & passengers who are proud of their airport look after it better and are less likely to dirty it.

Creating a **virtuous circle** of improvement and investment.
9. A great passenger experience keeps media onside and helps marketing/publicity for the airport.

Allowing airport to **profit and expand** on its reputation.
To improve service quality, you need to find new ways to get the most out of existing facilities and resources.
DKMA Airport Quality Advisory helps airport managers **maximise customer satisfaction levels**

1. **DETAILED AIRPORT ASSESSMENTS**
   - Identify key issues

2. **KEY ISSUES AUDITS & SURVEYS**
   - Optimise service delivery in the short / medium term

3. **ADVICE TO DESIGN & IMPLEMENT SOLUTIONS**
READY TO IMPROVE?
LET US SHOW YOU HOW YOUR AIRPORT COMPARES TO THE BEST & WHAT YOU NEED TO DO TO IMPROVE

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