

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**

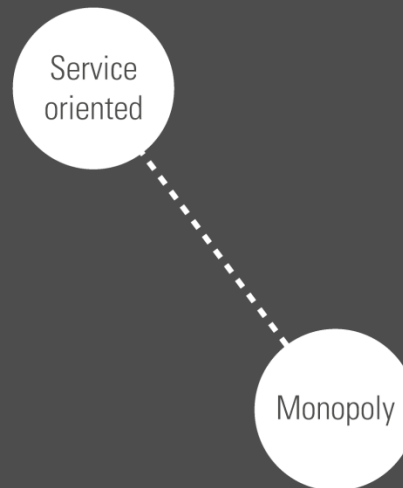
Airports need to be commercially viable but have limited options:



Service
oriented

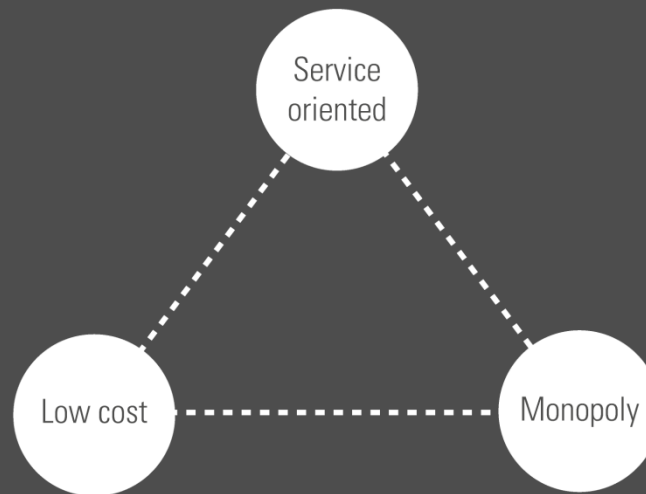
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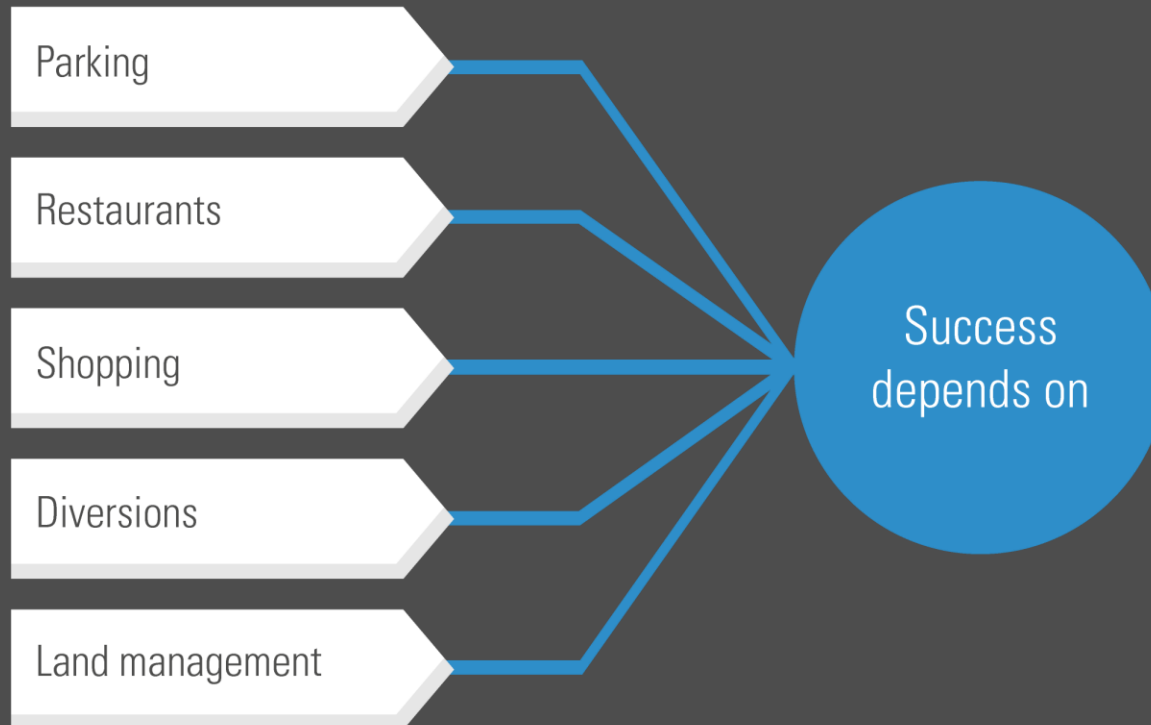
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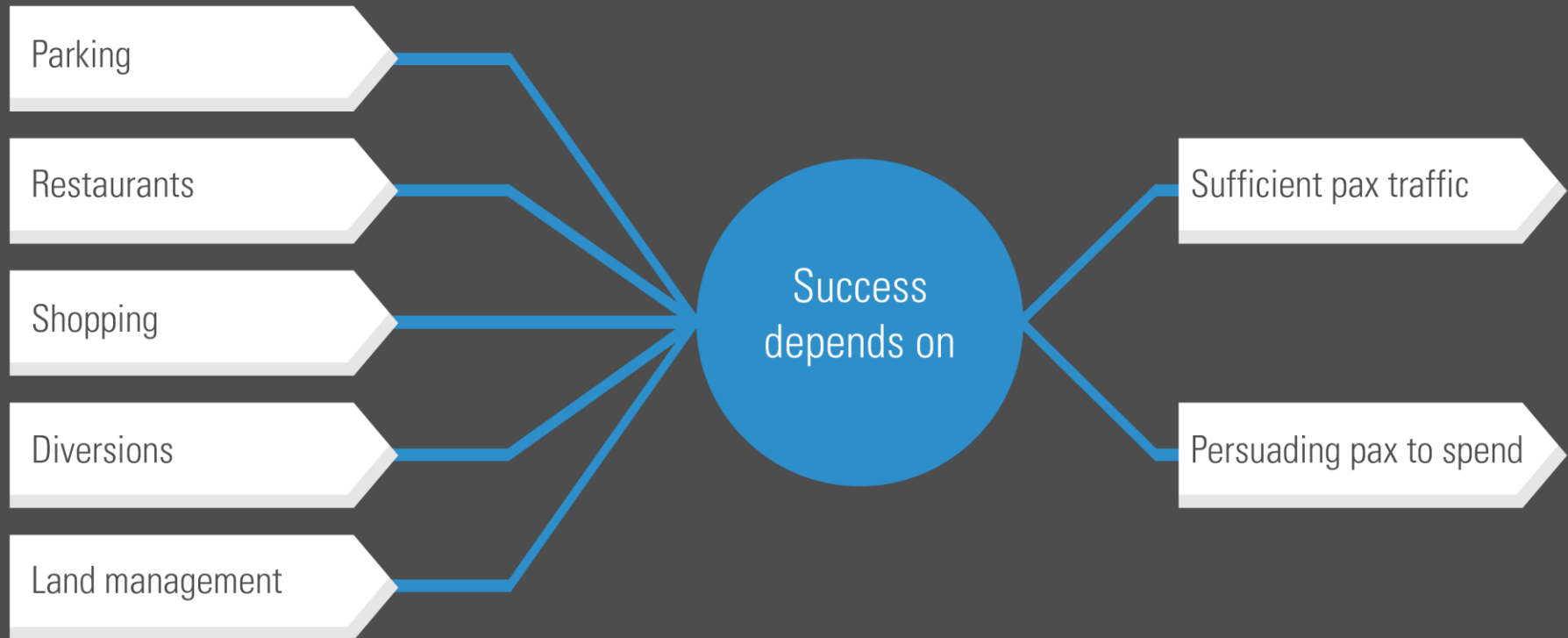
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4. Develop alternative revenue streams (non-aeronautical)

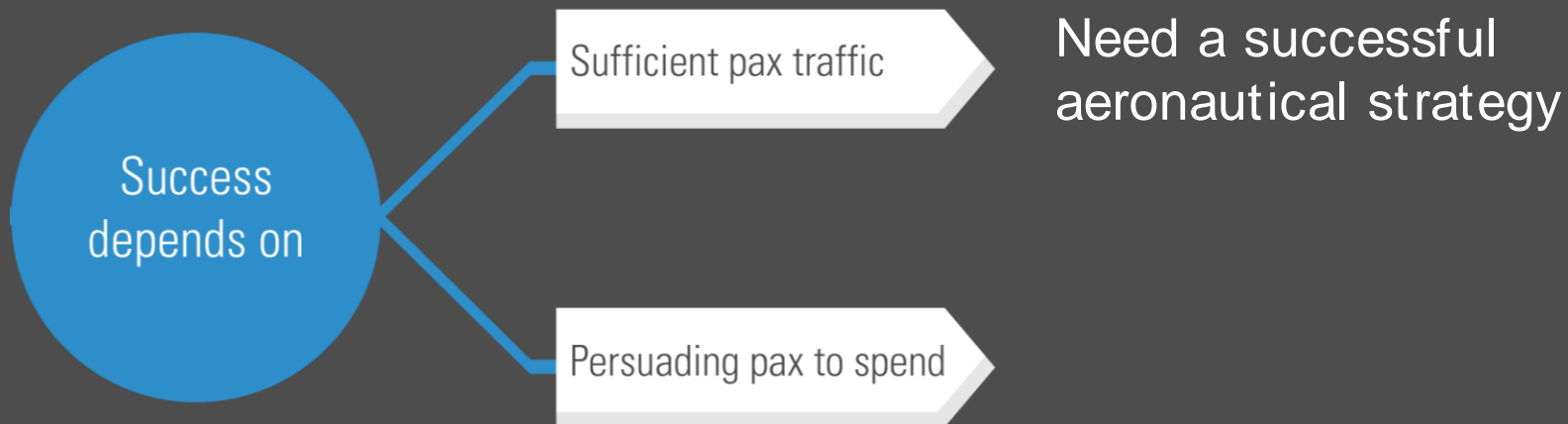
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But there are **less obvious reasons** to create a customer-focused organization

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



5 ■ 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**



8 ■ 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

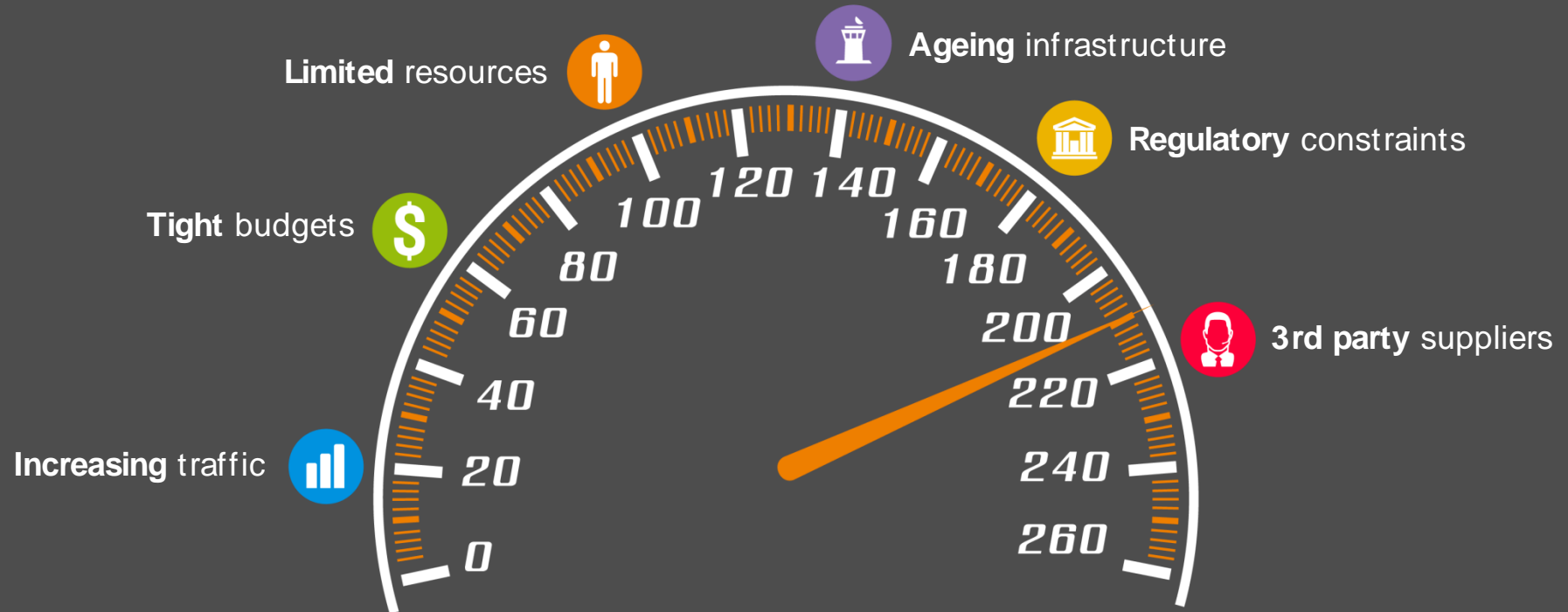


9 ■ A great passenger experience keeps media onside and helps marketing/publicity for the airport

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**



What's holding you back?

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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