AQI
Airport Queue Insight

Airport Queue Insight (AQI)

Programme brief

2015

DKMA

www.dkma.com

In 2015, the new **AQI** replaces ASQ Performance

Airport Queue Insight (AQI) is a management tool that helps airports **monitor waiting times and systematically improve the passenger experience** with key airport processes

Identify expectation levels & drivers of satisfaction

Adapt service delivery & set better targets

Manage your passenger processes in real-time

How AQI will help you

Some of the key questions the research **will help you answer**

How can I improve satisfaction levels with my queues?

What targets do we need to set to maximise satisfaction levels?

Which passenger groups would be interested in using a priority lane?

Can we reduce staffing at security without impacting satisfaction levels?

Where are the bottlenecks in my airport and how can I fix them?

If passengers wait 2 minutes more on average how will this impact satisfaction levels?

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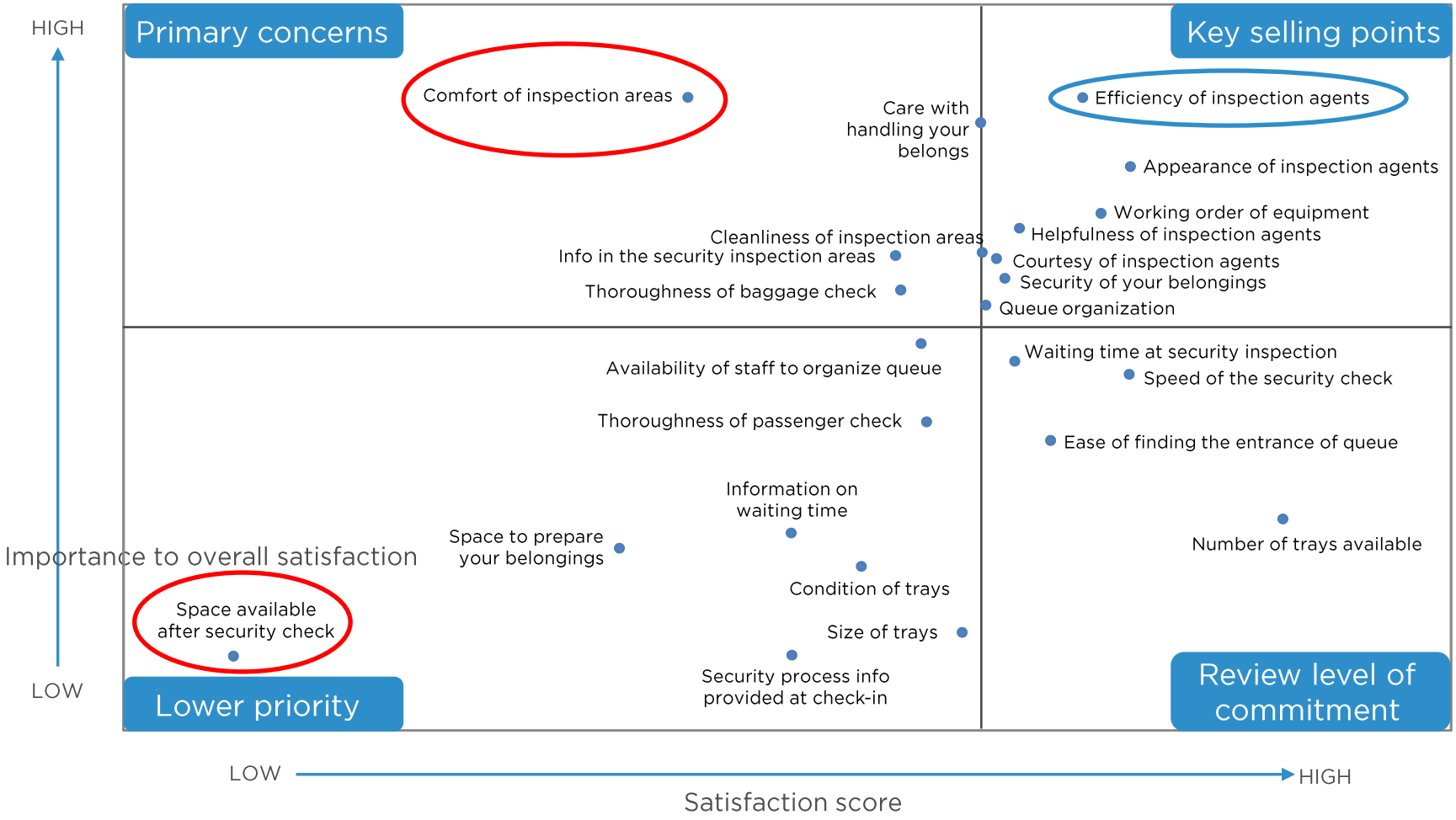
AQI in action – sample analysis

Identify drivers of satisfaction and focus efforts on the areas that matter most to your passengers



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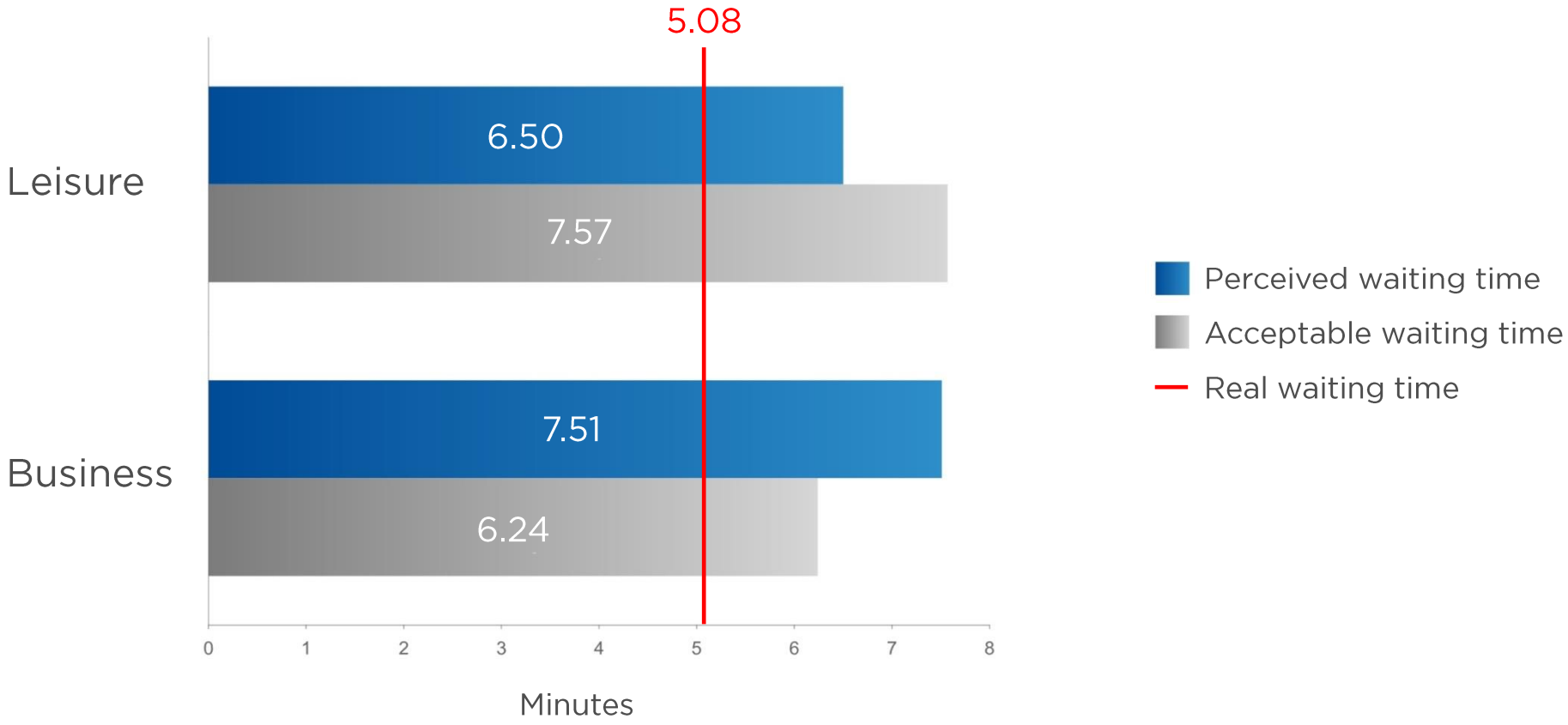
AQI in action – sample analysis

Set performance targets based on what passengers really want - not assumptions



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AQI in action – sample analysis

All your passenger process data presented on **1 single dashboard**

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Research goals

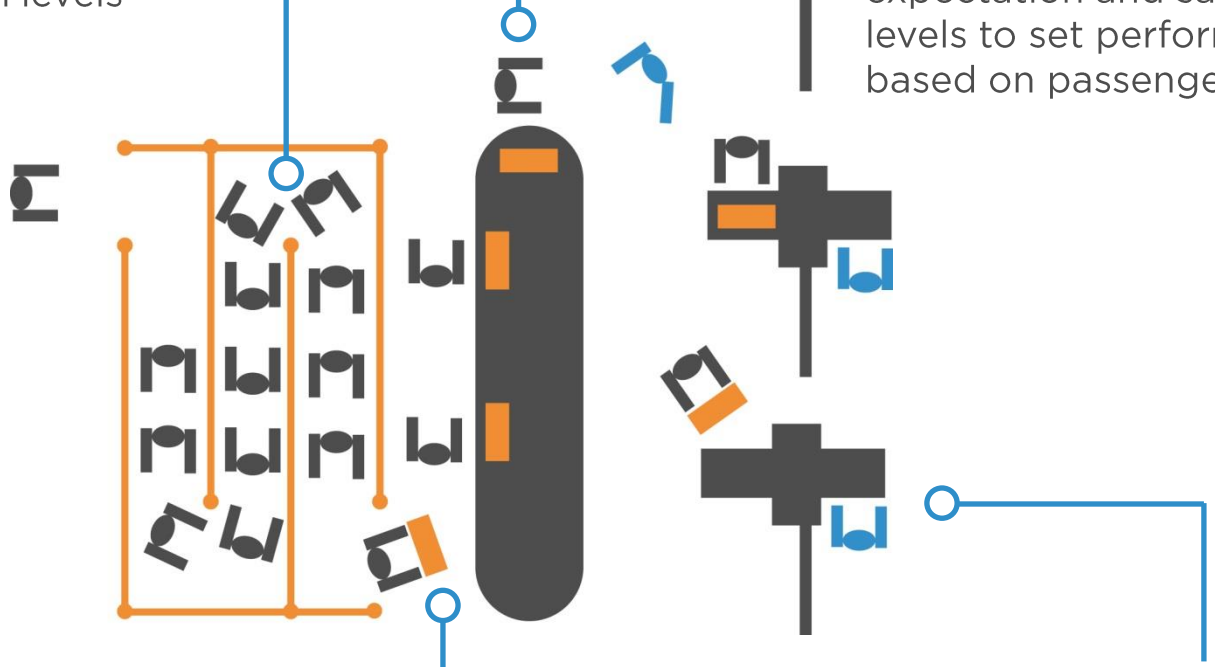
All the data & insight you need to **optimize key passenger processes**

1. Improve satisfaction

Identify drivers of satisfaction & measure expectation levels

3. Set targets

Compare waiting times with expectation and satisfaction levels to set performance targets based on passenger needs



2. Measure waiting times

Monitor waiting times for key processes simply & cost-effectively

4. Optimize service delivery

Identify & fix bottlenecks in real time

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Research concept

Four modules help you **improve your passenger processes**

(airports can choose to subscribe to all four modules or to individual modules only)

1. Understand needs

Passenger survey of key processes

Airport specific survey of departing passengers in the gate area and arriving passengers in the baggage claim area to find out what they think of your processes and how long they expect to wait.

2. Measure waiting times

Waiting time measurement system

Measure actual waiting times for all passenger processes using a simple methodology specially developed for monitoring airport queues

3. Set targets

Detailed performance analysis

Let DKMA aggregate, analyse your data and help you set targets. We take all of your process related data, analyse it and provide you with a dashboard that clearly shows you what level of service your passengers want, how well you are meeting their expectations and where you need to improve

4. Optimize service delivery

Real-time process monitoring

Real-time monitoring of satisfaction levels for key processes using an instant feedback system

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Module 1 – Understanding passenger expectations

Quarterly survey of departing & arriving passengers

What it covers

- Passenger demographics for segmentation
- How long passengers expect to wait for key processes and how long they think they have waited
- Detailed measurement of satisfaction levels
- Tailored to each airport

How often

Minimum sample of 1,000 interviews per wave (500 for departure and 500 for arrivals)

How it will help you

- Identify the expectation levels of key segments
- Adapt your service delivery to their needs
- Identify drivers and improve satisfaction levels

What you need to do

The research is performed using our passenger survey app. All you need to do is organize fieldwork for the survey.

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Module 2 – Measuring waiting times

Simple & cost effective way to **monitor all your waiting times**

How it works
DKMA has developed a simple methodology for measuring waiting times for key processes.

Using our app, fieldworkers are guided through the steps that will help them accurately measuring queue times.

How often
Waiting times are monitored on a quarterly basis (monthly monitoring is available on demand).

How it will help you
- Monitor performance for all key processes
- Monitor performance of individual ground handlers and stakeholders
- Impartial and accurate measure of queue times you can share with all partners

What you need to do
Have fieldworkers go into the terminal and monitor queue times during peak hours according to a sample plan provided by DKMA and using our app.

Measurements are done in blocks of 1 hour each time.

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Module 3 – Setting targets for your airport

Detailed analysis of your **service delivery performance**

How it works
DKMA aggregates and analyses all of your data, comparing waiting times with satisfaction and expectation levels to help you set targets that reflect what passengers want.

We create a dashboard that summarizes all of your process related data and shows you where you need to improve.

What you need to do
If you have existing data you can send it to us and we will create the analysis for you.

Otherwise you will need to collect the data using modules 1 and 2.

How often
The analysis is done on demand.

How it will help you
- Get a dashboard clearly summarizing your performance
- See how poor performance affects satisfaction levels
- Define the level of service you must achieve to reach a given level of satisfaction
- Set targets according to what passengers want, not assumptions

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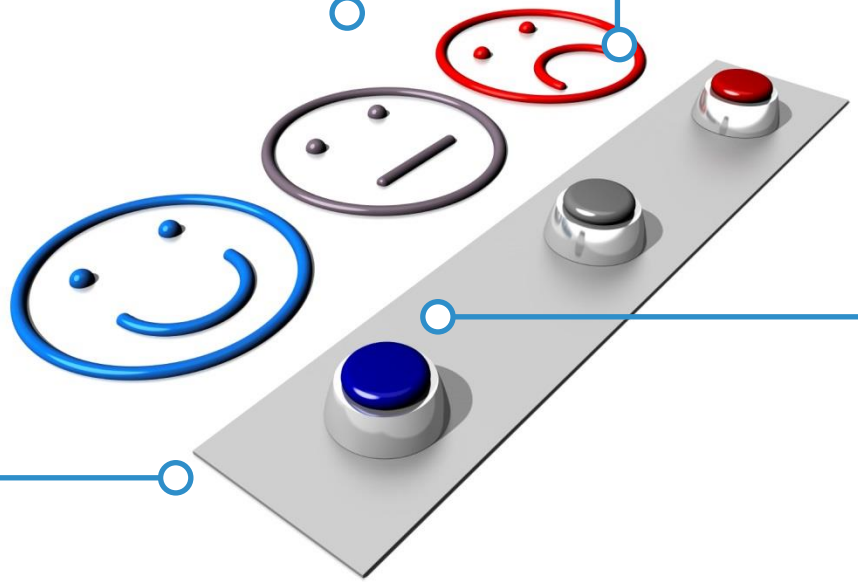
Module 4 – Optimizing service delivery

Real-time monitoring of satisfaction levels for key processes

How it works
Real-time monitoring of satisfaction levels for key passenger processes using instant feedback devices.

How often
Get daily and weekly performance reports and instant alerts when satisfaction drops below a certain level



How it will help you
- Identify problems and bottlenecks as soon as they arise
- Minimize the impact of peaks
- Allocate resources more efficiently & open new lanes / queues only when they are needed
- Give operational teams the real-time feedback they need to systematically improve performance

What you need to do
We help you set up instant feedback devices for the processes you wish to monitor.

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Research concept

Cover your **key passenger processes**

Outbound processes covered by the research

- Check-in
- Security
- Emigration
- Transfers
- Boarding

Inbound processes covered by the research

- Immigration
- Bag delivery

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What you get

All the insight you need to **improve your passenger processes**

Daily / weekly
(only airports using module 4)

- Summary reports showing satisfaction levels for key processes
- Customized SMS alerts when satisfaction levels drop

Quarterly dashboard & reports

- Segmentation analysis focusing on needs & expectations
- Detailed analysis of satisfaction levels
- Expectation gap analysis showing when service delivery failed to meet expectation levels
- Overview of waiting times & total processing times
- Trend analysis

Annual analysis

- Key driver analysis & list of priorities to improve satisfaction levels
- Analysis of satisfaction levels vs. waiting times & definition of minimum waiting times required to meet expectation levels

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About DKMA

DKMA has offices in Geneva and Montreal. We help over 300 airports worldwide **maximize satisfaction & spending without investing a lot of money by working smarter, not harder**.

Our story

DKMA was formed in 2005 and one of its first projects was to develop and manage the Airport Service Quality initiative in partnership 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

What makes DKMA unique

- Airport service quality expertise gained from launching & developing the ASQ initiative in partnership with ACI
- Unique framework for managing service quality. We know what works and what doesn't
- We work exclusively with airports and understand what you do

Some of the airports we are helping

GENÈVE AÉROPORT
AVINOR
Adelaide Airport
KEF KEFLAVIK INTERNATIONAL AIRPORT ISAVIA
AIRPORTS COMPANY SOUTH AFRICA
DENVER INTERNATIONAL AIRPORT TOGETHER WE SOAR
YYC CALGARY AIRPORT AUTHORITY
Dubai Airports
Tampa International Airport

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Ready to get started?

Ready to **improve your passenger processes?**
Contact DKMA to request a trial or to set up the Airport Queue Insight at your airport

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