



Helping airports
Improve the passenger experience

Airport Cleanliness Research Programme brief

2014

www.dkma.com



WHY IMPROVE YOUR AIRPORT'S CLEANLINESS?

Cleanliness is a **key driver of passenger satisfaction**.

Is your airport's cleanliness a strength or a weakness pulling you down?

Understand what drives satisfaction with cleanliness



Seoul Incheon Airport

Identify areas you need to focus on



Indianapolis Airport



CLEANLINESS RESEARCH OVERVIEW

Passenger research to help you **improve your cleanliness**

RESEARCH GOALS

- Understand and monitor passenger satisfaction with airport cleanliness
- Identify areas to improve
- Assess the impact of factors such as the design & feel of the airport on cleanliness
- Understand what different passenger groups expect of your airport's cleanliness

RESEARCH CONCEPT

- Passenger survey completed in the gate area by departing passengers
- Tablet based for rapid reporting
- Two annual surveys with a minimum sample of 1,000 interviews per wave
- 49 KPIs covering general cleanliness, washroom cleanliness & terminal design



KEY BENEFITS



Everything you need to know to manage cleanliness at your airport

Learn what passengers think of your airport's cleanliness and identify weak spots



Easy to get started

Download the app and begin surveying right away



Don't reinvent the wheel

Use a survey that has been tested at other airports around the world



Research that adapts to your airport

Contact us to customize the survey to your needs

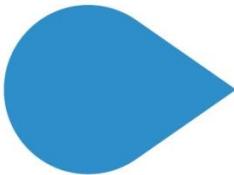


HOW THE RESEARCH WORKS

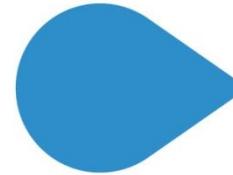
Managing cleanliness at your airport is easy



1. Download the app



2. Let DKMA help you
get started



3. Interview departing
passengers



4. DKMA sends you
results and analysis



QUESTIONNAIRE

The DKMA cleanliness research questionnaire is available on [paper or tablet](#).

To maximize response rates, the questionnaire is kept [short](#) and includes the following sections:

Identify demographic segments [who are more sensitive to cleanliness](#)

Passenger demographics

Passenger travel habits

Learn [what they think](#) of your airport's cleanliness

Satisfaction levels by airport area

Washroom cleanliness

Look & feel of the terminal

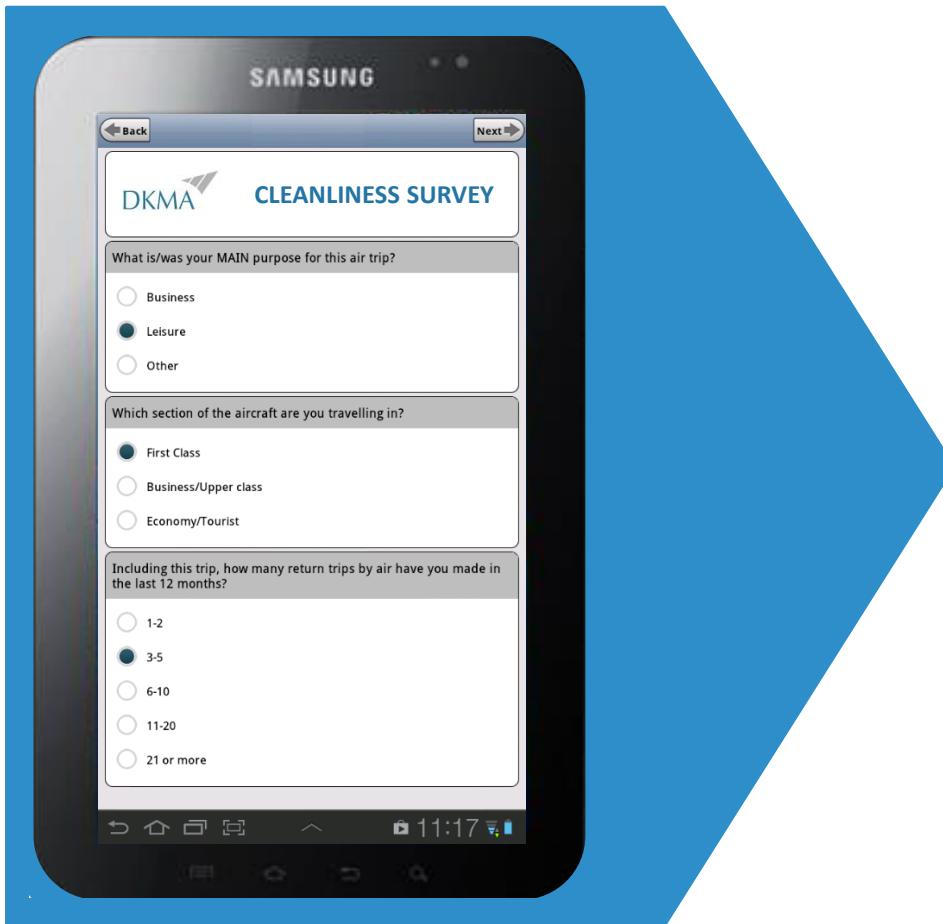
Impact of broken facilities & presence of litter

To receive a sample of the questionnaire used, please [contact DKMA](#)



TABLET VERSION

Simple, easy to use, no hassle



- DKMA designed app specifically created for airport research
- Access to full library of DKMA airport surveys
- Can be filled in by passenger or by fieldworkers
- Automatic upload of completed surveys
- Customizable questionnaire
- Possibility of rapid interim reporting during the quarter (on demand)



WHAT YOU GET

All the insight you need to improve

Identify drivers of satisfaction

- Detailed satisfaction ratings for 49 KPIs covering the airport experience
- Satisfaction levels for key passenger segments
- Analysis of the influence of airport look & feel on satisfaction levels



Systematically improve

- Trend analysis to help you monitor performance over time

Manage airport cleanliness

- Airside vs. landside analysis
- Satisfaction levels split by airport area
- Analysis of the impact of litter & damaged facilities on satisfaction levels

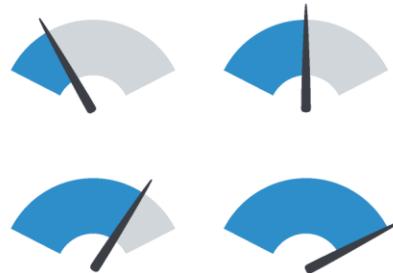


REPORTS & DELIVERABLES

Four types of reports to give you the full picture

1. Management Summary

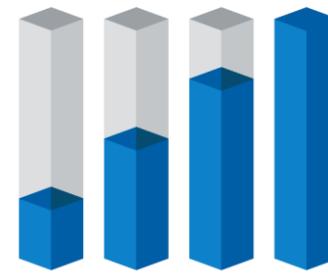
Get the highlights



- Excel dashboard for quick access to main results
- All satisfaction scores and demographics
- KPI's and data trend over time

2. Airport Specific Report

Get the full story



- Detailed report of performance for all KPIs
- Satisfaction ratings for arrivals
- Passenger group comparisons

3. Rapid reporting (extra option)

Get a preview



- Simplified reports / tables
- Available during the quarter
- Customizable

4. Raw data – Excel, SPSS, CSV formats

Create your own analysis



RESEARCH PRICING

There are two options for purchasing DKMA Cleanliness Research



Full annual subscription

Get regular feedback on your cleanliness



DKMA Research App

One-off survey of airport cleanliness

- Two annual surveys of departing passengers
- 1,000 interviews per wave
- Annual cost of USD 20,000
- Does not include fieldwork or the purchase of tablets
- Fully flexible. Survey for 1 quarter whenever you want.
- Up to 1,000 interviews
- Counts as 2 credits (1 credit = USD 9,500)
- Does not include fieldwork or the purchase of tablets



DKMA provides the research and insight that helps over 300 airports improve their service quality

How DKMA can help you improve service quality

- Quality audits
- Passenger surveys
- Airport process measurements
- Training
- Traffic forecasts
- Advisory services

Key facts

- Based in Switzerland and Canada
- Currently working with over 300 airports worldwide
- Manages the ASQ initiatives for ACI
- Traffic forecasting for airports worldwide
- Produce the Global Traffic Forecast report for ACI



CONTACT DETAILS

Ready to improve your airport's cleanliness?

Contact DKMA to request a trial or to set up the research at your airport:



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