



Helping airports  
Improve the passenger experience

## Maximise customer satisfaction at your airport

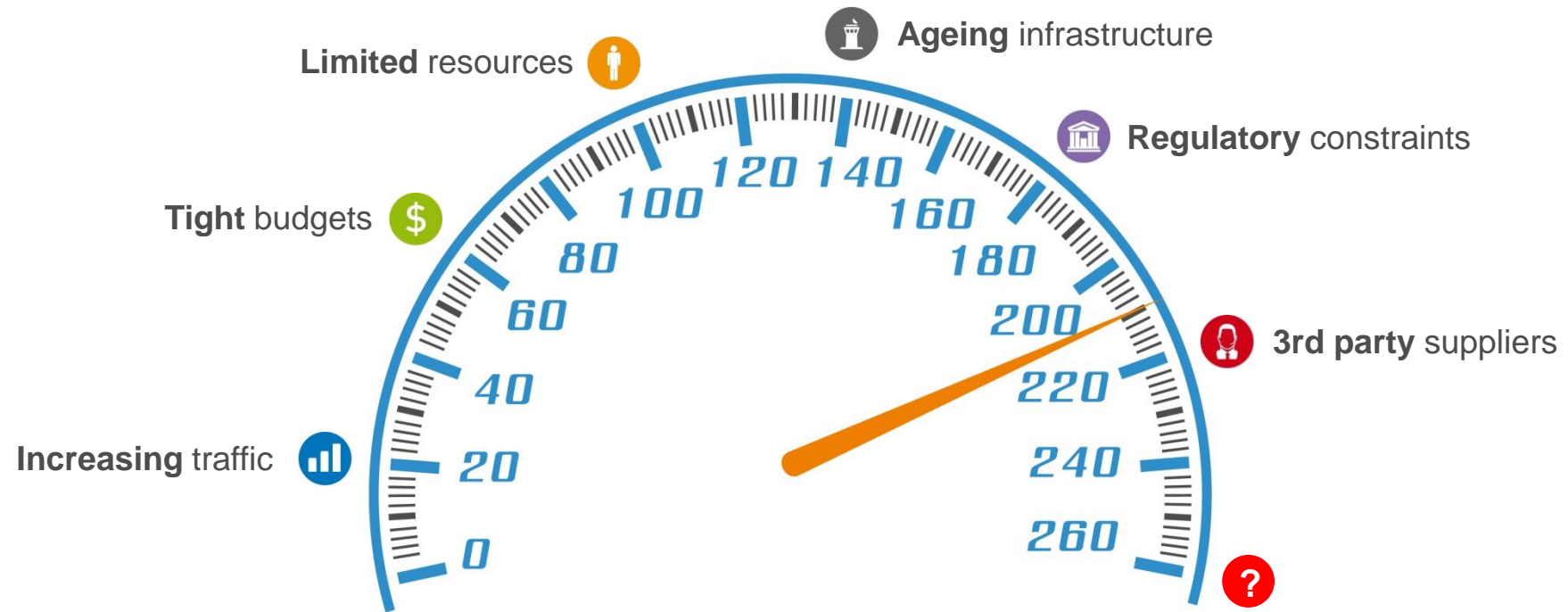
DKMA Quality Advisory Services

[www.dkma.com](http://www.dkma.com)



# THE SERVICE QUALITY CHALLENGE

To improve service quality, airport managers need to find new ways to **get the most out of existing facilities and resources**



What's holding you back?



## THE AIRPORT MANAGERS CHALLENGE



My goal is to increase satisfaction but my airport **seems to have reached a plateau**



I need an **objective, neutral review** of my airport that transcends internal politics



We need to understand and to be able to set **realistic goals**



We need to improve service quality **quickly**



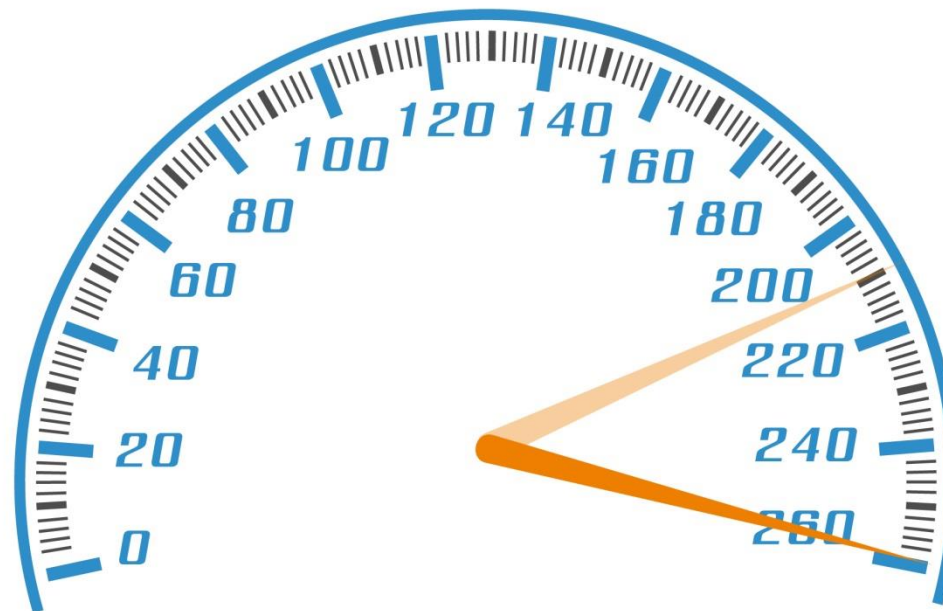
We want to **focus investments** in the right areas for the longer term



## OUR PROMISE

DKMA Airport Quality Advisory

Helps airport managers **maximise customer satisfaction levels**



Identify **quick wins**



**Optimise** service delivery





## WHY DKMA?



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

### What makes DKMA unique?

- **Airport service quality expertise**  
We developed the ASQ initiative in partnership with ACI, helping over 300 airports improve their service quality
- **Unique framework for managing service quality**  
We know what works when it comes to managing service quality and can help you get the most out of your existing facilities and resources
- **We understand what you do**  
We work exclusively in aviation and our experts help airports just like yours improve service quality every day
- **Support services that accompany you every step of the way**  
We aim to partner with you and accompany your airport throughout your quality improvement process



## HOW DKMA QUALITY ADVISORY WORKS

Three phases designed by the [airport service quality experts](#)

1.

AIRPORT ASSESSMENT



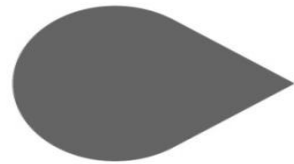
2.

KEY ISSUES AUDIT



3.

DESIGN & IMPLEMENT



Identify key issues

Optimise service delivery in the short / medium term



# 1. AIRPORT ASSESSMENT

Expert review of service quality at your airport

(2 days onsite)



## DKMA Airport Assessment

Find out exactly where you stand. DKMA experts conduct a thorough assessment of current airport infrastructure & services using our proprietary tools and methodology.

On day one, DKMA experts perform a walkthrough of your airport, completing [DKMA's AQR \(Airport Quality Rating\)](#) checklist and documenting (incl. photos) any issues found.

This assessment provides your airport with a [neutral and outsider's perspective](#) on service quality at your airport.

You will receive a [detailed report](#), showing key service gaps and your airport's [overall quality rating, based on DKMA's AQR](#) system.



## Presentation & Workshops

Find out what passengers like / don't like about your airport. DKMA conducts a detailed analysis of your customer service data and compares it with best practice.

On day two of the visit, DKMA experts present the key findings from the analysis of customer service data and from DKMA's Airport Assessment.

You receive a [detailed presentation](#) of your passenger experience showing key strengths & weaknesses.

Based on the key issues identified, one or several workshops are organized in the afternoon to kickstart the discussion on solving identified issues.

You get [workshops to identify the root causes of the identified issues](#) and [brainstorm possible solutions](#).



## 2. KEY ISSUES AUDIT

Full audit of key issues identified by the airport assessment

(Onsite quality audit)



### DKMA Key Issues Audit

DKMA experts perform a [full audit of the service items identified as Key Issues](#) by the Airport Assessment.

DKMA experts conduct an onsite audit from a [Top Down](#) (Stakeholder interviews) and [Bottom Up perspective](#) (Additional Surveys, Process & Service Evaluation)

You receive [an objective report on the root causes](#) of the key issues and recommended prioritisation of new initiatives.



### Stakeholder interviews

DKMA conducts interviews with internal and external stakeholders to better understand why certain service aspects have become Key Service Issues.



### Additional passenger surveys

For selected Key Issues, DKMA will provide the tools to conduct detailed passenger surveys in order to identify the root causes of passenger dissatisfaction. For example, if cleanliness is a key issue, DKMA's cleanliness survey would be provided and customised to understand the issues.

You get [access to DKMA's airport research tools](#) and [passenger surveys](#) tailored for your airport.



### Process & Services Evaluation

We use our proprietary tools and methodology to evaluate the Key Issues, from a process and service delivery aspect. For example if security checks are an issue, DKMA will evaluate different aspects such as opening hours, shift plans, queue organization or space available for passengers.





## 3. DESIGN & IMPLEMENT SOLUTIONS

### Independent advice for solving service shortcomings



#### Designing solutions for Key Issues

Based on industry best practice and the root causes identified, DKMA experts design and propose solutions to address Key Issues.

Do not re-invent the wheel, implement solutions used by the best performing airports in the industry.

You get [detailed solution proposal](#) that will solve the identified issues.



#### Steering Committee support

DKMA experts are at your disposal throughout the improvement process to participate in steering committees that decide and track improvement initiatives.

You [benefit from our expertise](#) throughout the improvement process.



#### Implementing solutions

DKMA experts help you implement the proposed service improvement solutions, from preparing implementation plans, offsite project coordination to active onsite implementation support

You get [customized support](#) to successfully implement improvement initiatives.



#### Monitoring service improvements

DKMA provides customized research tools to help you track your progress. For example, if security is identified as a key issue, DKMA's Security survey is provided and delivered at your airport to help you ensure the improvements work and stay working.

You get [access to DKMA's airport research tools](#) and [passenger surveys](#) tailored for your airport.



## QUALITY ADVISORY CLIENTS

Some of the airports we have worked with



Dubai Airports





## DKMA QUALITY ADVISORY: KEY STAFF



Mark Adamson

Mark has 25 years of experience in market research and management consultancy. For the last 12 years he has focused exclusively on the aviation industry and airports in particular.

A founding member of DKMA, he has extensive knowledge and experience of airports around the world. He now specialises in understanding and assessing the passenger experience and how airport ambience effects passenger perceptions.

Previously Mark was Director of Reuters Group market research and Head of IATA Aviation Research.



James Ingram

James has extensive expertise in airport market research and specialises in helping airports improve their passenger experience.

James gained a MSc from the University of Lausanne, Switzerland, in 2006. Shortly after he joined DKMA as a market analyst working on the 'Airport Service Quality' (ASQ) initiative, implementing market research programmes at airports worldwide.

After several years managing the ASQ Survey, James is now in charge of marketing & communication for DKMA. He regularly travels to present research results & findings to airport management teams.



Damien Kobel

Damien is a career aviation specialist with 20 years of experience who has focused on market research, forecasting and management consultancy within the airline, cargo, catering, ground handling and in the airport industry.

Damien is a founding member of DKMA (in 2005) where he developed and manages the global 'Airport Service Quality' initiative.

Before setting up DKMA, Damien worked at Zurich Airport in the international business development team. Prior to that, Damien worked in an international consulting company leading projects worldwide with a focus on improving quality and business process in the airport and airline industry.



To find out more:

Contact DKMA to request a quote and for more information on how Airport Quality Advisory can help you maximise satisfaction levels at your airport:



Tel: +41 22 354 07 54

E-mail: [advisory@dkma.com](mailto:advisory@dkma.com)

[www.dkma.com](http://www.dkma.com)