



Helping airports
Improve the passenger experience

DKMA Service Quality Training

Maximizing passenger satisfaction
& spending

www.dkma.com

The training challenge

Traditional service quality training programmes often fail to provide
the specialized knowledge your managers need to improve satisfaction

What airport managers want

Solutions to problems they face

Practical advice & insight

Focused on their airport

What most training provides

Broad, global theory

Hard to use in real airport life

Generic knowledge



How can you bridge the gap?

DKMA Service Quality Training

Learn how to improve your airport with the help of service quality experts



Real solutions for real service quality issues

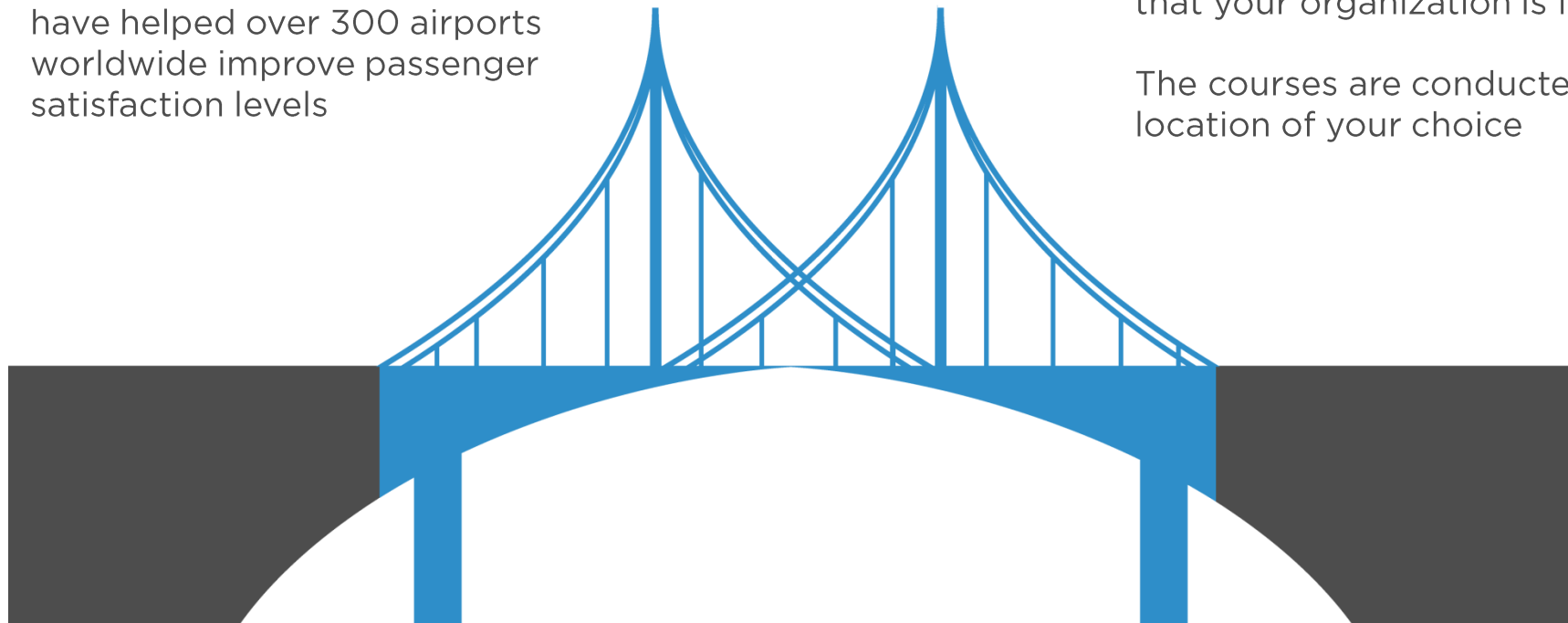
Learn best practice and get practical advice from experts that have helped over 300 airports worldwide improve passenger satisfaction levels



Tailored to your needs

All base courses address particular service quality issues that your organization is facing

The courses are conducted at the location of your choice



Bridging the gap

Service Quality Training

Courses designed by **the airport service quality experts**

Base courses



BEST PRACTICE IN AIRPORT SERVICE MANAGEMENT

Learn from the experience of top performing airports



MEASURING AND BENCHMARKING CUSTOMER SATISFACTION

Techniques and tools to measure service performance



TAILORED SERVICE QUALITY MANAGEMENT FOR YOUR ORGANIZATION

Addressing the specific service quality issues that your airport / organization are facing

Base courses

Best Practice in Airport Service Management	Measuring & Benchmarking Customer Satisfaction
Learning Objectives	Learning Objectives
<p>Provide participants with a clear insight on passenger service quality at airports and benchmarks with best practices worldwide.</p> <p>Do not re-invent the wheel, learn from the best performing airports in the industry</p>	<p>To actively manage service quality, airports first need to measure it.</p> <p>This training course teaches participants the techniques needed to use customer service as a management tool & improve service performance.</p>
Key Topics	Key Topics
<ul style="list-style-type: none"> • Interactive case study based on the services and results of a sample airport • Best practice sessions focusing on key topics including cleanliness, ambience, security and retail • Introduction to service quality measurement tools & techniques • Best practice in service management with multiple case studies of best performing airports • Service quality from an organizational and management process perspective 	<ul style="list-style-type: none"> • Setting up service performance tools and frameworks at your airport • Using and implementing a customer satisfaction benchmark programme • Understanding the tools to measure service performance and how to create your own • Interactive case study on the analysis of the results of a sample airport • Setting up a process measurement and compliance system at your airport • Communicating and presenting service performance results
Duration	Duration
3 days	3 days

Tailored Service Quality Courses

DKMA Service Quality courses can be **fully tailored to your airport's needs and requirements**



Course content

The content is tailored to the problems your airport faces. Based on your training requirements, DKMA uses existing or develops new course modules to provide to most relevant insight to the participants.

Airport visits

As part of the course, visits to top performing airports are organized to experience real life service quality best practice. Assessment visits of your own airport can also be included in the course to help participants better understand service issues.

Location of courses

Full flexibility, some organizations wish to host the courses at their head offices, some others prefer a foreign location to allow participants to experience a number of airport visits

Duration

DKMA delivers tailored courses of the duration of your choice, from as little as 1 day to over 10 days.

Client testimonials



“The 3 day training course was professional, practical and specific to our Airport.

The examples of best practice used throughout the course were relevant and really helped get the ideas flowing. The review of our results gave us some clear areas of focus which will help us to prioritise our efforts to get the best results for improved customer satisfaction.

Overall it was a very enjoyable 3 days and a great opportunity for our diverse team to work together and workshop some great ideas.”



**Amy Mitchell,
Customer Experience & Service
Standards Manager**

Adelaide Airport

Meet the trainers



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, He also worked in an international consulting company leading projects worldwide with a focus on improving quality and business process in the airport and airline industry.



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.



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.

About DKMA

DKMA has offices in Geneva and Montreal. We help airports worldwide **maximise satisfaction & spending without investing much money by working smarter, not harder.**

Our story:

DKMA was formed in 2005, 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
Connecting the World

Tampa
International
Airport

Want to better learn the secrets of the world's best airports and how to apply these within your organization?

Contact DKMA to have a training course designed for your airport.



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