



Understanding Passenger Experience

February 2019





↑  Geataí
Gates 101-121

Understanding Passenger Experience – Request for Information

Share available feedback of passenger engagement from:

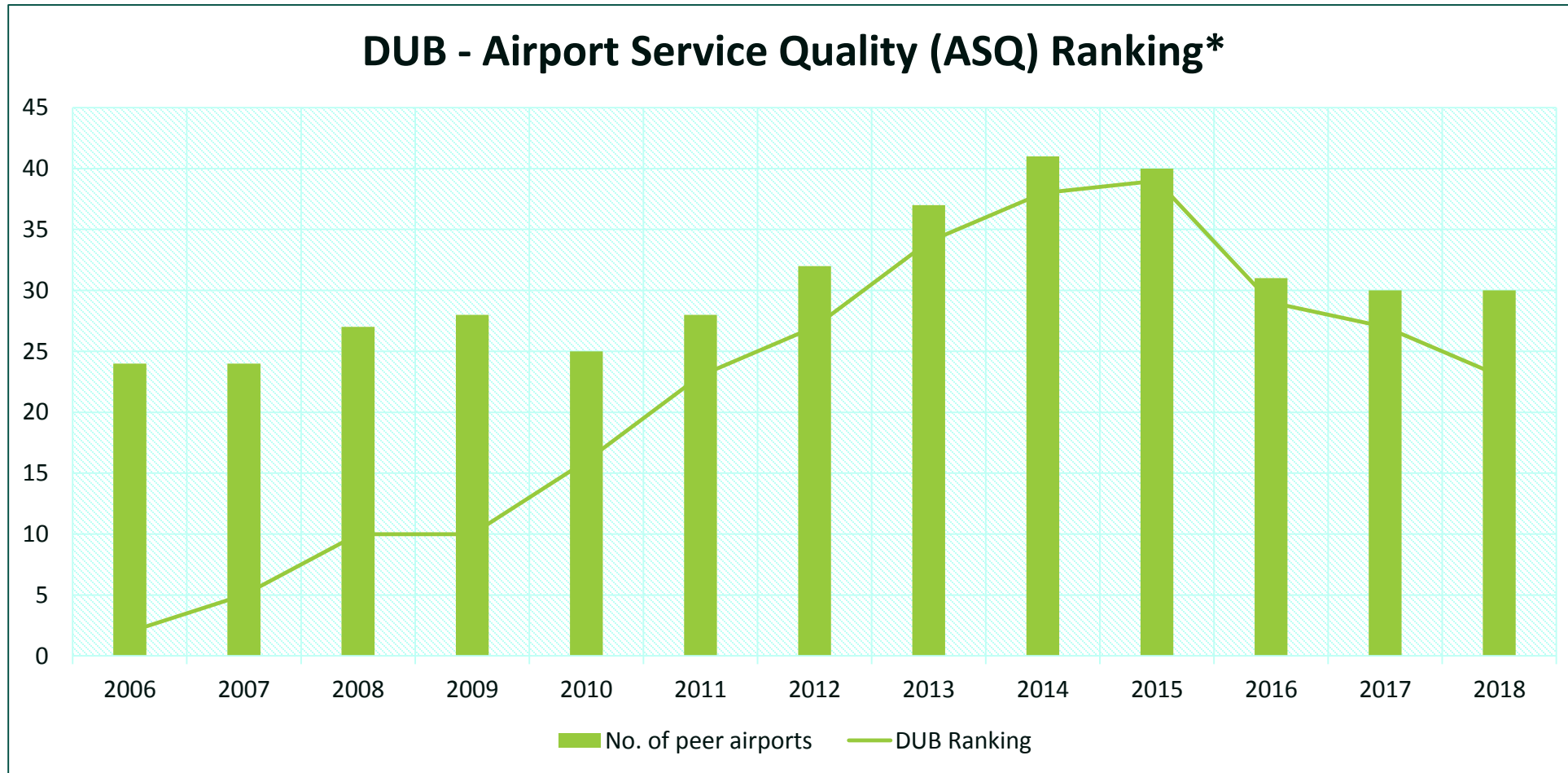
- In-house surveys, supporting the design of proposed projects for the next CIP
- In-house surveys, about quality of service, e.g. general trends in (dis)satisfaction, persons who do not use Dublin Airport and why, and so on
- Other airports, supporting similar projects to those being proposed at Dublin

Provide information about the airport's engagement with representatives of passengers with disabilities when trialling new technologies and designing airport infrastructure.

Share more information about the Disability Users Group (members and eligibility) and the engagement with representatives of passengers with disabilities when trialling new technologies and designing new airport infrastructure.

ACI ASQ

Tracking how well Dublin Airport is meeting the expectations of its passengers relative to our peers in general....



*Peer Group (self selected) European airports 5mn-25mn passengers 2006-2015; Peer Group European airports >15mn passengers from 2016. ACI Official Peer Group European airport 25mn-40mn passengers



....and looking at how we compare on specific services

Sample Data - Passenger Satisfaction with Key Service Attributes



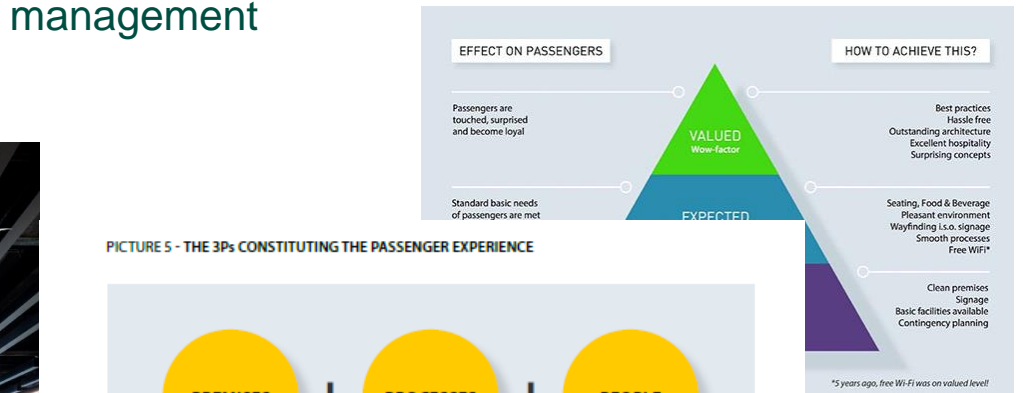
¹ Identification of specific airports and their scores is not permitted under ACI ASQ participation rules

The power of network - ACI Passenger Facilitation Committee

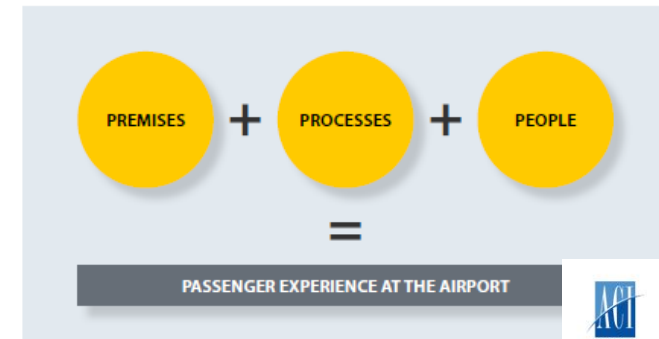
- Dublin Airport is a member of this network of over 80 airport representatives from airports all over Europe
- Knowledge, information and experience sharing on passenger journey management
- Best practice and guidelines

Examples of recent and current Dublin Airport collaborations:

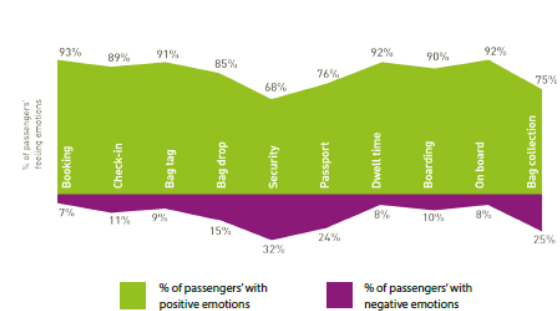
- Airport A – *Security Transformation*
- Airport B and C – *Food and beverage experience*
- Airport B and D - *Cleanliness and washroom standards*
- Airport E – *infrastructure and terminals development*
- Airport F – *Digital passenger experience*



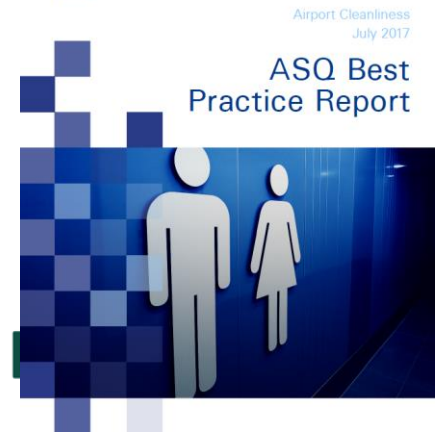
PICTURE 5 - THE 3Ps CONSTITUTING THE PASSENGER EXPERIENCE



GRAPH 1 - EMOTIONAL EXTREMES DURING THE JOURNEY



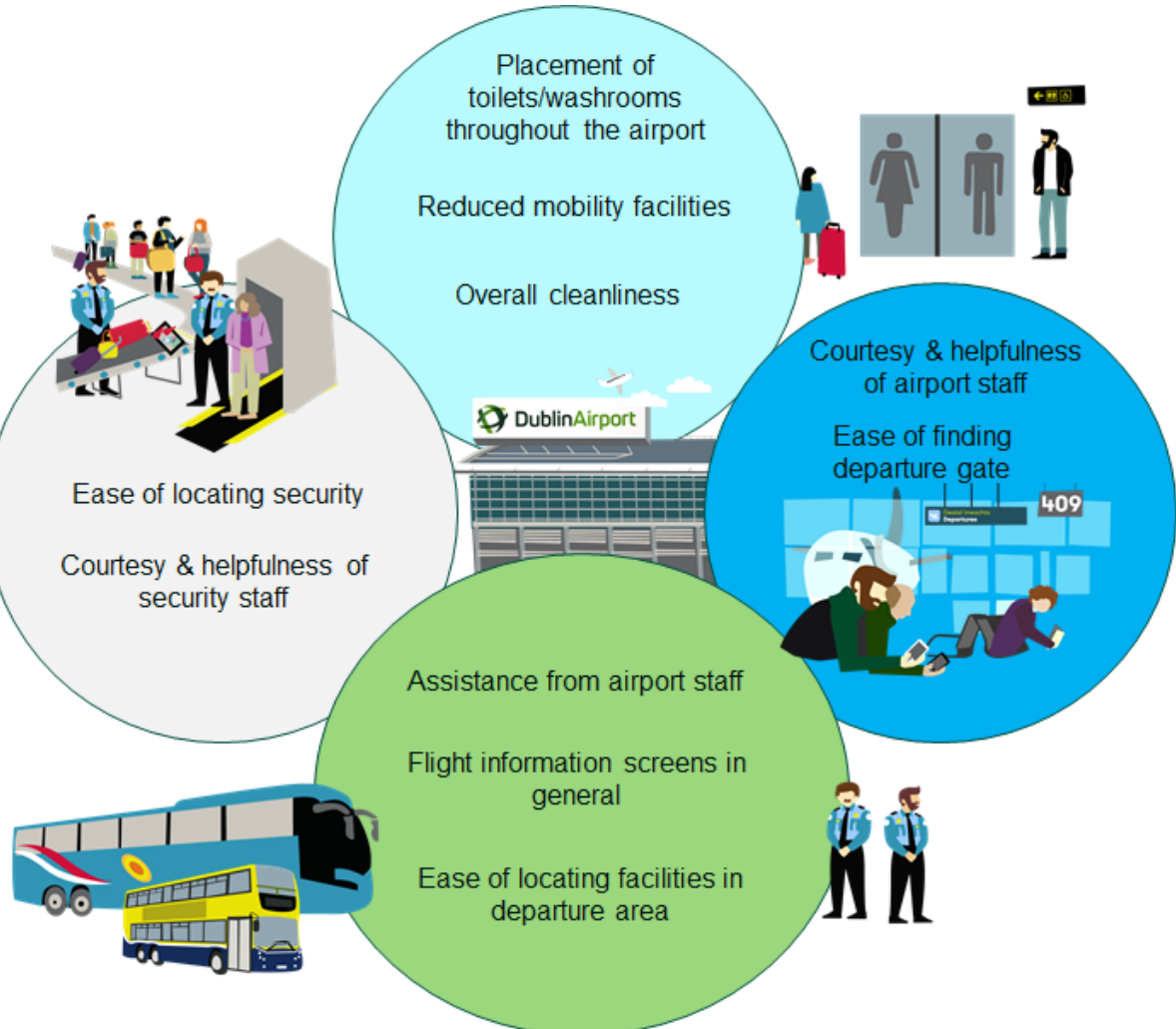
Source: SITA Passenger Trends Survey (2016)



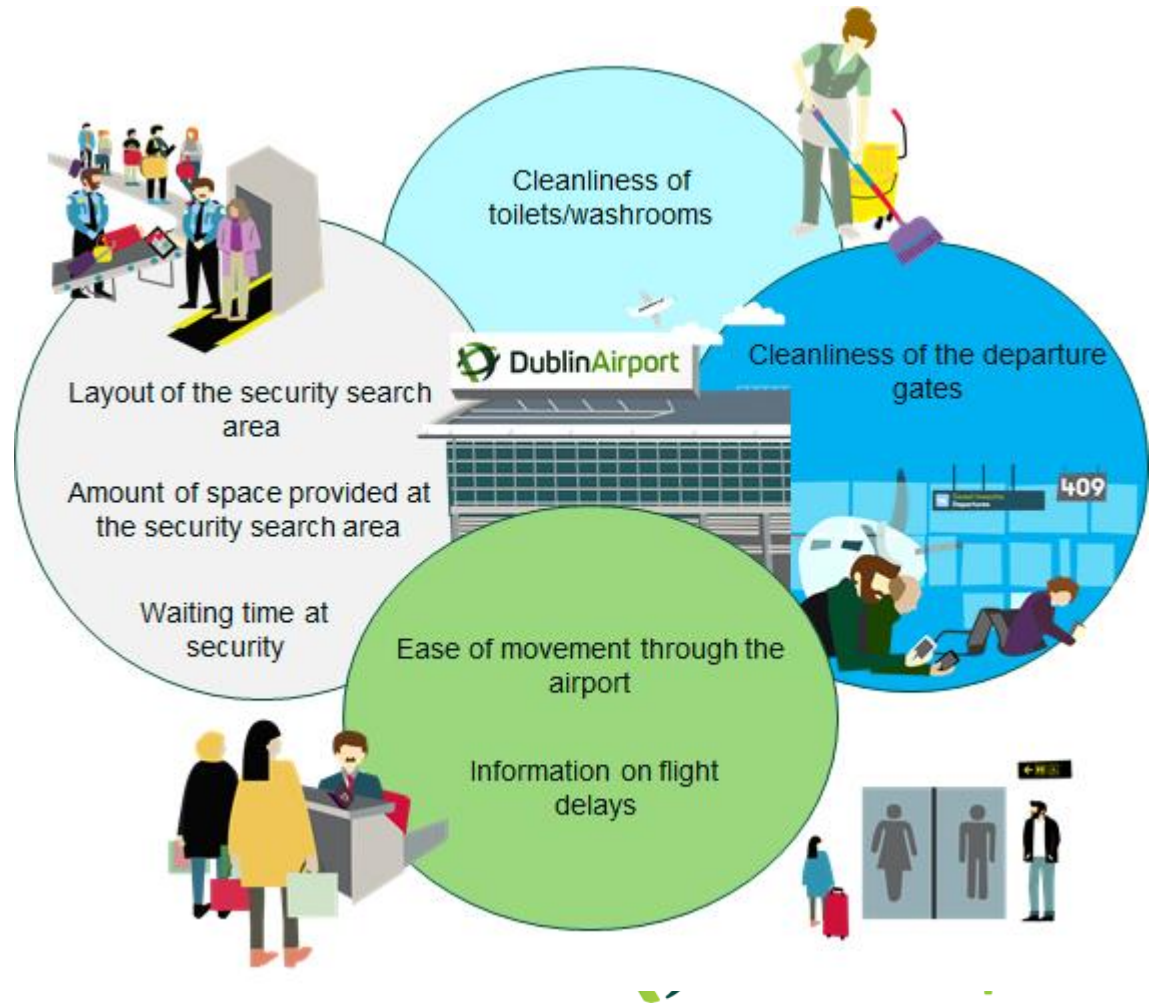
Customer Service Monitor

Overall Satisfaction with Dublin Airport Experience – 2018 in Review

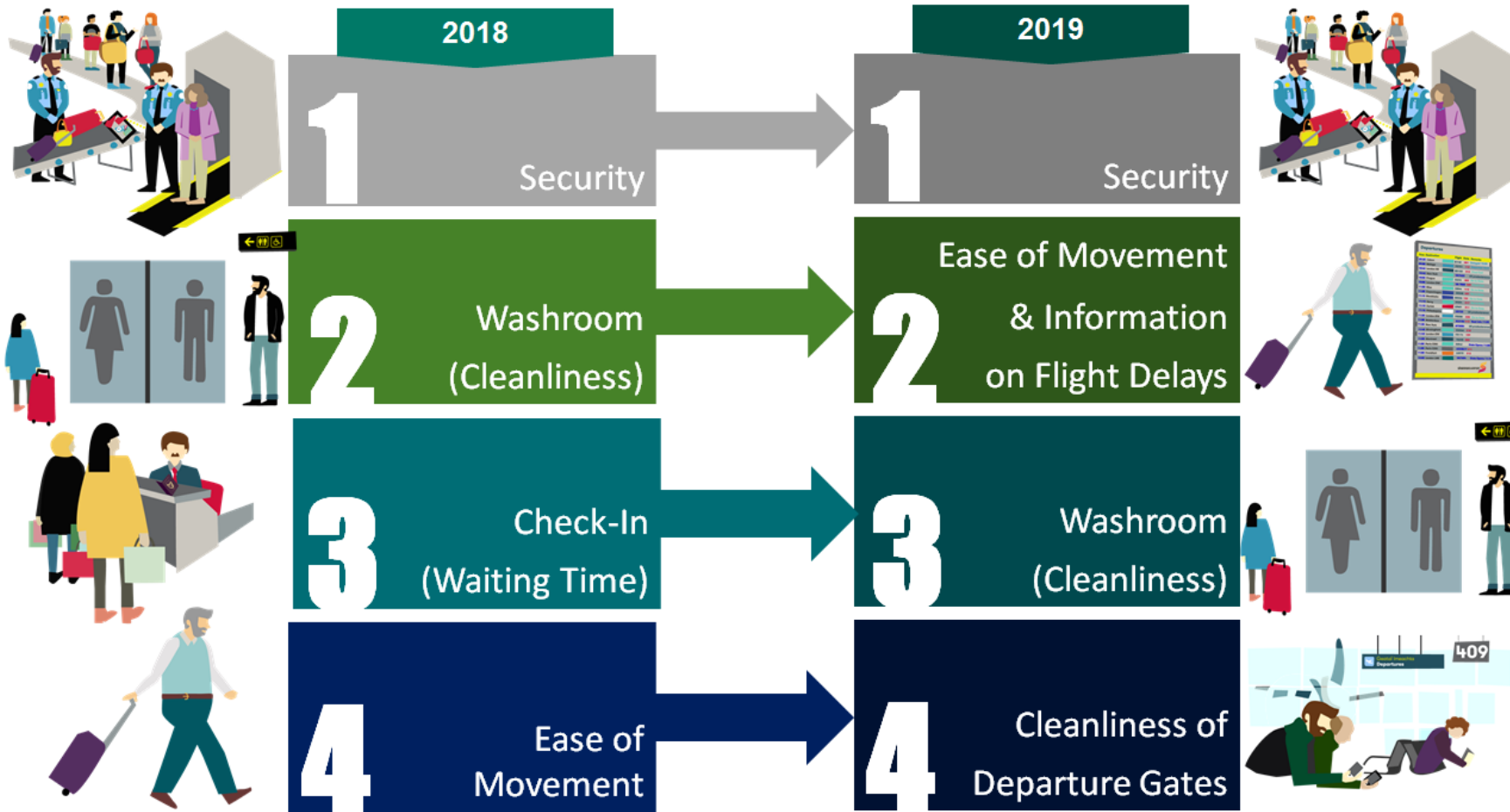
Attributes that are very important to passengers which are scoring well and should be maintained....



Attributes that are very important to passengers which still have room for improvement....



Priorities for Improvement – 2018 and 2019



Disability Users Group

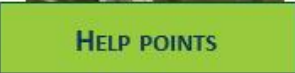
The Disability Users Group provides expert input, advice and feedback....

- Alzheimer Society of Ireland
- Arthritis Ireland
- Autism Ireland
- Epilepsy Ireland
- Gavin Glynn Foundation
- Ileostomy and Internal Pouch Association
- IMNDA – Irish Motor Neurone Disease Association
- Inclusion Ireland
- Irish Deaf Society
- Irish Guide Dogs for the Blind
- Irish Heart Foundation
- Irish Wheelchair Association
- Laura Lynn Foundation
- Make a wish Foundation
- ME/CFS (Myalgic Encephalomyelitis/Chronic Fatigue Syndrome) Association
- MS Ireland
- National Disability Authority
- NCBI – National Council for the Blind Ireland
- Wheelchair Service User

- Open eligibility for members
- One formal meeting per year
- Ongoing contact throughout the year with members of this group and others on specific issues arising or to consult on projects or work

....which helps inform programmes and projects to assist passengers who have specific challenges in using the airport

FACILITIES



SERVICES



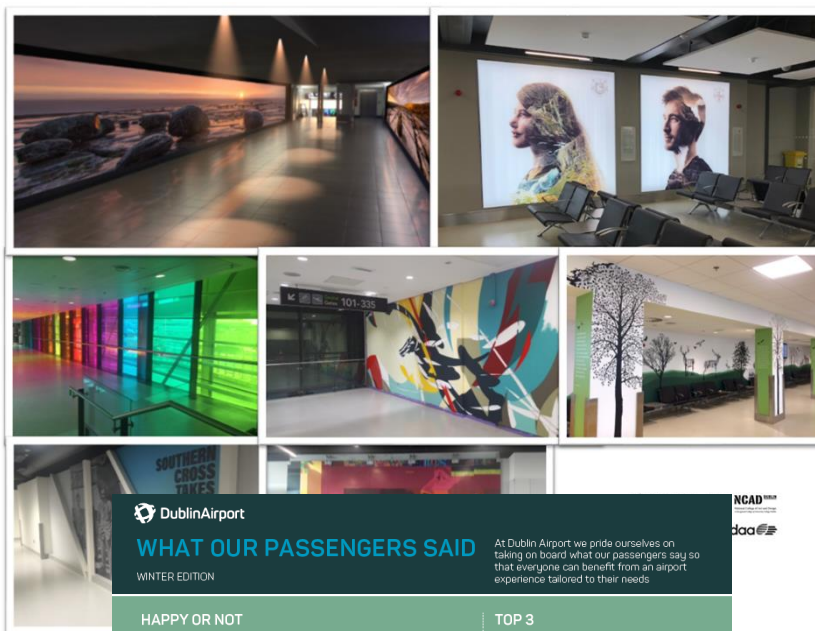
ACCESSIBILITY AS A PRINCIPLE



Outputs Shared and Applied

Findings are used to....

- Identify **current issues and prioritise action** – key drivers
- Assess **performance** relative to Service Quality Metrics
- Monitor **experience over time**, understanding fundamental needs
- **Frame results and share** them with passengers and stakeholders, publishing on campus
- Provide trend information and **identify emerging needs** and priorities
- **Inform future facilities and services** design across entire customer journey, including online



DublinAirport

WHAT OUR PASSENGERS SAID

WINTER EDITION

At Dublin Airport we pride ourselves on taking on board what our passengers say so that everyone can benefit from an airport experience tailored to their needs.

HAPPY OR NOT YOU TAPPED WE LISTENED

66%	16%	6%	12%
HAPPY	GOOD	NOT GREAT	NOT HAPPY

TOP 3 HAPPIEST RATED AREAS

- Snow Clearance and Information Provided
- Reduced Mobility Facilities and Assistance Service
- Positive Customer Experience / Staff Helpfulness

Travellers that Tweet "The Good, The Bad & The Ugly"

After transiting five airports in the previous two weeks, @DublinAirport was the friendliest, relaxed and most easily navigated.

The new Changing Places accessible bathroom in @DublinAirport made it possible for us to bring my cousin on a day trip to visit Nana. Quick trips were out of the question before the hoist. Thank you.

Baggage claim seems very delayed @DublinAirport – a wee announcement wouldn't go amiss.

Can you tell me overall how easy did Dublin Airport make your journey through the airport today?

Why were you not satisfied with this service at Dublin Airport today?

Please tell me how satisfied you were with the Post Track service today while going through security?

Each year at Dublin Airport we speak to more than 30,000 passengers to get a better understanding of their needs and opinions in order to help improve the passenger experience at Dublin Airport.

Thinking of the check-in area at Dublin Airport for the flight please tell me how satisfied you were with each of the following three at check-in?

Thinking of the check-in area at Dublin Airport for the flight please tell me how satisfied you were with the following three at check-in?

Thinking of going through the security search/ screening process please tell me how satisfied you were with the following three?

Thinking of going through the security search/ screening process please tell me how satisfied you were with the following three?

Market Research: The Stats Don't Lie
Our latest Customer Satisfaction Monitor Scores below

90%	95%	84%	80%	80%	82%
OVERALL CLEANLINESS OF THE AIRPORT TERMINAL	CHECK IN EXPERIENCE	SECURITY SEARCH & PASSENGER SCREENING	DEPARTURE GATE EXPERIENCE	CLEANLINESS OF WASHROOMS	DUBLIN AIRPORT OFFICIAL CAR PARKS

I NEED HELP/SERVICES

BEHAVIOURS & NEEDS

- I PREFER TO USE SELF-SERVICE BAG DROPS** (50% v 52% global average)
- THIS MVA** I don't understand signage in English. I can miss information on flight changes.
- FREE** I am a technology 'super-user' I expect to have free and fast wifi access. No airports in China charge for wifi.
- I get very ANNOYED** with long queues, particularly at check-in desks.
- In China, I use a lot of hand signals and read body language carefully. I also repeat points for emphasis. This is not unusual. It is habit.**

IMPLICATIONS & RECOMMENDATIONS

HIGHLIGHT
relevant flight changes and service issues (e.g. lost luggage) in Chinese.

Have a leaflet in Chinese with instructions.

机场

Cultural and environmental factors in China will drive differences in behaviours. For example, due to noise and pollution in China, people tend to talk loudly and some (especially older) regularly clear their throats - this is not negatively intended.

WATCH OUT:
WE NEED TO MANAGE LARGE GROUPS AT CHECK-IN, SECURITY AND TOILETS



DublinAirport

Q4 2018 CAR Results

PERFORMANCE AGAINST CAR SQM	2018 G.A.R. TARGET	Q418	Difference
OVERALL SATISFACTION	3.90	4.00	0.10
COURTESY AND HELPFULNESS OF SECURITY STAFF	3.80	4.16	0.36
EASE OF FINDING YOUR WAY THROUGH THE AIRPORT	3.90	4.21	0.31
FLIGHT INFORMATION SCREENS	3.90	4.27	0.37
COURTESY AND HELPFULNESS OF ALL AIRPORT STAFF	3.80	4.31	0.51
INTERNET AND WIFI	3.10	4.01	0.91
CLEANLINESS OF WASHROOMS	3.50	3.90	0.40
COMFORT OF WAITING/GATE AREAS	3.30	3.50	0.20
CLEANLINESS OF TERMINAL	3.90	4.13	0.23

Legend: PASSING WARNING FAILING



Thank you

www.dublinairport.com

