



Quality of Service Proposals

Passenger Advisory Group

07 March 2019

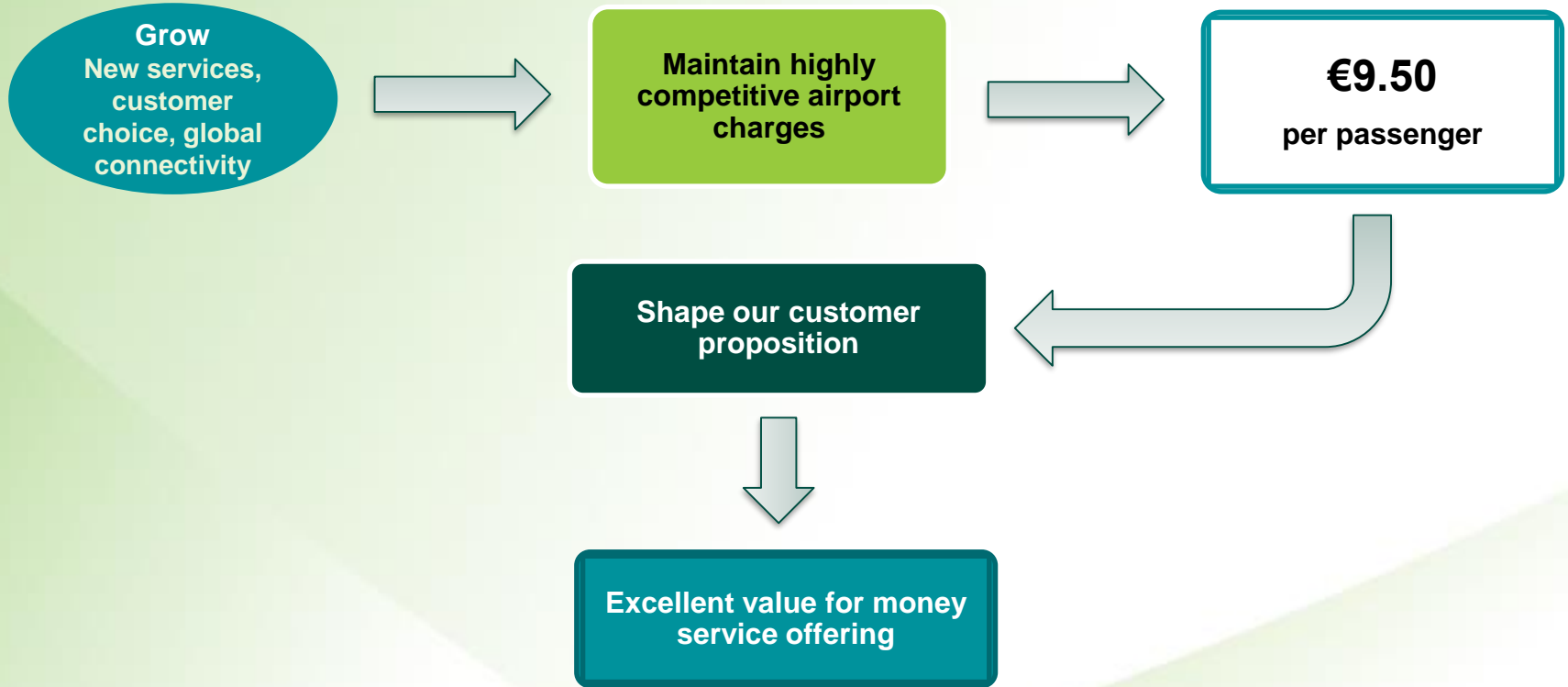
Dublin Airport Strategy – Plan on a Page

“Deliver great service and value for airlines, passengers and business partners”



Customers are the core of our business – the success of the airport depends on passengers being well served and satisfied with their experience

Strategic Objectives



Five Star Airport Infrastructure...comes at a price...

€26.65
per passenger



Key Service Commitments



01 Always safe and secure

02 Functional, reliable, easy to navigate

03 Efficient, minimal queues and congestion

04 Clean and attractive

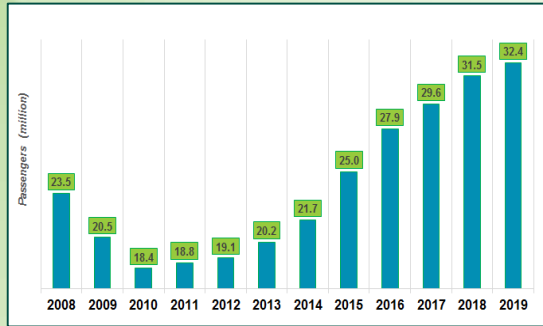
05 Human at the heart of everything we do

Inspire 2025



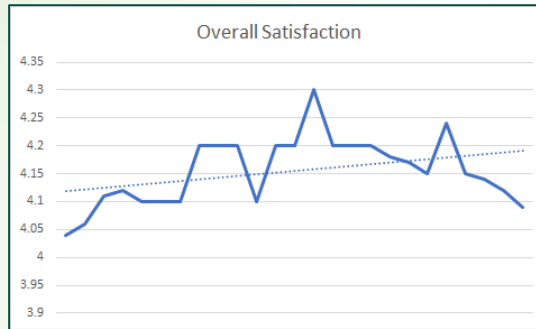
Current Assessment

Rapid Growth



- Eight consecutive years of strong growth. 10 million passengers added to annual total since 2010

Overall Satisfaction Consistently Strong



- Average satisfaction score 4.15 out of 5.0 since 2013. Consistently above 4 out of 5 throughout last five years

Peer Airports Investing for Improvements



- Slipping out of top 5 due significant improvements amongst peer airports; Prague, Athens, Rome Copenhagen and Zurich

Summary

1. Customer satisfaction is consistently strong

2. Always room for improvement and focus required in key areas

3. Significant challenges ahead; maintain strong levels of service as we deliver new infrastructure and grow to 40 million passengers



ACI EUROPE @ACI_EUROPE · 2h

Congratulations @DublinAirport on winning the ASQ Award for the best airport in Europe in the "25-40 million passengers" category! Well done! 🏆👏😊



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BEST
Our an
proud
2018 A

Dublin Airport ✓ @DublinAirport

We've just been named one of the world's best airports for customer experience in 2018. Thanks to our customers who rated us so highly. 🏆👏 ow.ly/INdF30nWihA #PaxEx #ASQAwards

Service Quality Consultation



- Industry consultation
- Number of questions requesting feedback on the levels of service and the existing service quality monitoring
- Specific request for guidance on potential new measures or gaps in the existing coverage
- Unfortunately, only one response received

User Consultation



Feedback received – consider the following new measures:

- Departure and arrival on-time performance
- Aircraft taxi-in and out times
- Aircraft parking stand availability
- The volume of aircraft towing
- Immigration queue times
- Transfer passenger experience
- US Preclearance satisfaction
- Key system and equipment reliability / serviceability










Guiding Principles for Service Quality Monitoring


- ❑ Focus on what is important to customers
- ❑ What drives value
- ❑ What are the key drivers of customer satisfaction
- ❑ What are the consistent issues and challenges that require focus



General Proposal

- ❑ The existing regime is generally fit for purpose and adequately captures all the key experiences that customers consider important to their overall airport satisfaction
- ❑ **No radical overhaul is required**
- ❑ Important that any new measures:
 1. Add value (be mindful that we don't just add measures for the sake of it)
 2. Ability to measure new targets
 3. Cost of delivering new service targets
 4. Very important that any new measure is within the control of Dublin Airport to manage / influence / improve

PERFORMANCE AGAINST C.A.R.SQM		2015 C.A.R. TARGET	Q318
	OVERALL SATISFACTION	3.90	4.12
	COURTESY AND HELPFULNESS OF SECURITY STAFF	3.80	4.21
	EASE OF FINDING YOUR WAY THROUGH THE AIRPORT	3.90	4.25
	FLIGHT INFORMATION SCREENS	3.90	4.28
	COURTESY AND HELPFULNESS OF ALL AIRPORT STAFF	3.80	4.33
	INTERNET AND WIFI	3.10	4.03
	CLEANLINESS OF WASHROOMS	3.90	3.90
	COMFORT OF WAITING GATE AREAS	3.30	3.60
	CLEANLINESS OF TERMINAL	3.90	4.16

 PASSING WARNING FAILING

Potential Improvements

Security Queues

- ❑ The primary objective of Central Search is to ensure passengers, staff and aircraft are kept safe. The existing service target is somewhat contradictory to the primary regulatory consideration of compliance
- ❑ Dublin Airport fully recognises that the security queue experience is a key driver of customer satisfaction and therefore, suggests the retention of the existing measure, but with a slight amendment to cover extreme outliers and anomalies

New Measures

- ❑ We are supportive of the coverage including arriving and transfer passengers
- ❑ We don't believe that specific operational measures (such as the availability of docking guidance systems or the volume of aircraft towing) would directly or significantly enhance customer welfare
- ❑ Although almost entirely outside Dublin Airport's direct control, the following experiences are important to customers and therefore, could be reported on:
 1. Queue times at airline check-in
 2. Queue times at Immigration
 3. Queue times at US TSA and CBP
 4. Time for handlers to deliver first and last bags to belt

Thank You and Questions

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way.
Dublin
A Breath of
Fresh Air
DUBLIN.COM
EDUBLIN

Independent

Are you satisfied with
your experience?

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