

# AIRPORT CUSTOMER SERVICE

2014 ARN Survey

## AIRPORT SERVICE SHOULD BE:

50%  
Efficient

44.7%  
Consistent

42.1%  
Courteous

### Followed by:

Surprising & Delightful  
Rapid  
Professional

Accurate  
Intuitive  
Innovative

## PASSENGER EXPERIENCE:

52.63% **AGREE**

Passenger experience is driven solely by: **FRONT-LINE EMPLOYEES**

### Others stated:

Many people behind the scenes • Back of the house can make/break the experience • Service starts w/ managers & leaders • Many outside influences affect passenger experience • It takes a village

## CUSTOMER SERVICE IMPACT:

50%

50% feel strongly that **CUSTOMER SERVICE** impacts passengers' buying decisions!

## WHAT US AIRPORTS DO WELL:

38.7% **Services/Concessions**

19.4% **Crowd Mgmt/Security**

9.7% **Positive Experiences**

16.1% **Not Much/Nothing**

## TOP 5 AREAS TO IMPROVE:

**CUSTOMER SERVICE** 21%

**SPEED OF SERVICE/SECURITY** 18.4%

**OFFERINGS** 13.2%

**SIGNAGE** 7.9%

**PASSENGER EXPERIENCE** 7.9%

## CUSTOMER SERVICE:

86.9% chose **CUSTOMER SERVICE** as the most important element of creating a GREAT passenger experience!

86.9%

## BRAND MESSAGE:

ONLY **5.3%** feel airports deliver **WELL** on their brand message.

## OTHER INDUSTRY INFLUENCES:

Experiences/services from other industries that would benefit airport employees:

- Luxury Services
- Improved Technology
- Staff Training
- Customized Experience/Personal Service
- Comfortable, fluid open spaces
- Retail