

SAMPLE AIRPORT CUSTOMER EXPERIENCE PROGRAM



Airport passenger traffic continues to increase and more. Airport managers are realizing the opportunity to turn airport delays and gate time into DELIGHTFUL PASSENGER EXPERIENCES and REVENUE GENERATING OPPORTUNITIES.

Passengers have plenty of time to shop, dine, and take advantage of services while at the airport. People now come to the airport earlier and often “grab a bite” or browse the shops to pass time. With the advent of higher-end stores and big brand names making their way into the airport market, airports would be best served to up their game on the passenger experience.

If you are wondering where to begin with an airport customer experience program, look no more. We have served up a basic program designed to get you on the way to passenger delight. Check out the Sample Airport Customer Experience program on the next page to better understand how to approach passenger experience improvement.

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1. SET CUSTOMER SERVICE STANDARDS

Customer service standards must be defined and communicated throughout the airport. To achieve a truly exceptional passenger experience, each airport location must be held to and deliver on the customer service standards in their own unique way—preserving the integrity of their individual brand and the integrity of the airport.

2. MEASURE YOUR PASSENGER EXPERIENCE

Design a mystery shop form that is based on the customer service standards. Use mystery shoppers to provide actionable feedback about how and if the standards are being met at various locations throughout the airport, i.e. concessions, TSA, transportation, etc.

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3. CONSULT WITH AIRPORT MANAGERS

Use the feedback from the mystery shops to consult with the managers of the locations that were shopped. Provide strategies and coaching on how to better serve passengers to meet the airport customer service standards.

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4. PROVIDE LEARNING OPPORTUNITIES THROUGH TRAINING

Offer training classes for airport employees. Tie the training program back to the customer service standards. Share strategies and tactics on how employees can meet or exceed the standards. Practice skills and provide coaching on how to perform better.

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5. PROVIDE MANAGER DEVELOPMENT

Offer manager development for airport managers. The managers must understand the customer service standards and how to lead their teams in the delivery of these standards. They must also understand how to model the behaviors and hold employees accountable to the standards.