

THE ROLE OF CONCESSIONAIRES, AIRLINES AND AIRPORTS IN PASSENGER EXPERIENCE

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September 29, 2018

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THE ROLE OF ~~CONCESSIONAIRES, AIRLINES~~ ~~AND AIRPORTS~~ **EVERYONE** IN PASSENGER EXPERIENCE

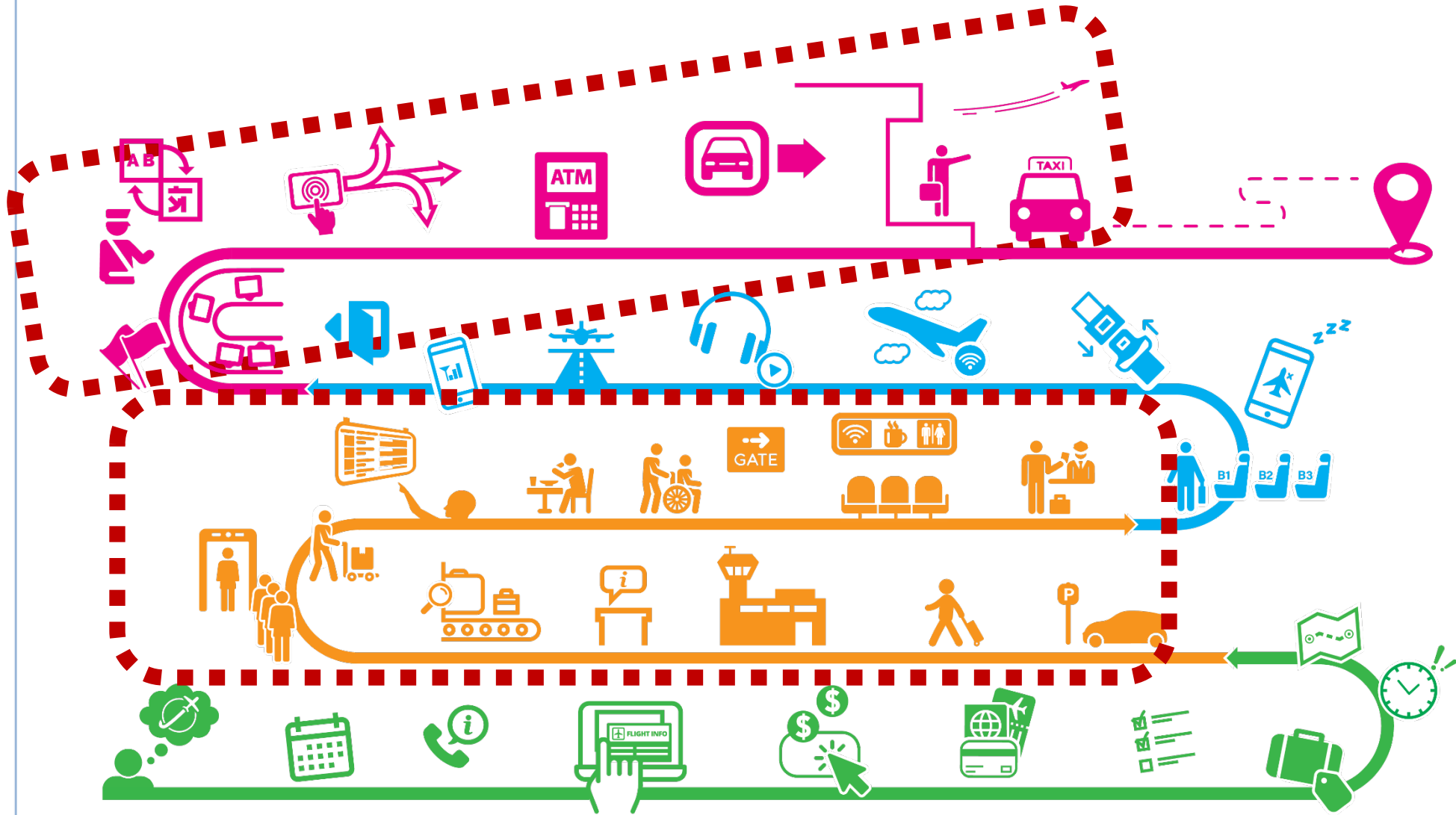
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DISCLAIMER

- You've seen one airport, you've seen one airport!
- MSP view of the world: any resemblance to your airport may be a mere coincidence



MSP - Three Key Focus Areas



- Develop new strategies to enhance our financial strength
- Grow our stakeholder and community engagement
- Deliver a seamless “one-journey” experience for MSP passengers

Deliver a seamless “one-journey” experience for MSP passengers



What does it all mean to us:

- Recognize that the passenger journey begins when a passenger books a flight and ends when that flight takes off X2
- **Become customer centric:** assess and identify customer touch points to determine key experiences to cultivate and deliver upon
- Work on optimization strategies and tactics, **recognizing the functional stovepipes** inherent to existing approach

Deliver a seamless “one-journey” experience for MSP passengers

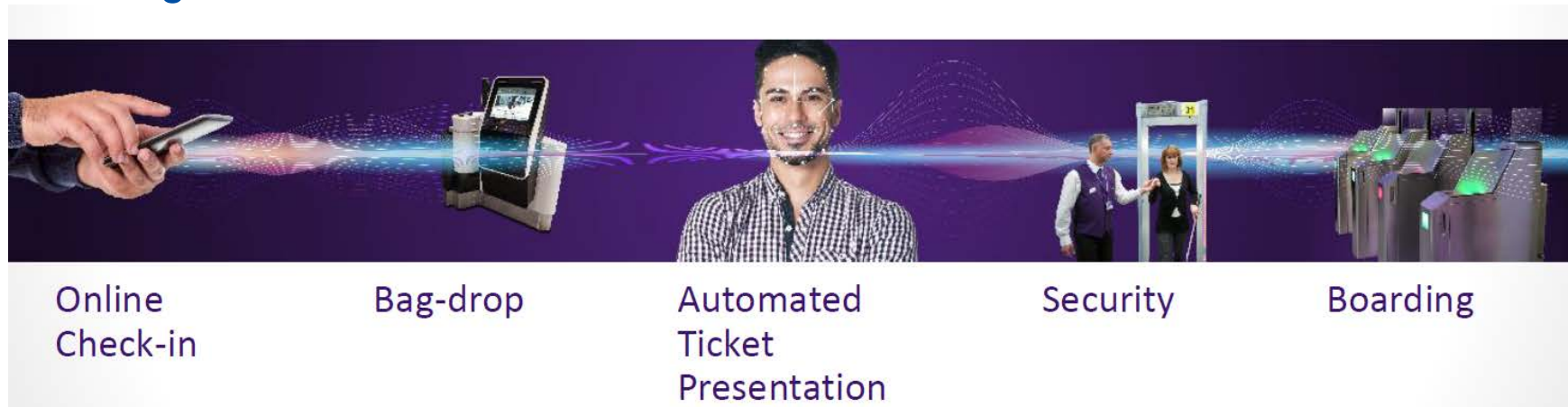


But wait, why does this matter?

- Deliver on our vision:
Providing your best airport experience
- Create competitive advantage
- Explore revenue opportunities
- Contribute to growth
- Align with best practice and market leadership

ROLE OF IT? DEVELOP CAPABILITIES IN:

- Understand passenger journey
 - Less about queue measurement, more about passenger flow (who is where, why and for how long)
- Enabling self-service and automation



- Develop Customer Relationship Management technologies
- Data gathering and analysis capabilities
- Develop data sharing capabilities