



CHARLESTON
INTERNATIONAL AIRPORT

Tammy Alexander, Manager of Administration

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CHS LIKE JET FUEL FOR THE ECONOMY



ACRP

REPORT 157

Improving the Airport Customer Experience



TRB TRANSPORTATION RESEARCH BOARD
The National Academies of
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AIRPORT
COOPERATIVE
RESEARCH
PROGRAM

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PASSENGER EXPERIENCE MANAGEMENT



DESIGNING A CUSTOMER SERVICE IMPROVEMENT PROGRAM

A Strategic, Iterative, Three Phase Approach

**Phase 1 The Airport Brand
Setting the Standard**

Phase 2 Managing for Results

**Phase 3 Significantly Improve the Airport's
Image**



WHAT IS THE AIRPORT-WIDE BRAND

- An essence or promise of what will be consistently delivered or experienced.
- Associated with a set of perceptions and images that exist in the minds of customers and is reflected in the thoughts and feelings that arise.
- Associations are a result of previous experiences.
- Previous experiences are how the customer perceives the brand offering both factually and emotionally.

CREATING THE AIRPORT BRAND

SETTING THE STANDARD

- Understand the airport's customers, business partners, stakeholders and airport employees.
- Understand customer needs, wants, perceptions and expectations using market research and social media.
- Determine customer priorities—addressing what is important to customers.
- Design and build the airport's brand.
- Set and publish airport service and design standards.
- Understand the cost vs benefit of service standards adopted and programs established.
- Establish branded service programs or major initiatives.
- Confirm implementation plans, including funding and timelines.
- Engage, energize and educate all airport employees.
- Get airport community involvement and buy-in.

YOUR TRAVELS OUR PLEASURE