

Los Cabos International Airport

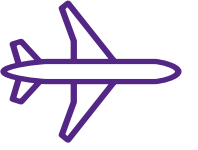


Grupo Aeroportuario del Pacífico

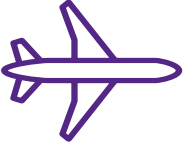


Grupo Aeroportuario
del Pacífico

Strategic planning process



Transformation guidelines



Customer Experience



Service Culture



Human factor Development



Facilitation

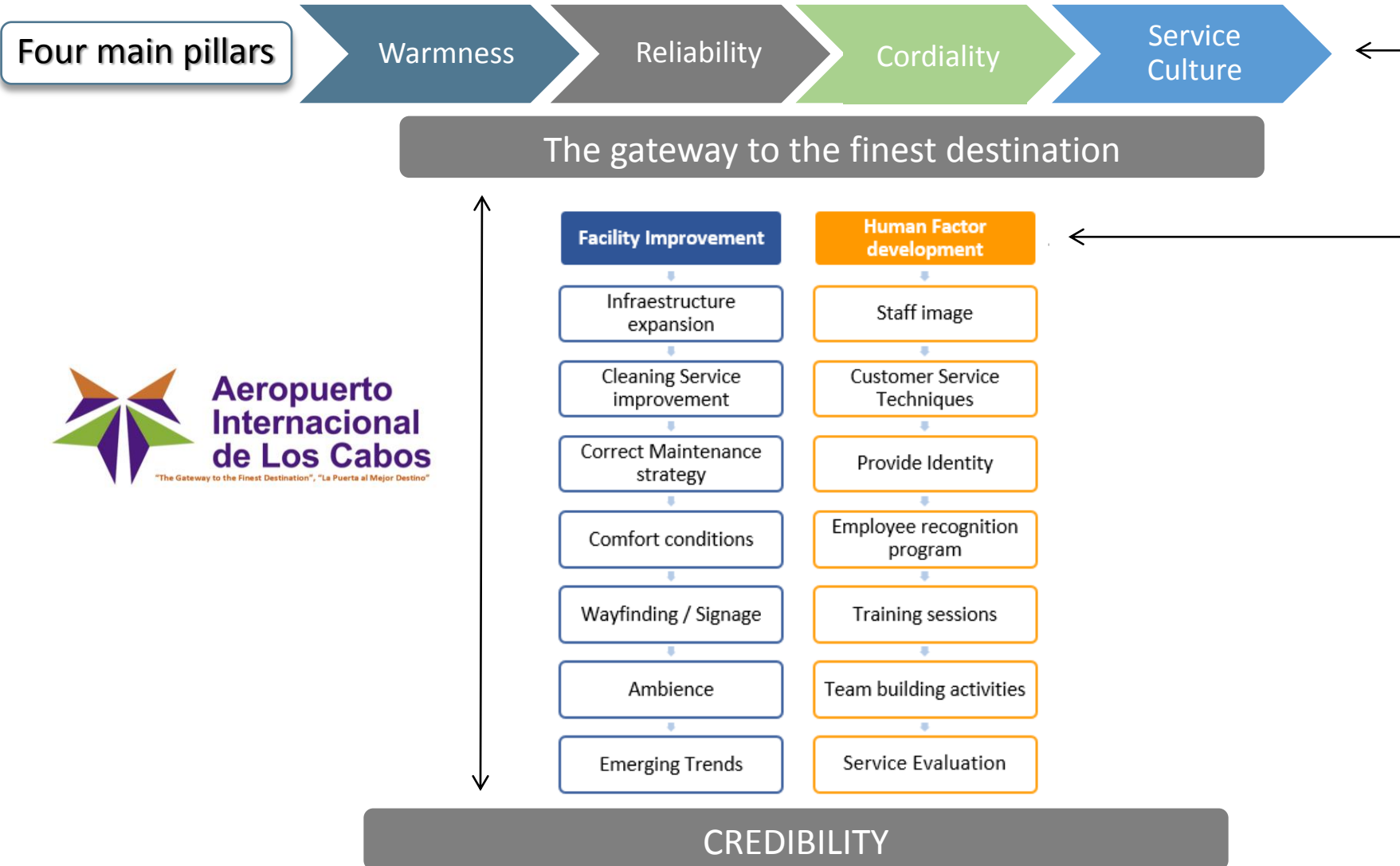


Innovation



Sustainable Growth

CX Programme



Service Culture



Foster service culture in the airport community

A customer service attitude makes the difference



Human Factor development



The talent of human capital is cherished

Continuing education programs

Activities to maintain wellbeing

Labor growth is supported

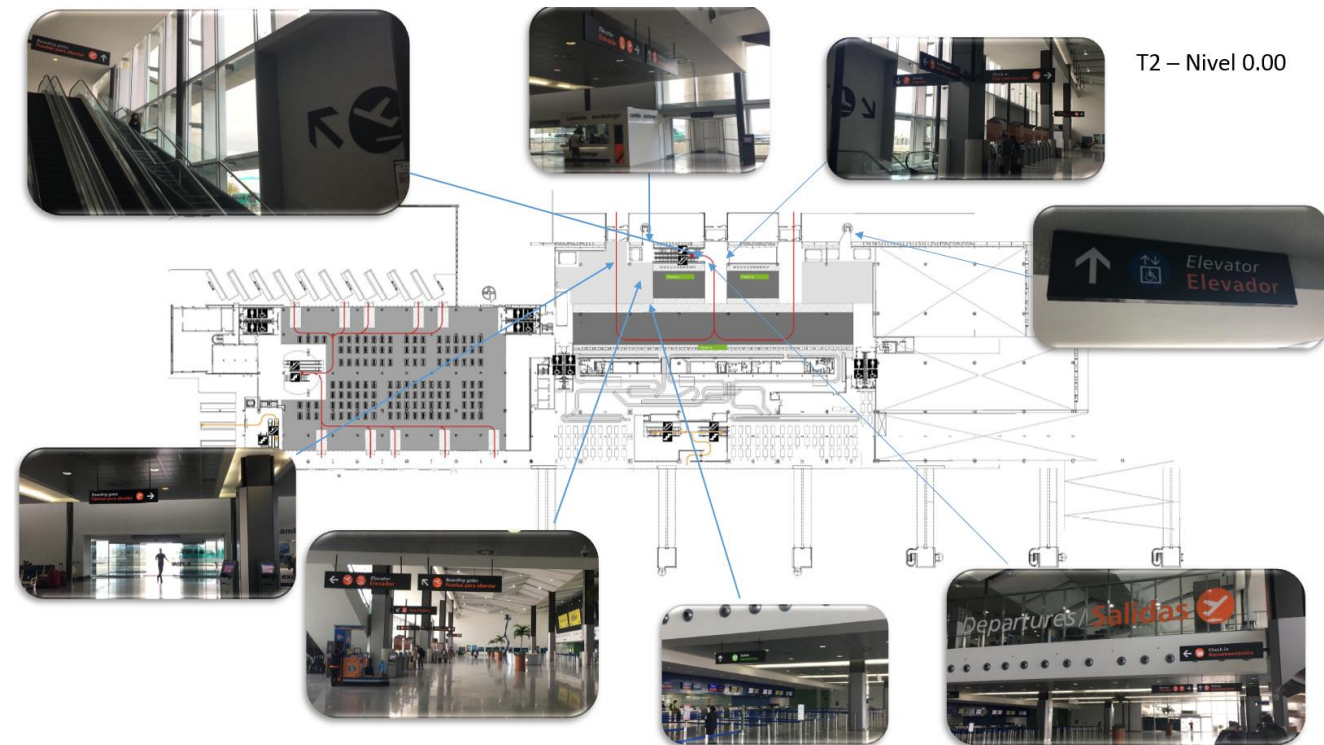


Facilitation



Total improvement of signage

Previous analysis
Better design
LED Backlit



Biometrics & automation



Innovation



**Innovation Management Office
IMO**

Process automation

**Simplify procedures making them efficient and
adding value**



**Implementation of technological tools to improve
security & cleaning services**

Sustainable Growth



Achieve economic growth in balance with the environment and social context

Energy reduction strategies

Water conservation programs

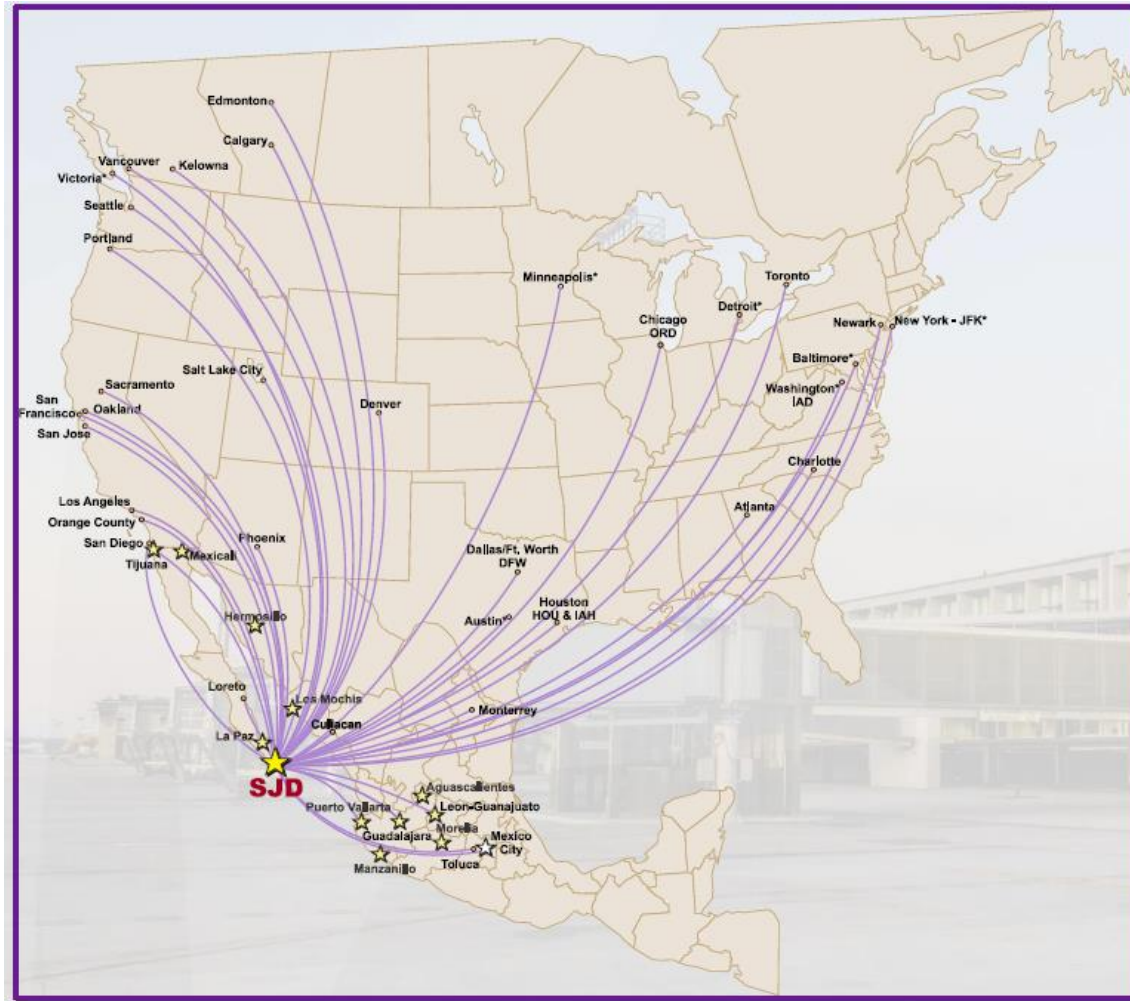
Program to improve the operation of
waste-water treatment plants

Replacing lamps with LED Technology

Carbon Footprint Certification



Los Cabos Highlights



9 destinations



6 destinations



26 destinations

Los Cabos has direct service to 41 destinations including seasonal flights to the United States and Canada

Los Cabos – luxury destination



Ambience



Background Music



Fragrance Devices



Indoor Plants



Ambience



We have orchids in all of our restrooms

Before



Now



Attention to detail



Attention to detail



customer service



quality of service

building temperature

cleaning of restrooms and waiting areas

IT services

Waiting time at queue lines

Building a better experience



Customer Interaction

Souvenirs

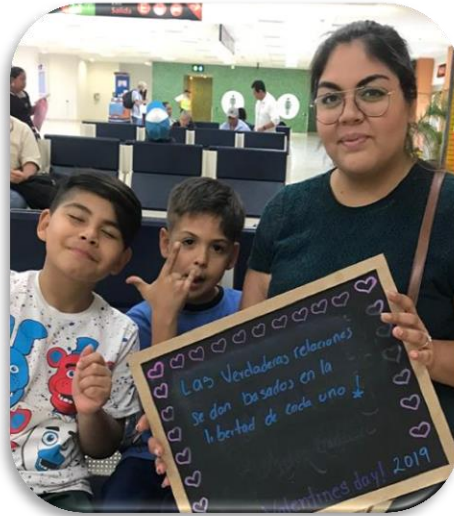
Prizes

Gifts

Special dates & holidays



Building a better experience



Building a better experience



Causing WOW effect



Facilitation vs Human Factor



Automation

Staff available

Provide solutions

Technological Tools

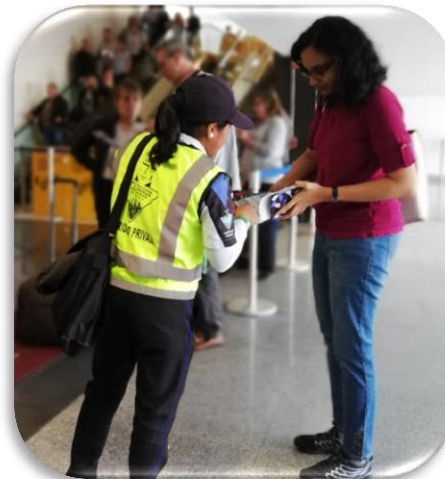
Attitude of service

Wayfinding

Speed of action



Customer Relationship



Training sessions



Classroom training



Interactive methods



Coaching & mentoring



SLA - Providers



Add a Service Level Agreement, in all outsourcing contracts that directly impact the client.

- ✓ **Inspection points**
- ✓ **Cleaning services**
- ✓ **Security**
- ✓ **Customer Service**
- ✓ **Ground Transportation Services**



Employee recognition program



Airline staff

Airport Management

Authorities

Security

Inspection Point

Handling



Executive Committee



Airport Operations



Airline Supervisors

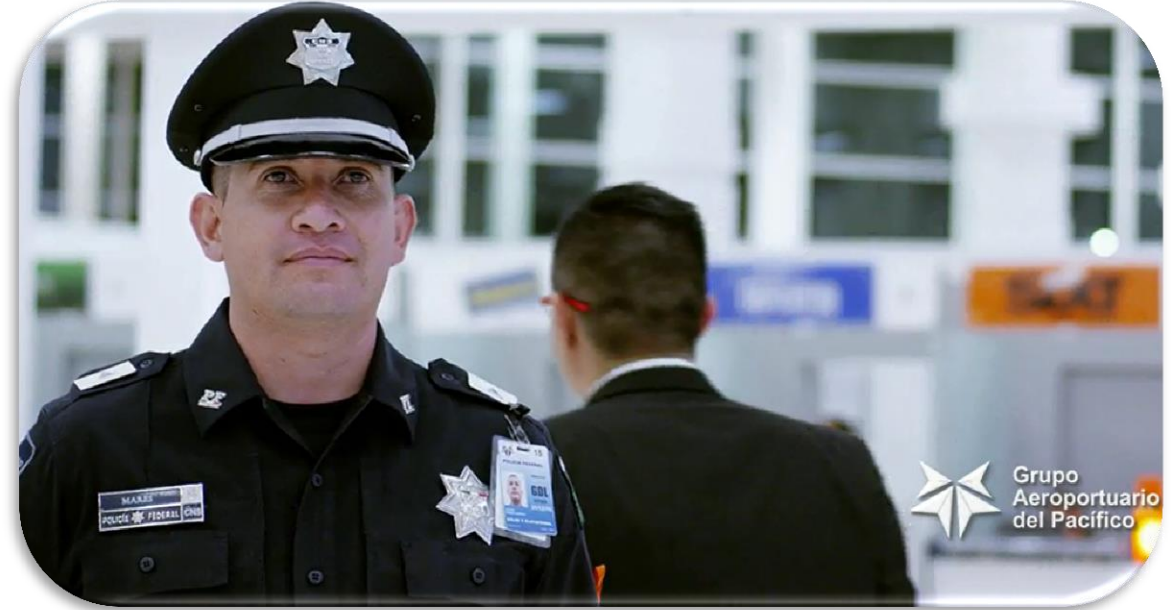


Executive Committe



We work closely with the authorities to ensure that the passenger experience is pleasant, safe and free of extended waiting lines.

- ▶ Monthly meetings
- ▶ Statistics and Feedback
- ▶ Additional meetings
- ▶ Enhancement Strategies



VOC - Capture customer feedback in real time



Happy or Not



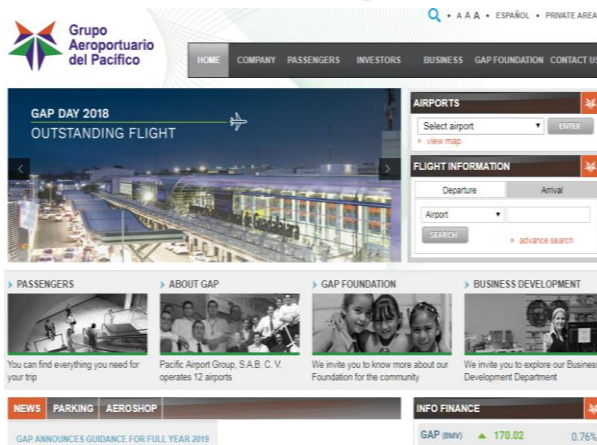
Comment cards



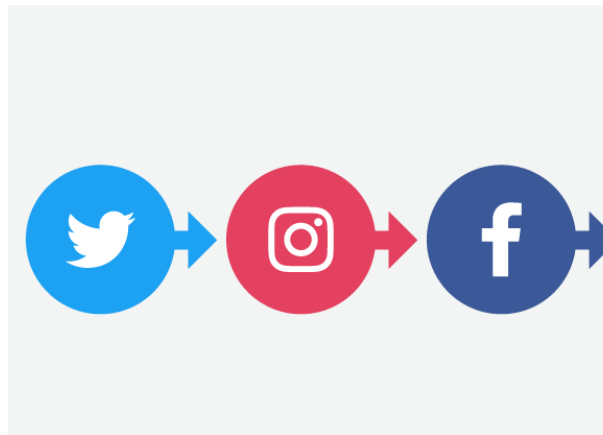
Staff



Web Page



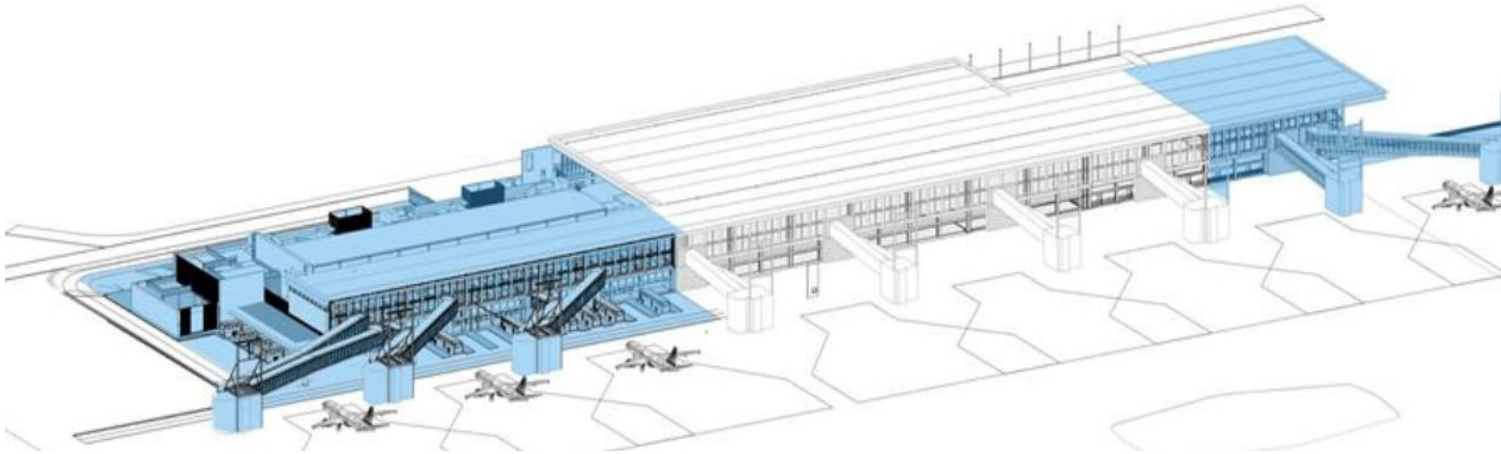
Social Media



Since 2017



Expansion of our terminals

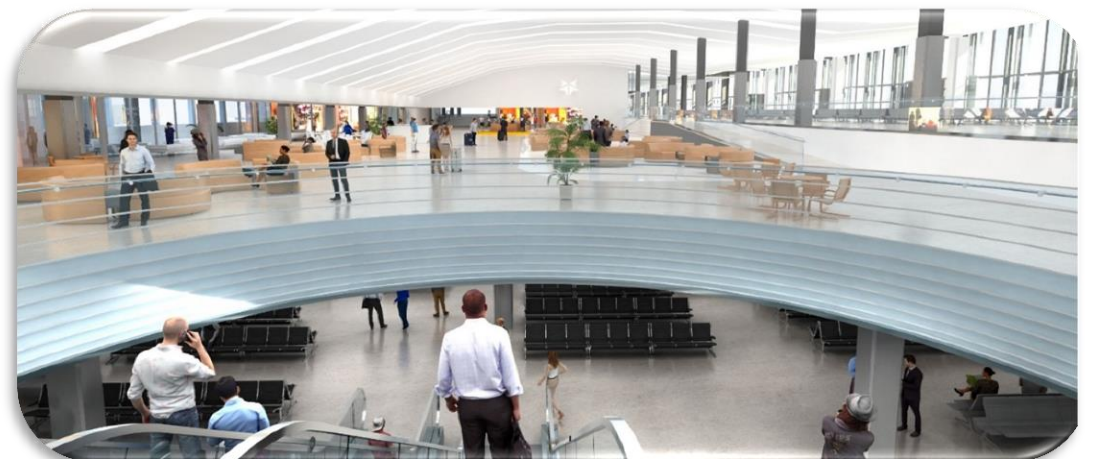


Budget 21mdd
2018 – 2020



That extends our capacity 14,000 m² + Commercial Offer = More F&B + Retail options

We'll be able to provide the best experience we can offer!



Conclusions



Create an emotional connection with your customers

Maintain a strong stakeholder relationships

Invest in your CX

Understand who your customers are

Cherish your Human Factor, boost Human talent



Thank you for your attention!

