



International Perspectives



Focal point: the customer



The Airport Customer Experience “Wheel of Fortune”



The importance of the passenger experience

Differentiation Reputation

Attractiveness

Negotiation with Regulators

Media

Future Investors



What defines customer experience?



Remember your 3 P's



PREMISES	PROCESSES	PEOPLE
<ul style="list-style-type: none">• Design, from just another airport to an airport with a character of its own• Functionality<ul style="list-style-type: none">- Facilities are purpose-built, not drag and drop- Wayfinding is instinctive, natural• Agility, the ability to adopt new technologies and processes• Systems and technology to support and enhance the passenger experience	<ul style="list-style-type: none">• Smooth and measured processes• Service design• Working together• Reliable and predictable processes	<ul style="list-style-type: none">• Friendly and smiling• Going the extra mile• The whole airport community working for the benefit of the customer

Excellent customer service, excellent airports





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