

International Perspectives





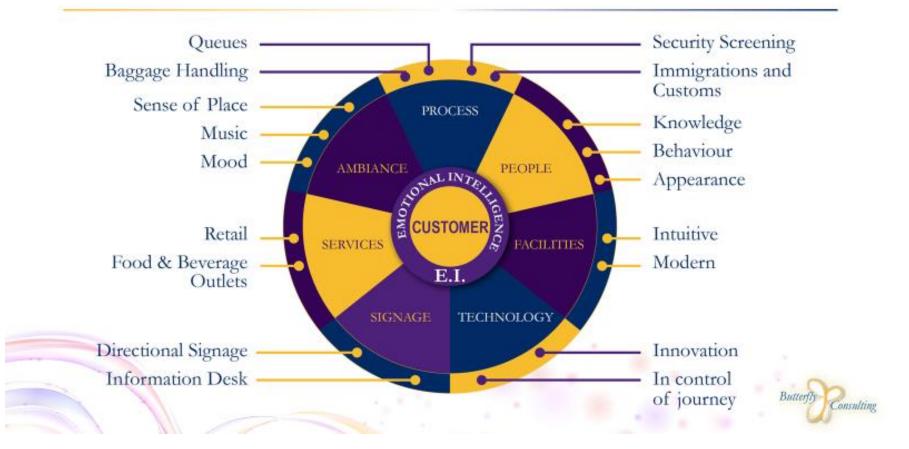


Focal point: the customer

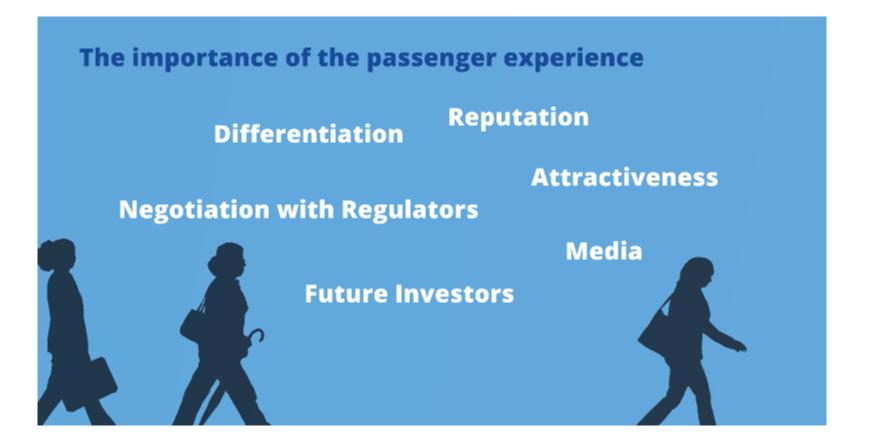




The Airport Customer Experience "Wheel of Fortune"

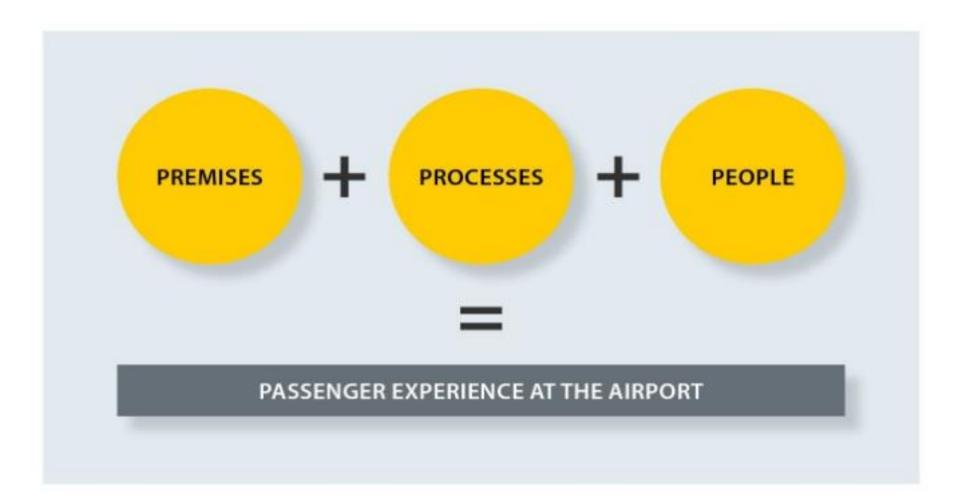






What defines customer experience?





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PREMISES	PROCESSES	PEOPLE
 Design, from just another airport to an airport with a character of its own Functionality 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 	 Smooth and measured processes Service design Working together Reliable and predictable processes 	 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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