

Airline Roundtable – Technology & Customer Service Strategies

Moderator: Faith Varwig, Faith Group LLC

Speakers: Rick Belliotti – San Diego County Regional Airport Authority

Lee Mitchell – Southwest Airlines

Steven Tamaroglio – United Airlines



Introductions

Faith Varwig – Faith Group LLC

- Principal of Aviation Security & Technology Consulting firm
- ACI BIT and Steering Committee member
- Completed more than 25 Airport IT Master Plans focused on Customer Experience Initiatives and supporting infrastructure
- Leading future-thinking airport projects in biometrics, drones, mobile, etc.



Introductions

Rick Belliotti – San Diego County Regional Airport Authority

- **Director, Innovation and Customer Experience Design**
 - Focused on quality and thoughtfulness of the passenger experience and brand promise
 - Oversees 3 primary groups: Data Analytics Team, Customer Experience Design Team, and Arts Team
- Active in IATA and ACI in management groups and committees and creation of policies and standards



Introductions

Lee Mitchell – Southwest Airlines

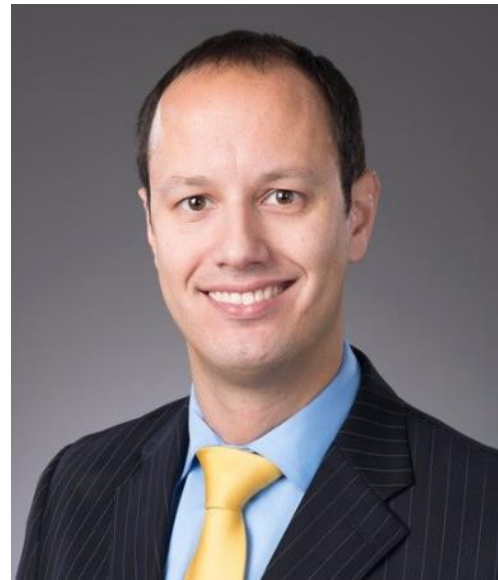
- **Director of Customer Relations and Rapid Rewards**
 - Data Analytics
 - Project Management
 - Lean / Six Sigma



Introductions

Steven Tamaroglio – United Airlines

- Senior Manager, Airport Operations Performance
 - Current: Gates, Ticket Counter, Lobby, Baggage Service Office Performance Execution
 - Previous: Baggage Performance, Airport Projects Manager & Merchandising
- Fun Fact: Doing a halfmarathon in every state
- Enjoy golf, foodie & sampling craft beer
- University of Michigan (BBA)
- University of North Carolina (MBA)



Key initiatives

- **Customer Experience focused**
 - Customer Experience Console
- **Journey mapping**
 - Data Analytics
- **Converting Innovation Lab to look at 3rd Horizon Ideas**
- **Brand Promise “Good Feelings Non Stop”**
 - Internal and External focused
 - Control feelings at certain points in the Journey



Improving passenger
experience



Improving operational
efficiency



Increase Revenue



Decrease Costs

Key initiatives



Key Initiatives

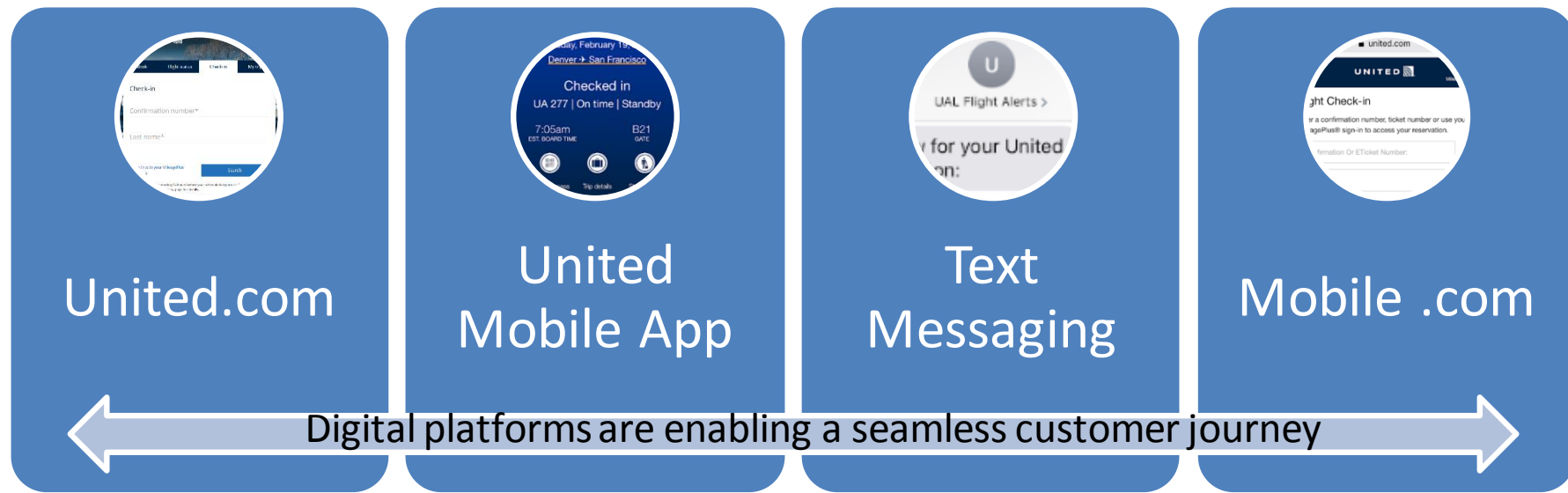
- **Enable customers, co-workers and strategic partners access to create a seamless travel journey via mobility and self-service tools**
- **Destress the airport experience from the curbside/lobby all the way through the post-travel experience**
- **Drive customer satisfaction through ‘Uniquely United’ experiences**
- **Leverage the strength of our global hubs with convenience, technology & infrastructure investments to drive positive experiences for our customers**

IATA Future Growth

- The International Air Transport Association (IATA) expects 7.8B passengers to travel in 2036, nearly doubling the number from today
 - North America – The region will grow by 2.3% annually; in 2036, it'll carry 1.2B passengers -- an additional 452M passengers per year
 - Most of those will be in the United States where 401M new passengers are expected for a total of 1.1B
- Virtually all airport facilities operating in pre-9/11 infrastructure with post-9/11 operational environment
 - Gates
 - Ticket Counters
 - Lobby
 - Concessions
 - Baggage Service

The pre-airport experience has a multitude of self-service options to empower customers

- Moving away from transactional-based interactions to provide a service experience
- Driving towards exception-based management



Mobility driving all aspects of the travel experience

- Supporting our front-line co-workers with real-time tools to assist customers throughout the entire travel journey
- Leveraging technology to adapt behaviors in our airports



Customer
Service
Representatives



Ramp
Service
Employees



In-Flight



Flight Ops

← Mobility from the check-in lobby through the Baggage Service Office experience →

Create a seamless travel experience in the lobby

- Leverage technology to drive timely lobby transactions
- Move as many barriers & obstacles away from gates & inflight



Improved Kiosk
Flow



Mobile Agent /
MAP Devices



Self-Bag Drop

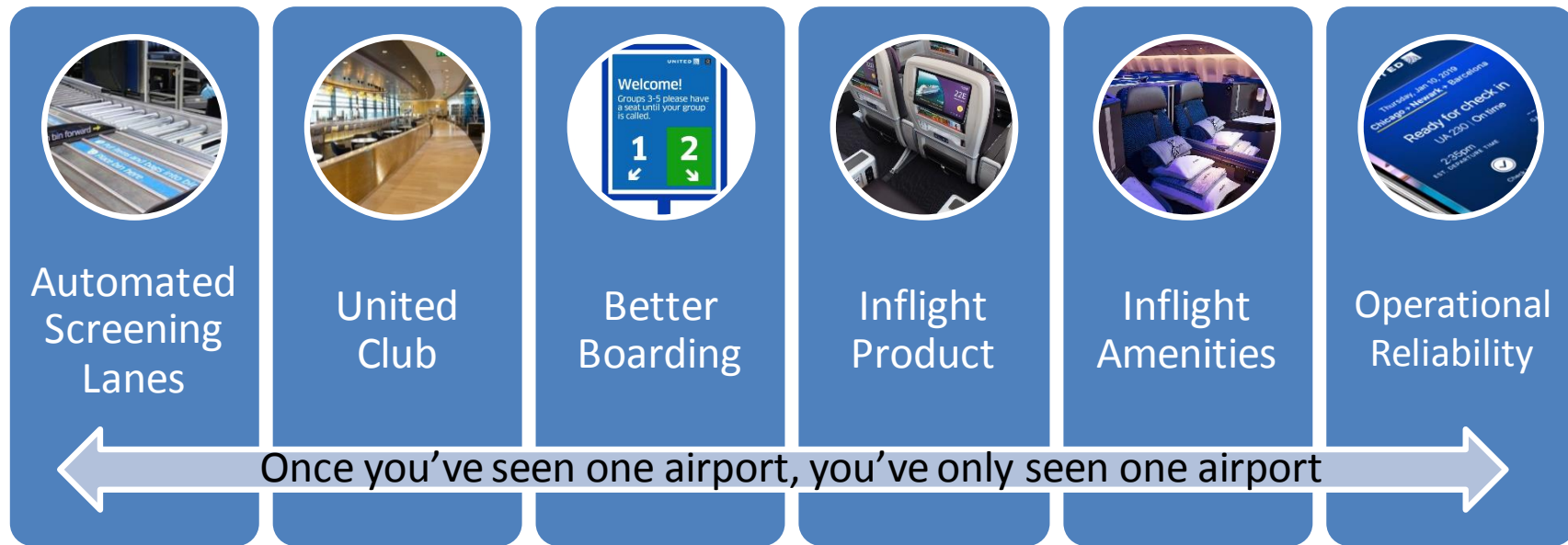


Pet Safety &
Wellness

Use existing infrastructure while adding processes & technology to a changing environment

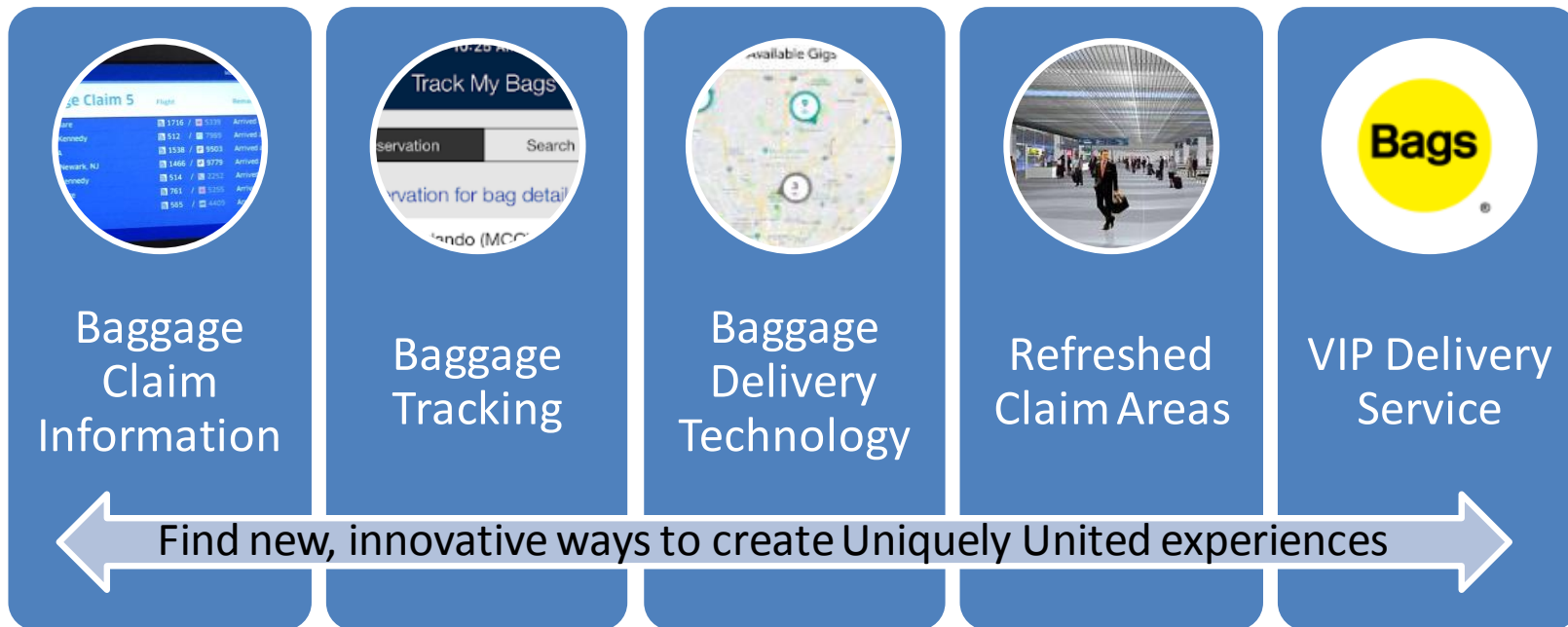
Destress the TSA, gate experience to position an enjoyable inflight experience

- First-time, once-a-year travelers experience a lot of stress and angst navigating from the lobby to their gate
- Business travelers expect a speedy, fluid process



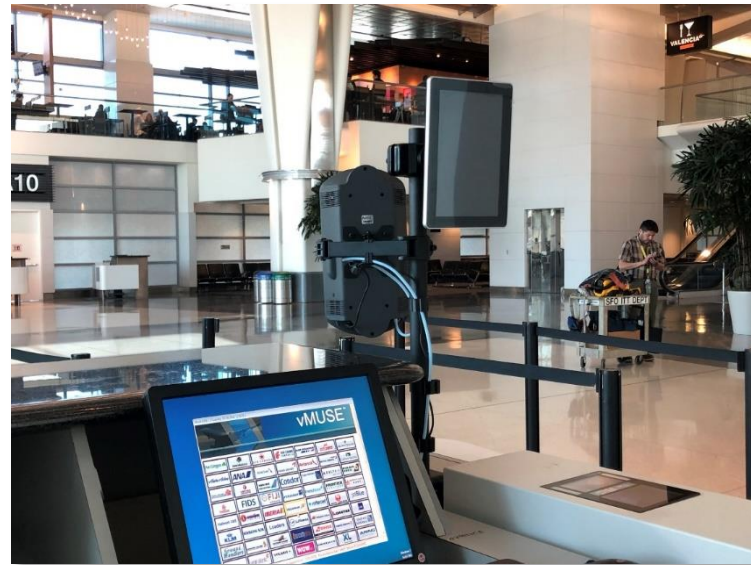
Post-travel experience can be a significant cSAT driver

- The post-travel journey can leave a lasting impression for our customers and create an opportunity to build brand equity



Questions

- Use of bio-metric devices for boarding is the current “Hot Topic” for airports and airlines. What are the challenges in the use and deployment of this technology?
- What is the role of the airport in these deployments?



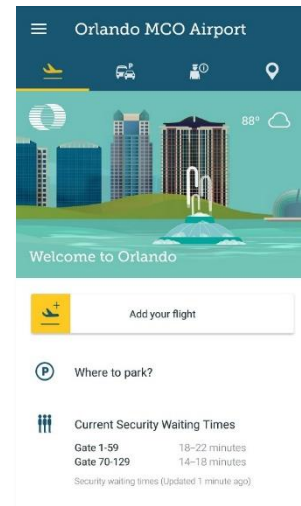
Questions

- SITA's Airline IT Trends states that the average airline spend for IT is 3.67% of revenue. A key airline aspiration is to create a “Connected Passenger Experience”. What does that really mean?



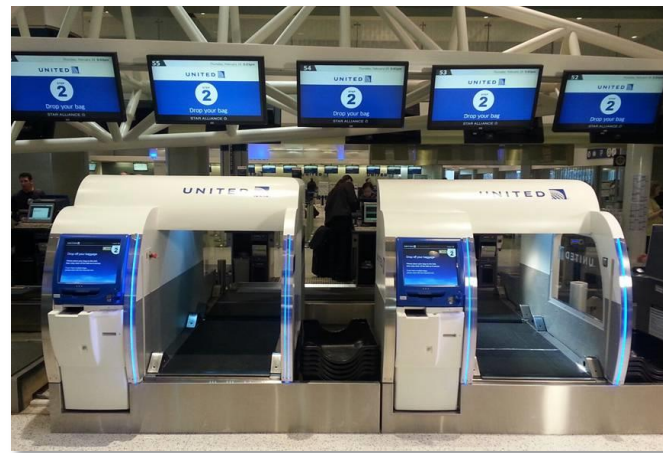
Questions

- How has the use of self-service devices changed the design to airport terminals?



Questions

- SITA survey found that bag-drop is becoming more automated, with unassisted bag-drop likely to be implemented by the vast majority of airlines by 2021. Robotic/ autonomous machine bag-drop is predicted to be nearing 50% implementation in three years' time.
- What are your plans for the use of autonomous devices in the next 3 to 5 years?



Questions

- What are some of the internal/back-of-house airline changes that will improve customer service?

- AI
- Wearable Technology
- Use of UAV/Drone Type Technology

How can airports help prepare the infrastructure?



2019

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>>WORK**

Questions?



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