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# DFW CX: Delivering on the Airport Brand

November 6, 2019



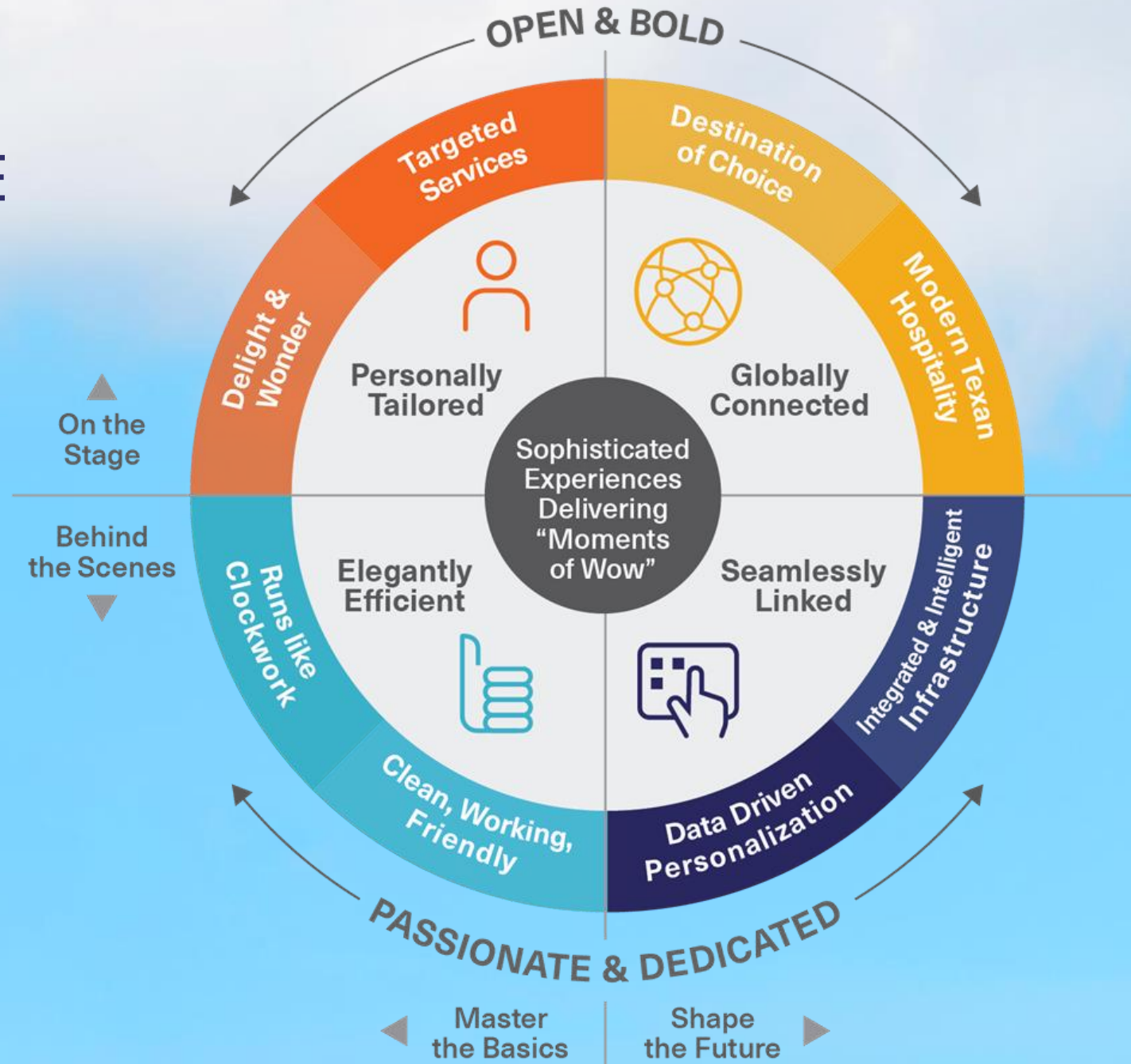
# Moments of wow.

## DFW's Experience Statement

The moment you realize you've cleared customs THAT quickly. The moment you connect with a piece of art in the terminal. The moment you discover the true meaning of Texas hospitality. For every time we go above and beyond.

When we think about the feeling you get when everything works, you are in an interesting, compelling place, and your journey is progressing nicely. This is why you travel, and though you may not expect it from an airport, you'll feel the warm Texas welcome and experience amazing times inside DFW.

# CUSTOMER EXPERIENCE STRATEGY WHEEL



# DATA DRIVEN PERSONALIZATION

# EXPERIENCE HUB

- Center focused on end to end customer experience
- The power of collaboration realized
- Idea lab where new processes can be quickly prototyped to improve customer experience



# RUNS LIKE CLOCKWORK



# MODERN TEXAN HOSPITALITY



Prior



Current



# DESTINATION OF CHOICE



**D23**

**WORLD'S BIGGEST CASINO EXPERIENCE**

**Targeted Services**

**Destination of Choice**

**Modern Texas Hospitality**

**Globally Connected**

**Seamlessly Linked**

**Data Driven Personalization**

**Clean, Working, Friendly**

**Run like Clockwork**

**Elegantly Efficient**

**Personally Tailored**

**Delight & Wonder**

**Sophisticated Experiences Delivering Moments of Wow**

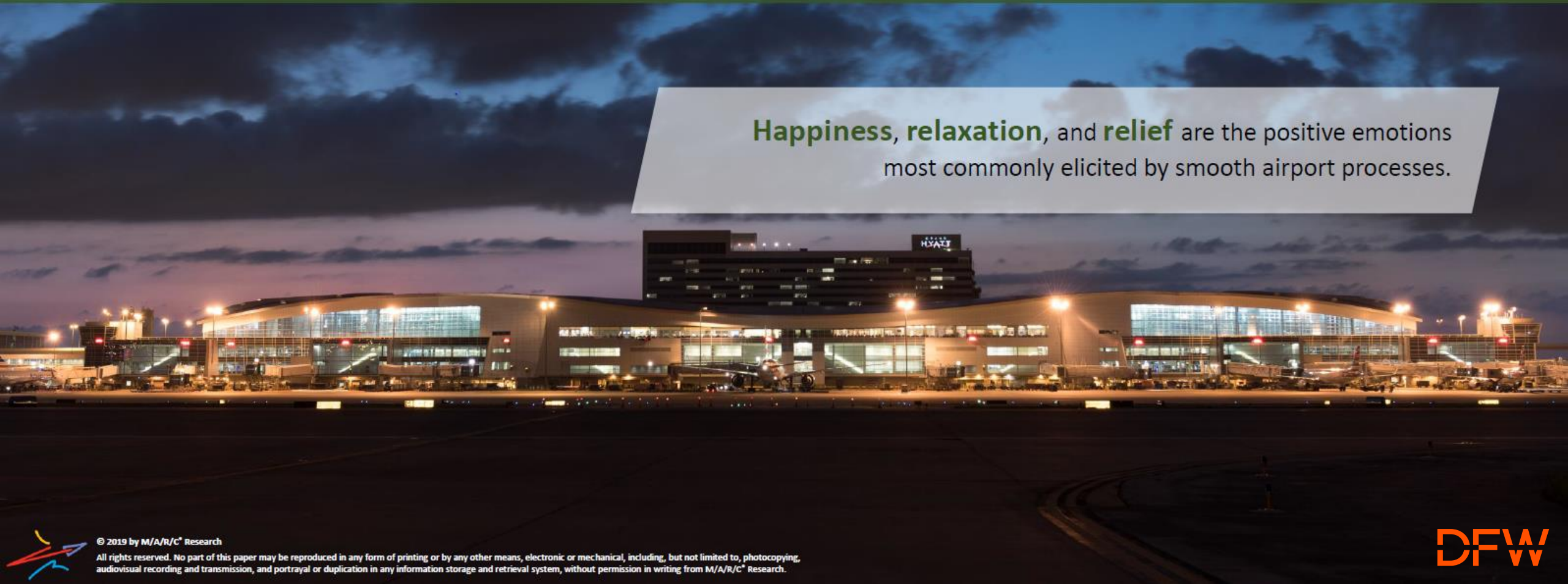
**DFW**

# Key Insight



Conversely, positive emotions occur when processes are **comfortable, smooth** and **without chaos**, resulting in a *minimal impact on the passengers' allotted time to make their flight.*

**Happiness, relaxation,** and **relief** are the positive emotions most commonly elicited by smooth airport processes.





Travel. Transformed.

