



Creating a differentiated passenger experience

Jan Richards
Head of Insights



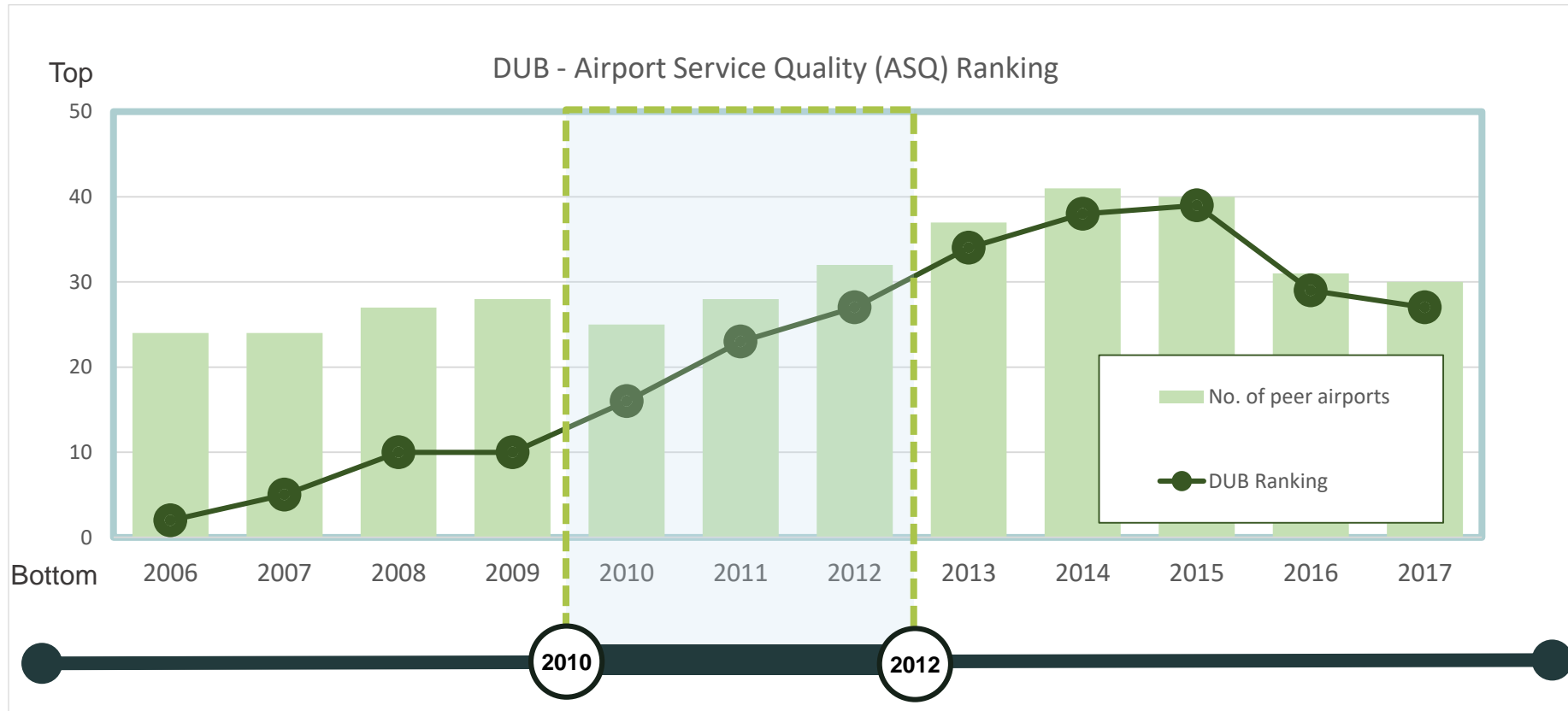
Dublin Airport - Passenger Experience Evolution



The era of the passenger

- Ambition established to transform the passenger experience
- New brand promise, focused on passengers
- Comprehensive research programme established
- International benchmarking project

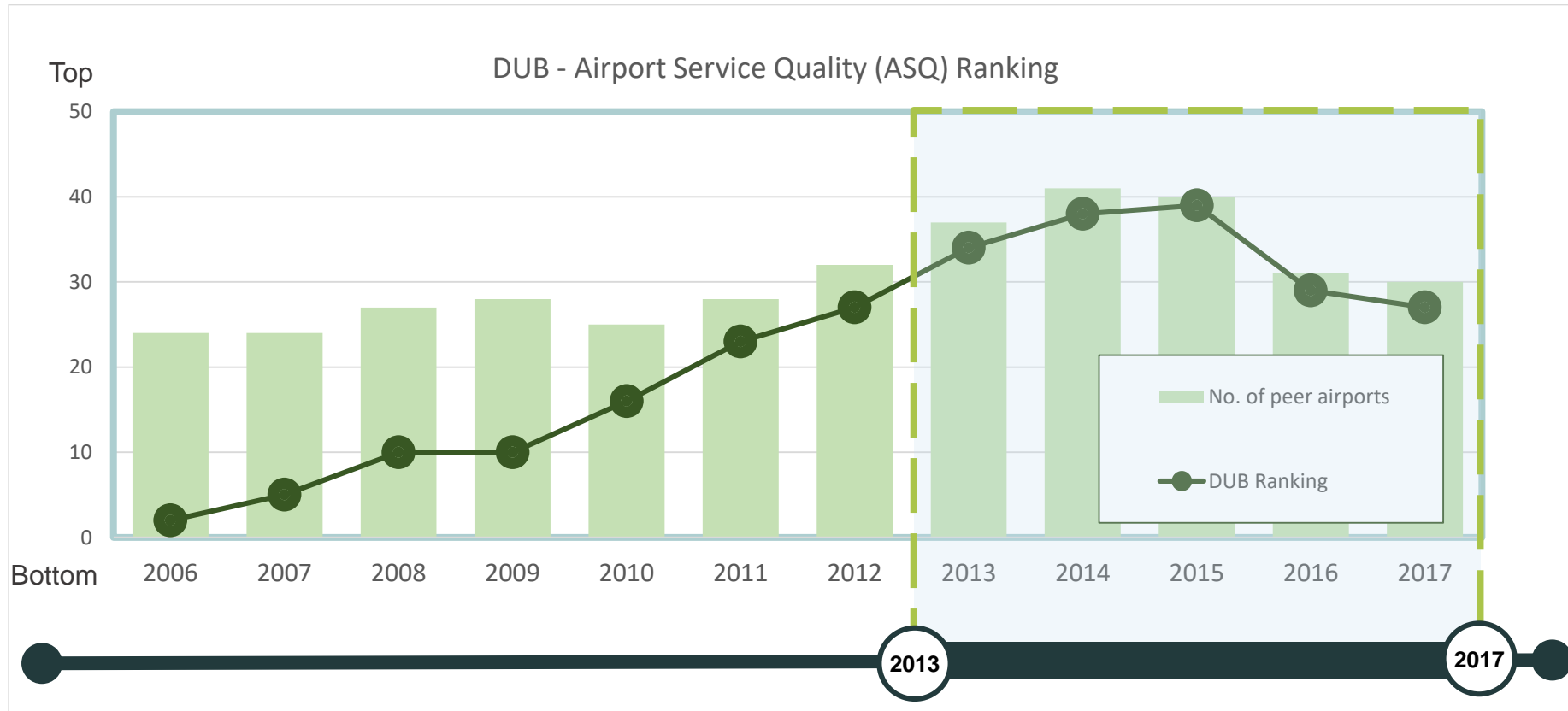
Dublin Airport - Passenger Experience Evolution



Addressing core needs

- New infrastructure – Pier 1 and Terminal 2
- Standards and best practice – wayfinding
- Wi Fi new model
- Car parking online
- Travel value re-invented as The Loop; Shop & Collect
- Price promise for retail

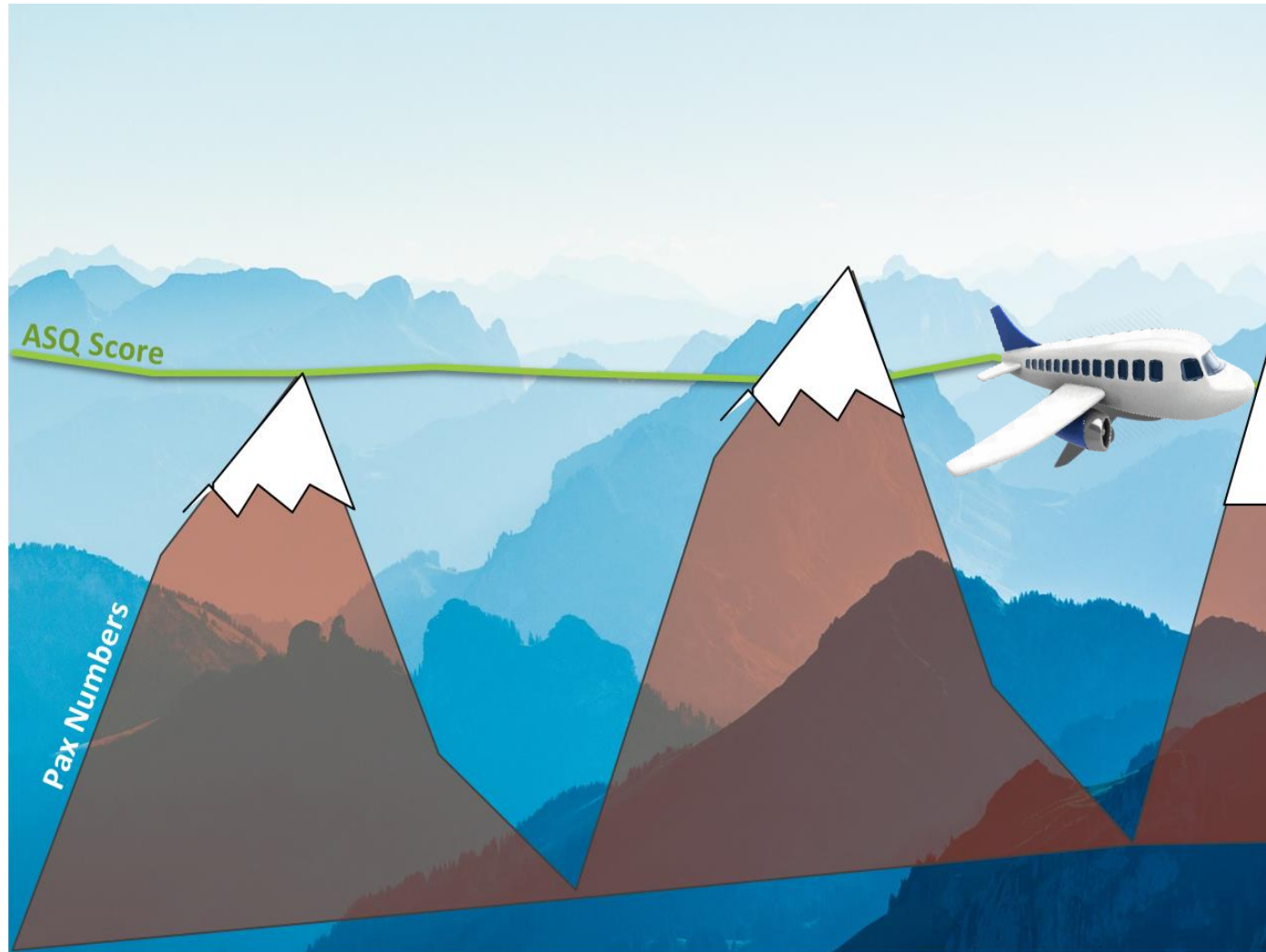
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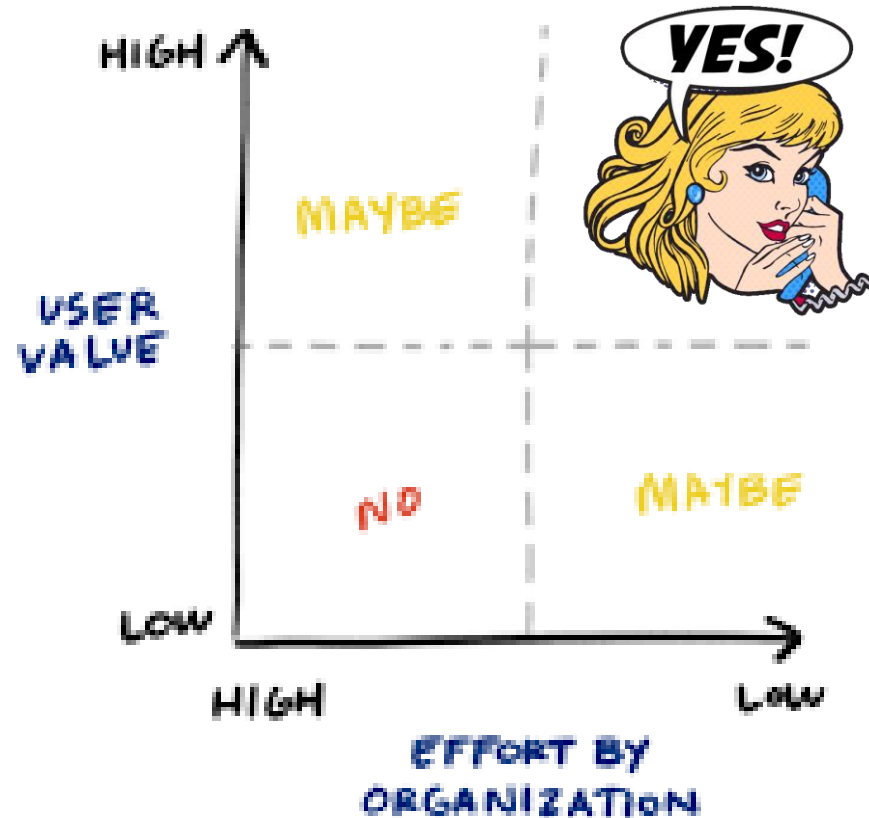
The passenger as a consumer, the airline as a customer

- Reframe ambition
- Expand our view of experience to passengers, customers & partners
- Evolution towards Passenger Journey Understanding & Management Programme (JUMP)
- Promoting the concept of the inter-connected journey

Through the past few years Dublin Airport has maintained satisfaction scores despite huge passenger growth

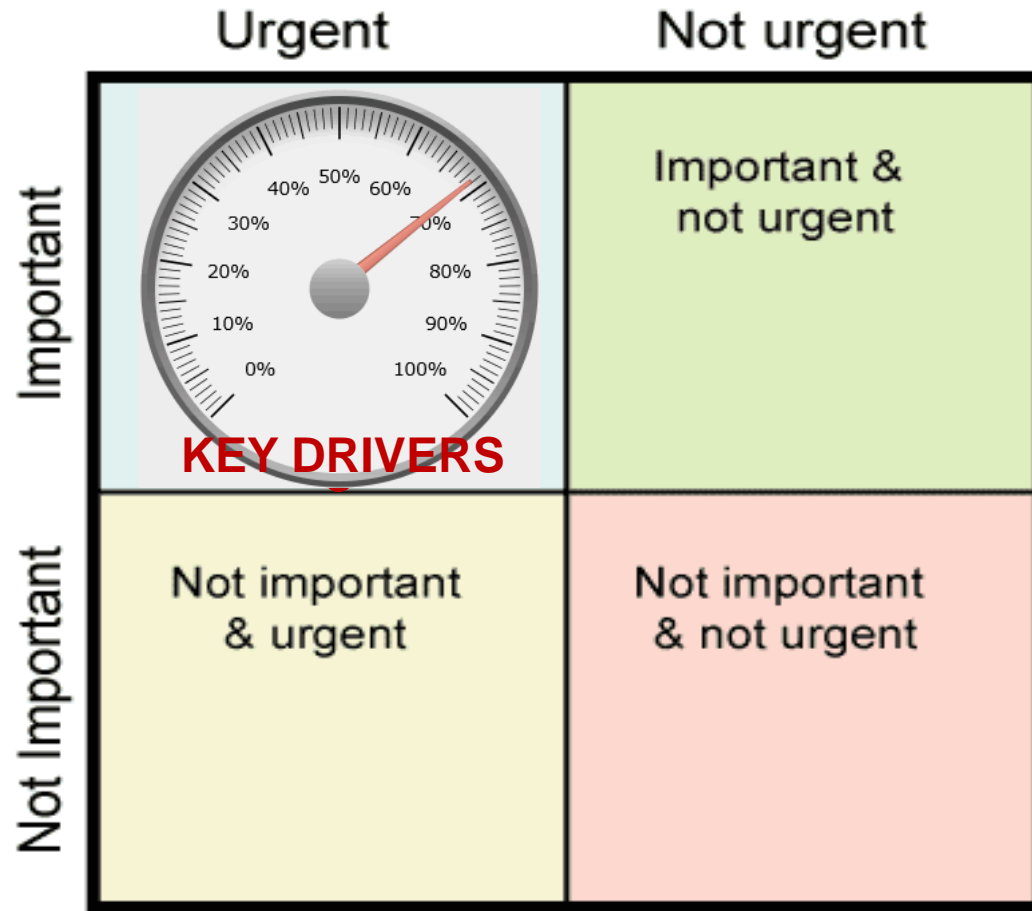


We have been driving positive outcomes through our 'Prioritisation equation' for passengers



1. Level of importance
 - number of passengers affected
 - nature of impact
 - degree of control/choice/free will
2. Our ability to influence (rational)
3. Our ability to influence (emotional)

Using analysis techniques such as regression analysis to Produce Strategic Improvement Matrix – what should we prioritise based on passenger feedback?

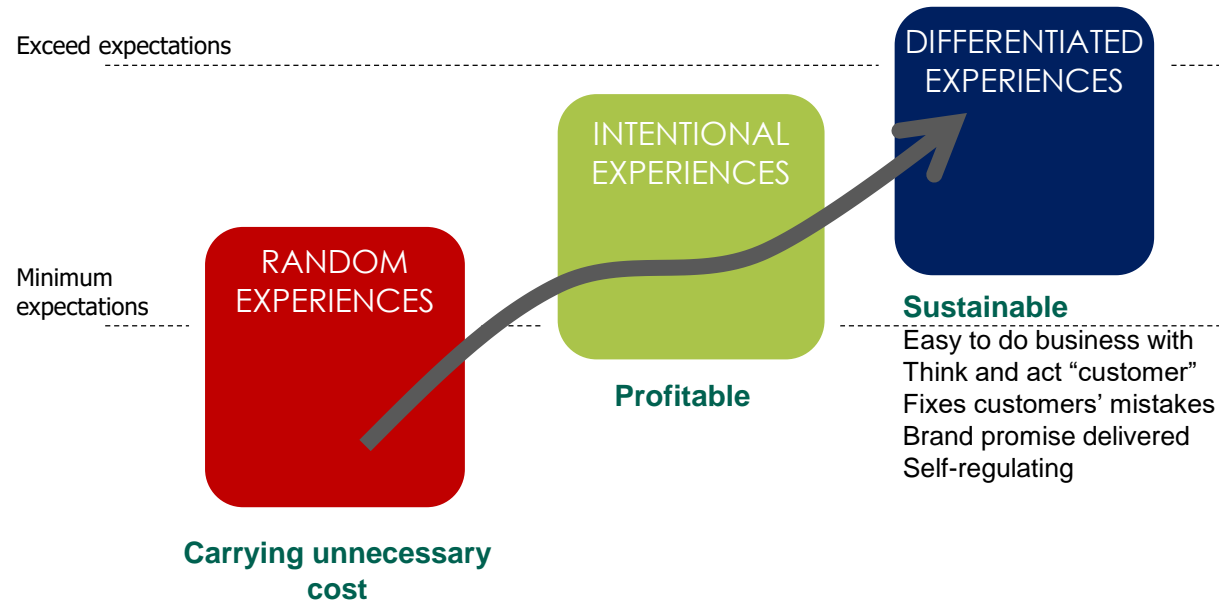


Why JUMP? We are adapting to thrive!



Why JUMP? It's good for business.

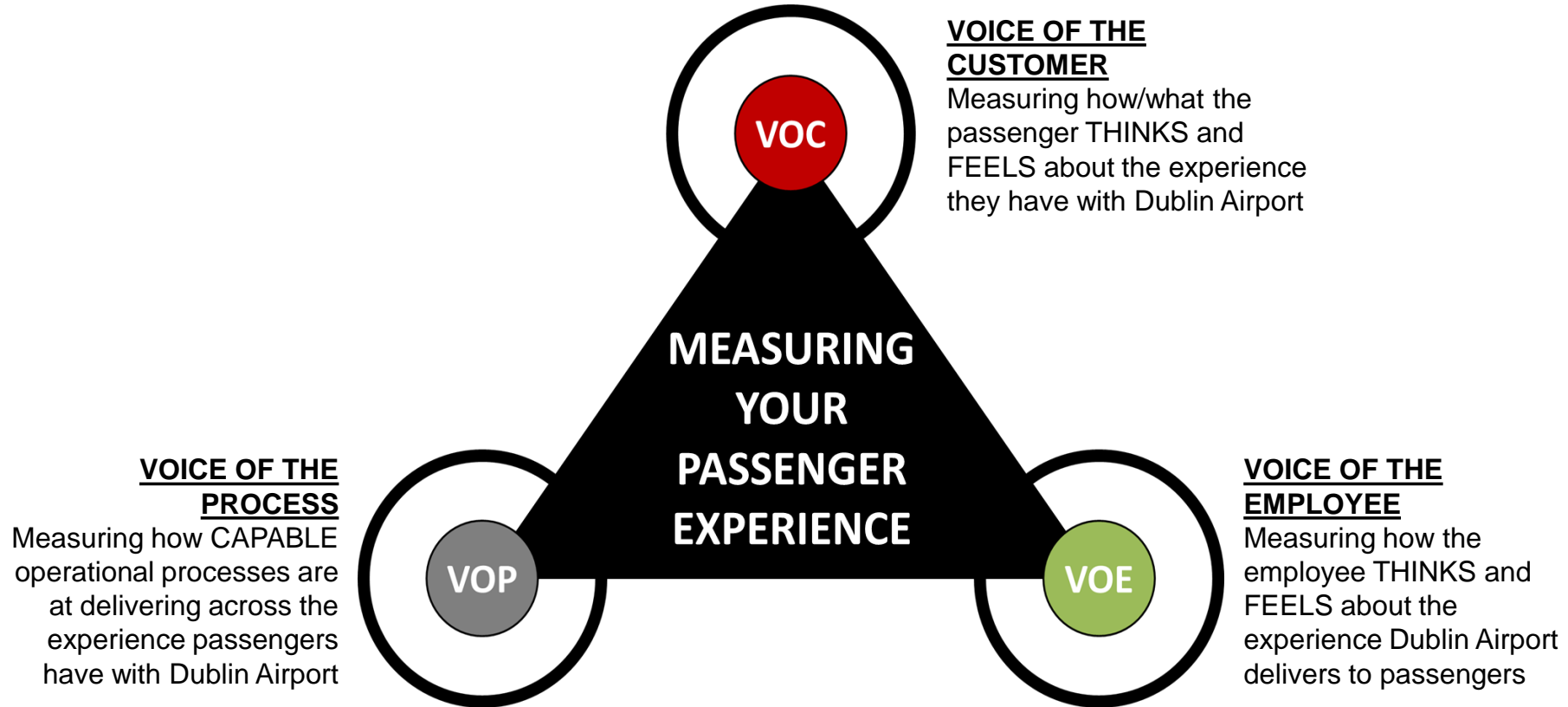
Evolutionary Phases of Customer Experience



If we don't focus on passenger experience we will carry unnecessary cost for the business and we will lose out on potential revenue:
1% increase in passenger satisfaction levels delivers an increase of 1.5% in non-aeronautical revenue.

How are we going to deliver?

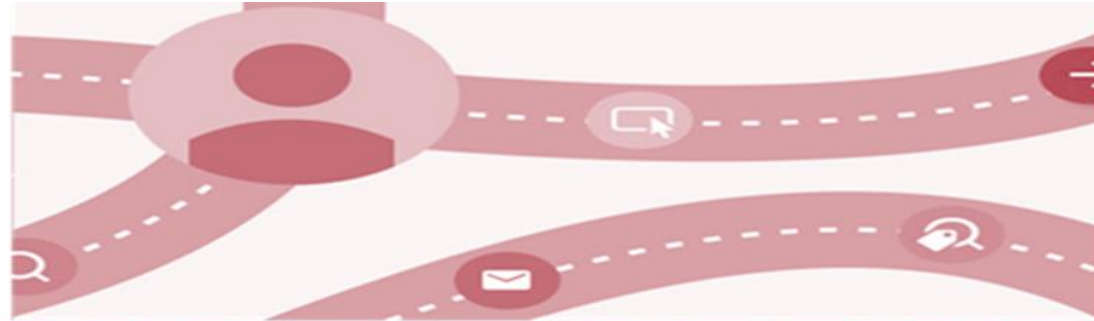
The three voices of passenger experience measurement



VOP: The importance of aligning organisational layers

Aligning our processes to our journeys is crucial for continuous improvement

Layer 1
Passenger
Journeys



Layer 2
Business
Processes



Layer 3
Technology



VOP – Metrics driving a future culture of continuous improvement

JUMP redefined team. Process owners with clarity of KPI's & targets, and a collaborative interconnected view of the passenger journeys.

Clear causation and correlations

2016-2018

Create your customer journey(s)

NEXT - 2018 ONWARDS

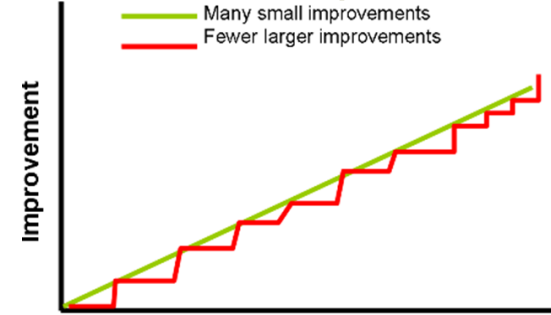
Identify accountable process owners



Start measuring customer touchpoints

Align VOP with VOC & VOE

Continuous Improvement Culture



WIP - an aligned dashboard

