

4 Keys to Memorable Passenger Experience



The airport ecosystem relies on diverse stakeholders to make the customer experience successful. The entire journey from parking a car to retrieving luggage requires communication and feedback, with a dash of flexibility to create an optimal customer experience for the passengers. A passenger journey is heavily regulated, so seamless may be an unrealistic goal, but creating an experience that is memorable for all the right reasons is not.

- 1) End-to-end journey** Passengers see the airport as a continuous experience. One bad incident can taint the entire experience for the passenger. It is essential to understand the experience from their view as a whole, not in silos or segments; this allows a seamless handoff between experiences even when the stakeholders were previously disconnected. Bring stakeholders together from all areas that touch the passengers and map out the experience from a customer point of view. Don't forget to consider that an airport experience involves several modes of communication, including digital, in-person, kiosks, and more. If this seems daunting, start smaller, possibly from airport arrival to check-in or check-in to that pass-through security. Small steps can create immense improvements.
- 2) Create a two-way communication stream to optimize customer experiences** Airports should double down on establishing a robust two-way communication stream with passengers, especially during a busy travel season, to convey essential changes and timely information and get a pulse for how customers feel about any changes. Mobile and SMS are key channels for facilitating communications at crucial moments of truth along the passengers' journey. This shift toward a real-time dialogue empowers passengers to 'flag' when the experience feels clunky, giving airports the chance to pivot and recover in next to real-time. Don't forget to follow up with passengers after their trip to receive timely feedback to improve their future experiences.
- 3) Actively listen to and engage associates throughout the year to drive optimal results.** At hectic times of the year, it's natural for employees to feel various emotions, including stress and burnout. That's why it's crucial to engage with your employees much more actively by continuously listening to them (via a pulse survey). Continual listening will help you keep issues and obstacles manageable during challenging times. This increases your chances of both employee and customer engagement and satisfaction.
- 4) Create an action-oriented culture by empowering your frontline employees.** Enable every employee, from baggage handlers to security and passenger service agents, to adapt on the fly and enhance the passenger's experience in the moment. When airports engage and empower their people, they activate their untapped power to improve every area of the passenger experience. Who better to tell you what your customers want than those who speak with them every day? Have your employees provide ideas and suggestions on the passenger experience. Benefit from your employees' collective expertise and creativity with idea challenges. These challenges will show you ways to improve passenger and employee experience, co-create new products and services, streamline processes, and increase cross-team collaboration. In addition to improving the passengers' experience, you will foster a culture of innovation and increase engagement.

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