



Medallia

Medallia for Airports

Impress customers from the moment they walk in the door

Make airport experiences memorable for the right reasons

Airports are no longer just structures people pass through on the way to their flights. They are complex businesses offering everything from sophisticated retail experiences to complete spa services. As airports have evolved, so have travelers' expectations. Plentiful parking, short lines at security, timely baggage delivery, available WiFi, and of course, the human factor are cited as key expectations from passengers. How is your airport measuring up? Are you hitting the marks on what is most important to your passengers? With feedback and insights about airport experiences readily available, front-line managers, field leaders, and insights teams can quickly take actions to improve service, atmosphere, associate behavior, and operating efficiency.

Whether your goals are to transform the passenger experience by changing processes, empowering employees, or even increasing revenue from airport services, the design of your programs must rely on engagement and provide thoughtful responses to the needs of travelers.

Increase Travelers Satisfaction

You can increase travelers' satisfaction by optimizing service delivery, immediately identify traveler frustrations, provide a simple mechanism for direct feedback, enhance communication, and improve internal culture. Through Medallia's FedRAMP High authorized platform, airports can capture signals from everywhere travelers are, understand them in real-time, and deliver insights and action across the organization.



Ask for Feedback
Via Mobile, Digital, QR Code, etc., resulting in test directive

Ingest Data
Collect travelers' data to a central hub

Compile Data
Role-based dashboards and personalized alerting

Take Action
Results trigger automated workflows

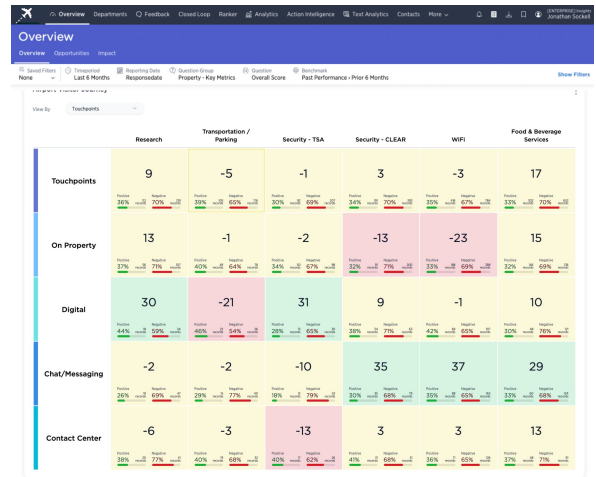
Give Support
Tailored engagements based on feedback

Why use Medallia to improve Airport Experience?

Voice of Your Customer on one Platform

Medallia makes it easy for you to monitor your customer's experience across the entire customer journey by bringing together multiple data sources (signals) into one unified view. Solicited feedback, online reviews, IVR, sms interactions, and operational measures all come together in Medallia Experience Cloud™.

- Capture feedback
- Analyze to Understand
- Act to Improve in the Moment

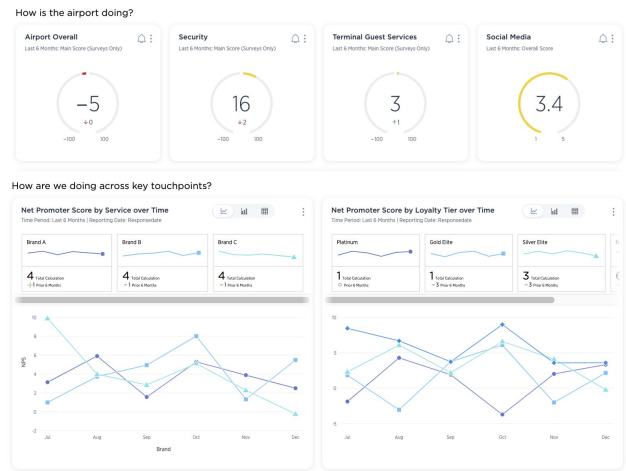


Improve Passenger Experience

- Transform insights into action by making understanding the "why" behind the response scores easy.
- Quickly understand your impact on improving citizens' and residents' experience and related operational metrics.
- Improve system-wide processes and programs based on themes and trends.

Continual Engagement and Automated Follow Up: Integrated wellness support workflows

- Make it easier for stakeholders to engage with offices, programs, and facilities to provide experience feedback.
- Quickly understand the impact of changes on improving individual satisfaction and related operational metrics.
- Anticipate the needs of travelers and proactively make the process and programmatic changes to improve the experience.



Why Use Medallia for Airports ?

Best-in-class AI

Highly-trained machine learning algorithms automatically detect keywords and phrases, eliminating blind spots and highlighting trending responses.

Real-time data synchronization

Initiate data transfers at specific times, by events, or on-demand to ensure the latest testing or personal data is in Medallia when you need it.

Flexible reporting permissions

RESTful APIs, automated processes, and flexible data handling enable real-time data sharing across the enterprise.

Enterprise-grade Scalability

From thousands of records a day to millions – Medallia is ready for it.

Security is our highest priority

As the market leader in Customer Experience Management (CEM), we are trusted by the world's most revered companies to handle their data.

We know how critical data security is to our customers, so we make our entire suite of privacy and security measures available to customers, including premium features such as Masking and Field-Level Encryption.

Learn more about our data security and compliance at medallia.com/security



Medallia

Copyright © 2022. Medallia Inc. All rights reserved.

Meet with a Medallia Expert →