

De-Intensifying the Customer Experience

Sally Covington, Deputy Manager of Aviation
Denver International Airport



BEFORE WE GO FORWARD, LET'S TAKE A STEP BACK

- **Changes in the industry since 1995**
 - Terrorism
 - Bankruptcies
 - Technology
- **Where have all the airlines gone?**
 - Mergers
 - *Will continue with the growth of Alliances*
 - And some..... just went away
 - *TWA, America West, Pan Am, and many more*
- **Airports have become more than a curb but less than a mall**
 - U.S. airports starting to understand the need and value of non-airline revenue

JUST GET ME TO THE GATE ON TIME

And, when I'm there, just give me a little information...

- **Stress, stress, stress**
 - TRAFFIC - Getting to the airport
 - TSA - Going through security
 - TARMAC DELAYS - Up in the air

- **Feel like a can of soup?**
 - Business of margin, nothing is free
 - Because the airlines think you are
 - *"We are in the commodity business"*
 - Over sold planes, not capacity, miss your flight?
 - *Unless you have airline status, you're out of luck*

CONSUMER BEHAVIOR

■ Passenger concerns

- “Where is my gate?”
- “Did they change my gate?”
- “Is the plane there?”
- “Do I need to line-up and stand for 20 minutes?”
 - *“Need to find space in the over head bin”*
- Gate hugging – “I’m not leaving here”
 - *“I’m not going far, my flight may be changed and I won’t know”*
 - *Non-frequent flyers may sit at the gate for 2 hours when they could be sitting at a restaurant or shopping*

■ Tension, frustration, and low expectations

“FLYING IS JUST NOT WHAT IT USED TO BE!”

AND THAT'S WHY IT'S TIME FOR AIRPORTS TO OWN THE *CUSTOMER EXPERIENCE*

- **Differentiation by customer service**
- **Grow revenue**
- **Capture arriving and departing passenger spending**
- **De-intensify the experience – how?**
 - Give more information than what's available with FIDS and BIDS
 - Provide assistance
 - Provide a pleasant environment
 - *Yes, art programs can help grow revenue*
 - Ask customers how you can improve and listen to what they say



WHAT DIA HAS DONE

Named Best Airport by 'Business Traveler' for 6 consecutive years!

- **High touch**

- Customer service is core part of strategic planning
- 311 system to track and monitor customer issues

- **Beginning and end of brand**

- Paid staff for information booths
- Paging Center
- Ambassadors – 300 volunteers asking “Can I help you?”

- **High tech**

- New Web site that tracks the passenger “journey”
 - *Information on traffic, parking, TSA wait times, concessions, airport updates*
 - *Rating system allows customers to rate our products and services*
- *GoHow*
 - *New mobile phone application that delivers information (and suggestions) instantaneously from airport to customer*



FUTURE STATE

- **Airport loyalty programs**
 - Sorry your flight is late – here's a coffee on us
- **Airport alliances**
 - Just like the airline alliances, airports will need to build customer loyalty programs as well
- **Strategic partners with concessions**
 - Share information and grow revenue
- **Consumers**
 - Will expect timely, instantaneous ,and customized information or...

Social media will get you!

THANKS!

**You're not a can of soup to
Denver International Airport!**


GAMECHANGER

ARN 2011 Revenue Conference & Exhibition