

TRANSPORTATION RESEARCH BOARD

That's the Ticket! Evaluating Traveler Perspectives

October 18, 2021

@NASEMTRB
#TRBWebinar

Learning Objectives

1. Identify actions an airport or business can implement to improve the customer journey
2. Discuss how to use journey mapping, social media, and other tools to evaluate customers' experience



Ian Todreas

Eastern Research Group

→ Vice President at ERG, Inc.

- 20+ years in transportation and climate change

→ Expertise in ACRP and airport industry:

- PI for 3 Insight Events and ACRP Dissemination
- Panel Member
- IdeaHub Contributor (and survey completer)

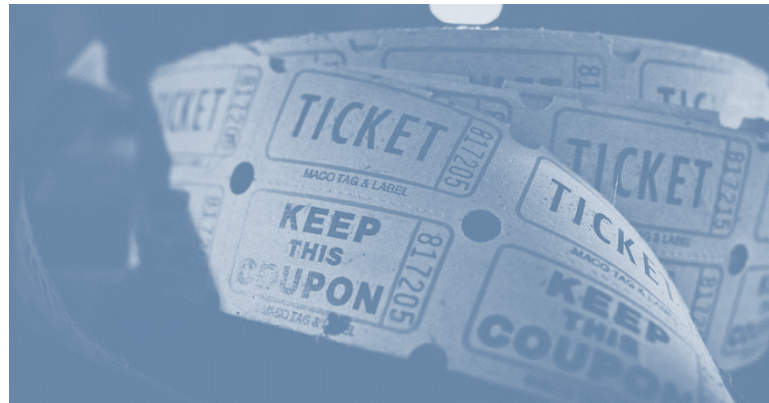
→ Manage ERG's work where transportation and communications intersect

- EPA diesel and freight emissions reduction programs
- MassDEP idling initiative
- NYSERDA Climate Impacts Assessment – transportation sector

→ Dog lover + artist = dog portrait painter (www.updoggallery.com)



That's the Ticket! Evaluating Traveler Perspectives



Komal Sood
IOS Partners, Inc.

Dr. Patricia Ryan

Principal Investigator

- Director of Aviation, IOS Partners, Inc.
- Principal Investigator for ACRP Research Report 231 and ACRP 01-48
- Principal Consultant to Orlando International Airport on improving cultural competency and the customer experience
- Former staff at 5 airports; consultant to over 100 airports



Komal Sood

Senior Research Analyst

- Senior Project Manager, IOS Partners, Inc.
- Research Analyst for ACRP 231 and ACRP 01-48
- Project Manager for International Cultural and Customer Experience consultancy project with Orlando International Airport
- Former Business Development Director, IOS Partners, Inc.



ACRP 231 Research Team



ACRP Report 231 Project Panel

Ian L. Todreas, *Eastern Research Group, Inc.* (Chair)

Ken Buckner, *Unison Consulting, Inc.*

Ben Coleman, *Honeywell International, Inc.*

Jacqueline Grossgold, *Port Authority of New York and New Jersey*

Susan Hansen Smith, *Seattle-Tacoma International Airport*

Kevin Kleist, *Southwest Airlines*

Jared Raymond, *FAA Liaison*

Raechel Rucker, *Airports Council International–North America Liaison*

Learning Objectives

- Identify actions and discover notable practices an airport or business can implement to improve the customer journey.
- Discover tools such as journey mapping, benchmarking, social media analysis, and others to evaluate and enhance the customer experience.

Research Approach



The Impact of the Customer and Employee Experience



The Employee Experience (EX) drives the Customer Experience (EX), which ultimately leads to improved brand identity and increased revenue.

Enhanced EX + CX = Increased Revenue



100,000 passengers * \$14 = \$1.4 million



100,000 passengers * \$21 = \$2.1 million



\$700,000 * 365 = \$255 million annually

Kramer, L. S., Bothner, A., & Spiro, M. (2013). *How Airports Measure Customer Service Performance* (Vol. 48). Transportation Research Board.

Traveler's Perspective



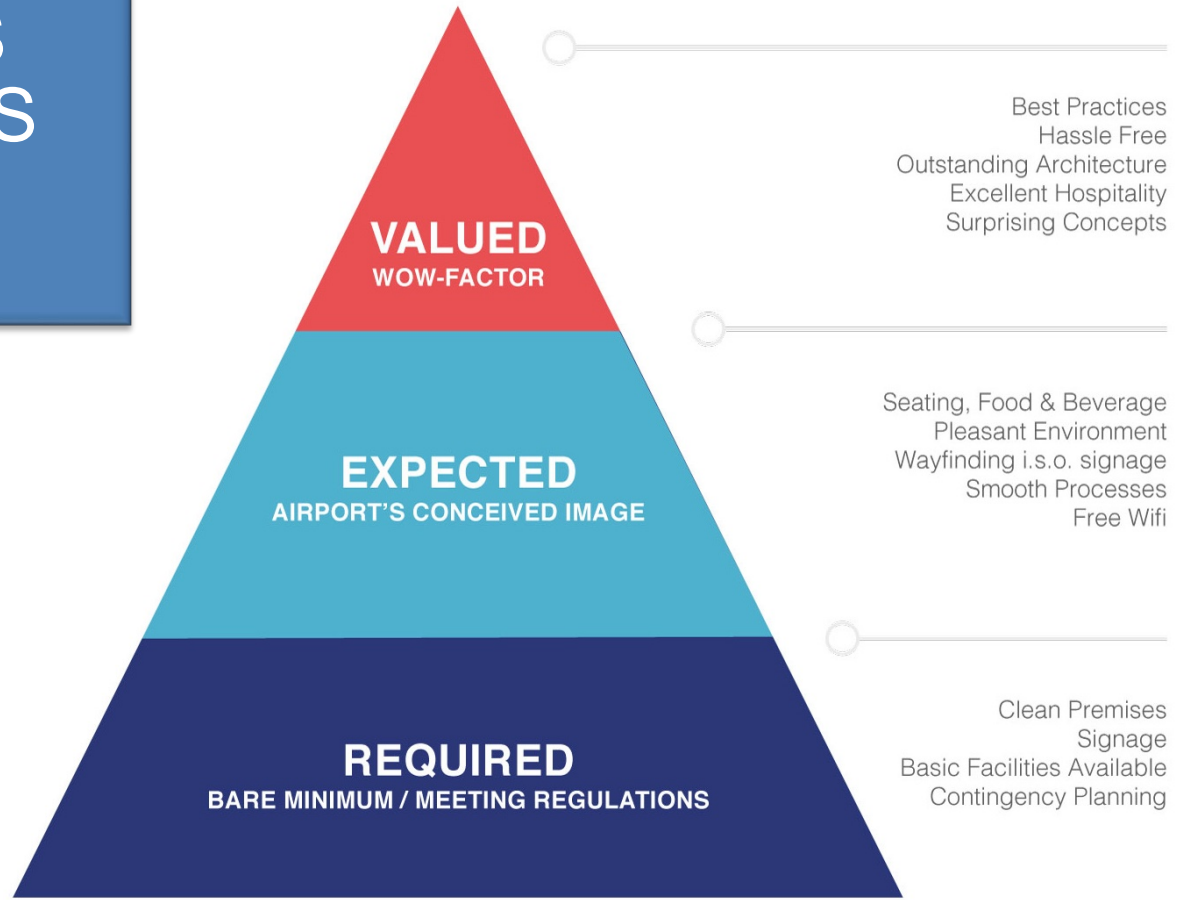
Key Research Results – Traveler’s Perspective

1. ADDRESS
BASIC NEEDS
FIRST



Key Research Results – Traveler's Perspective

1. ADDRESS BASIC NEEDS FIRST



Key Research Results – Traveler's Perspective

2. IMPROVE TRANSPARENCY/ ACCESS TO INFORMATION



Key Research Results – Traveler's Perspective

3. PROVIDE ADEQUATE AND INTUITIVE WAYFINDING/ SIGNAGE

Improve navigation through design elements

Strategic use of Flight and Baggage Information Displays

Use of universal symbols and pictorial, verbal and tactile messaging

Intuitive wayfinding design

Key Research Results – Traveler’s Perspective

4. PERCEPTION THAT THE AIRPORT CAN CONTROL THE SECURITY AND CUSTOMS/IMMIGRATION EXPERIENCE

☐ Enhance safety measures

Reduce perception of wait time

Improve collaboration with business partners

Improve organization of lines

Invest in future technologies

Key Research Results – Traveler’s Perspective

5. ENHANCE AIRSIDE EXPERIENCE



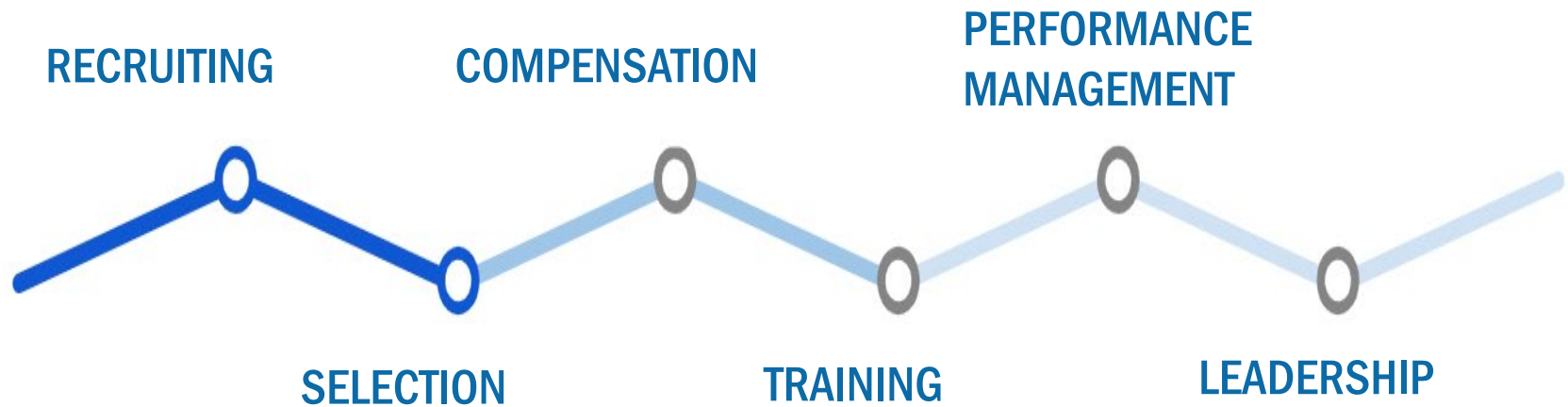
Key Research Results – Traveler's Perspective

6. CREATE A MORE SEAMLESS AIRPORT DEPARTURE EXPERIENCE



Key Research Results – Traveler’s Perspective

**7. STAFF REQUIRES
MORE EMPATHY &
BETTER
UNDERSTANDING OF
SPECIFIC NEEDS**

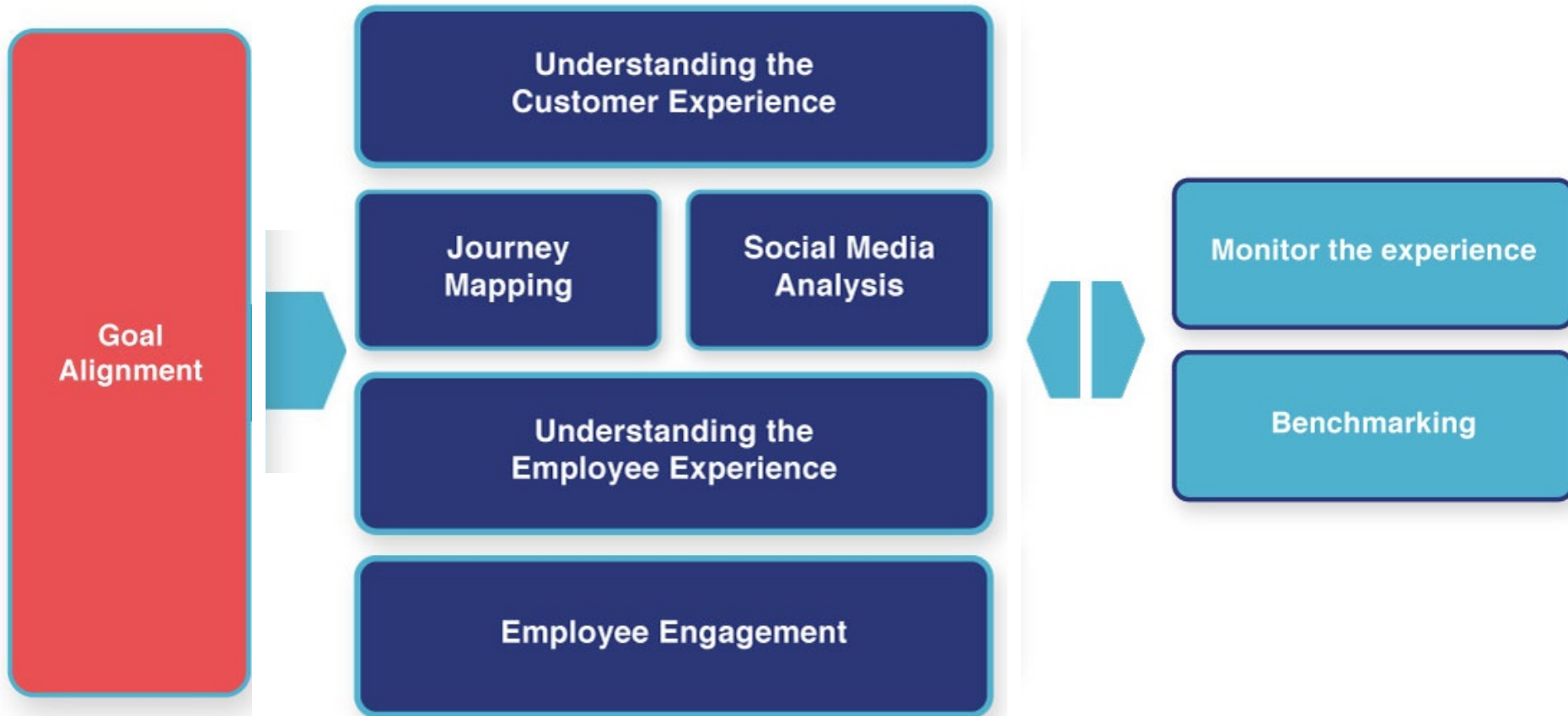


Key Research Results – Traveler's Perspective

8. AIRPORT AMBIANCE NEEDS ENHANCEMENT

Japanese Garden at
Daniel K. Inouye
International Airport

Tools Overview

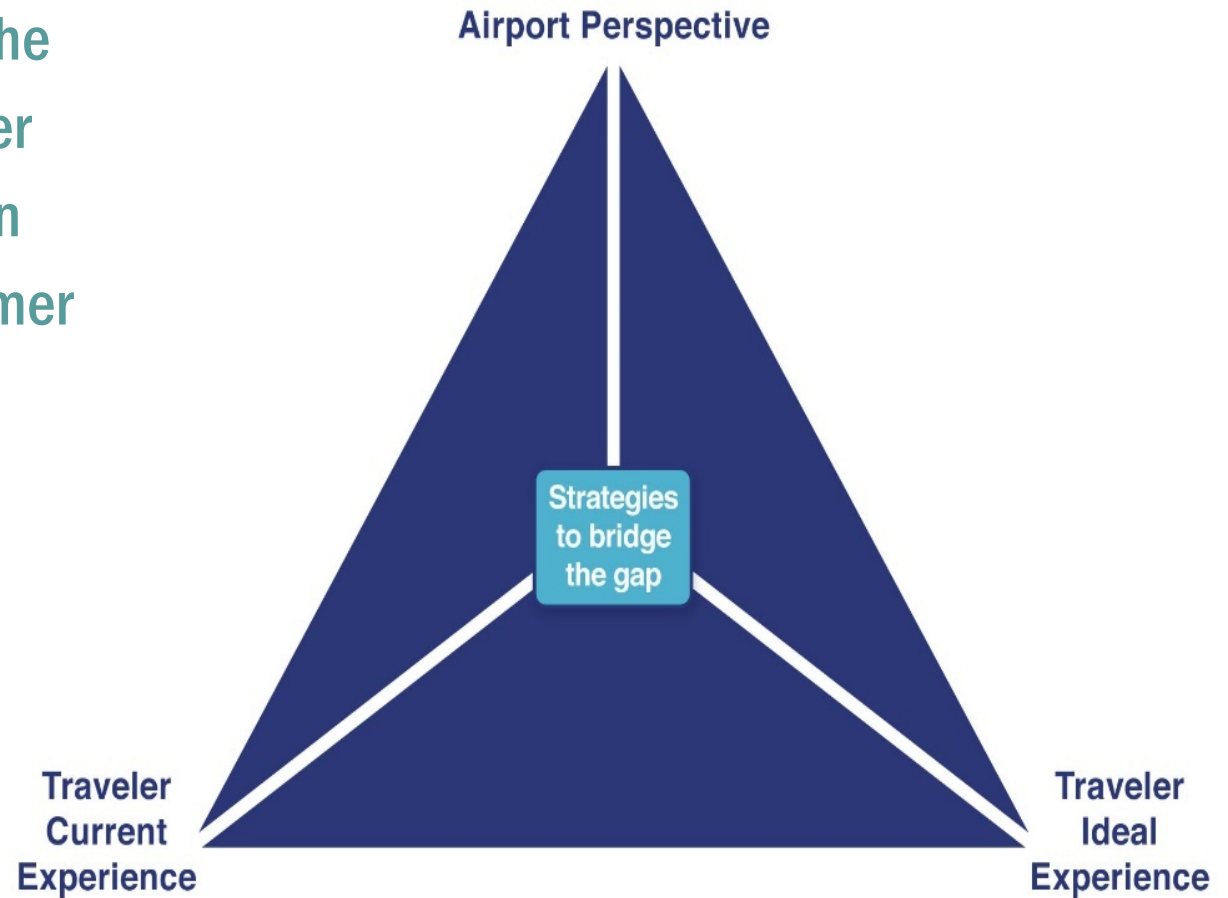


Understanding the Traveler's Perspective

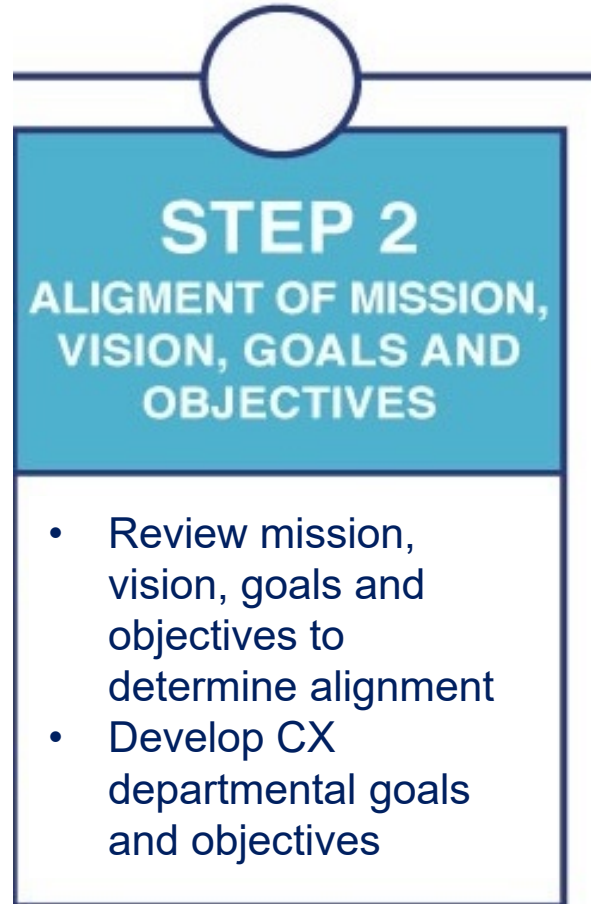


Identifying Gaps

A key component of the alignment of customer experience goals is an assessment of customer experience gaps.



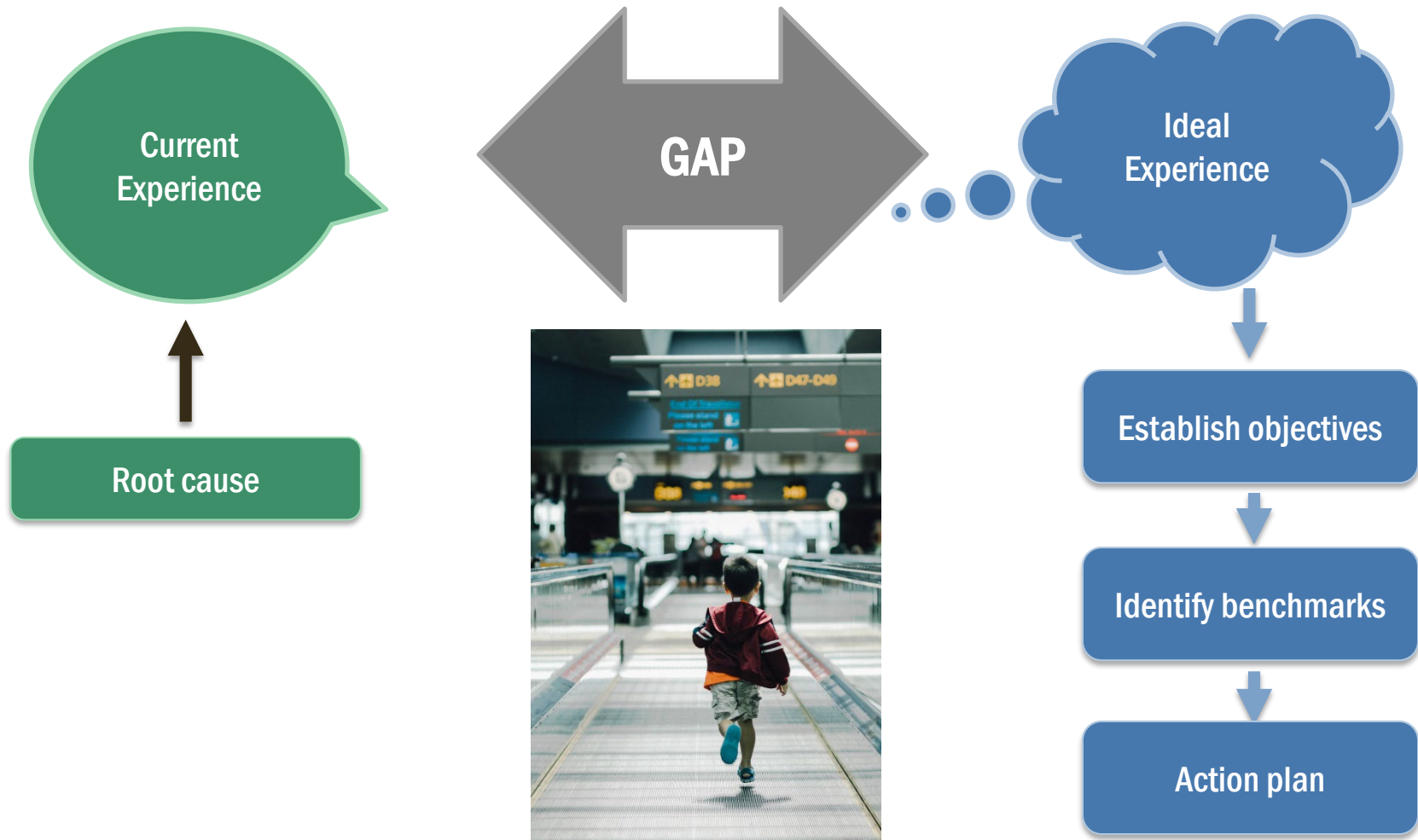
Alignment of Vision, Customer Experience Goals and Objectives



Establishing Customer Experience Goals and Objectives



Bridging the Gap



Benchmarking and Key Performance Indicators

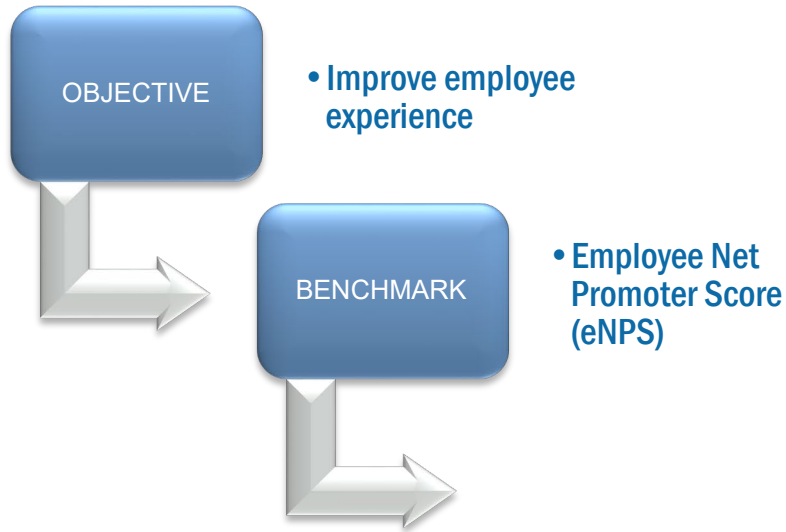


Sample Benchmark

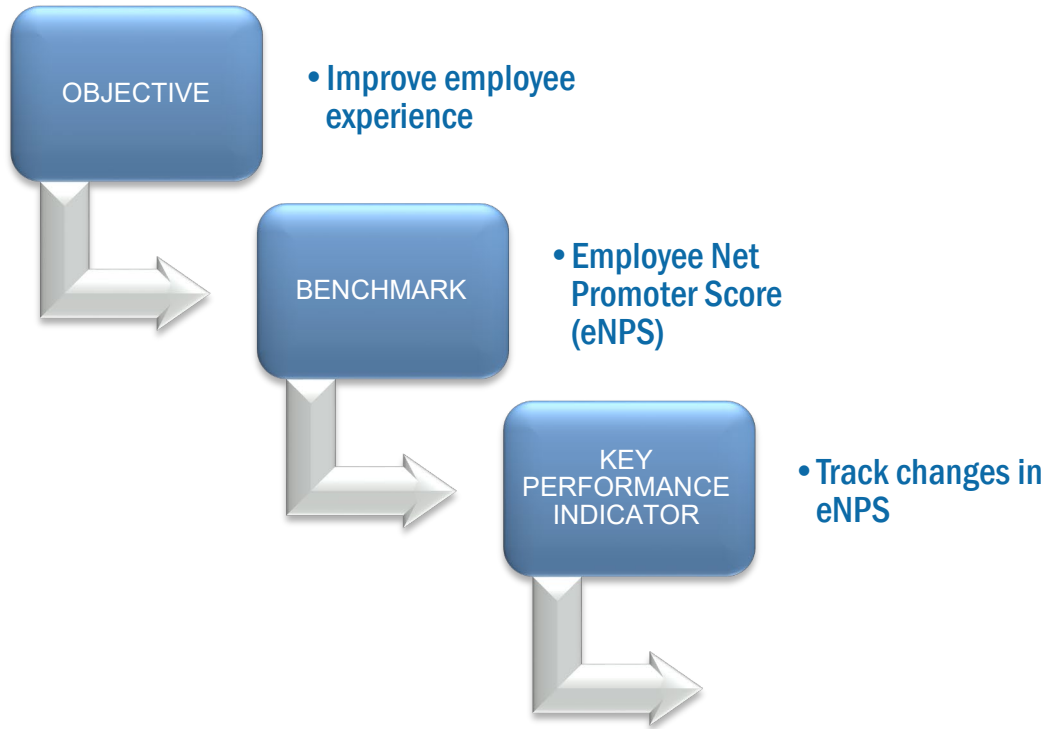


- Improve employee experience

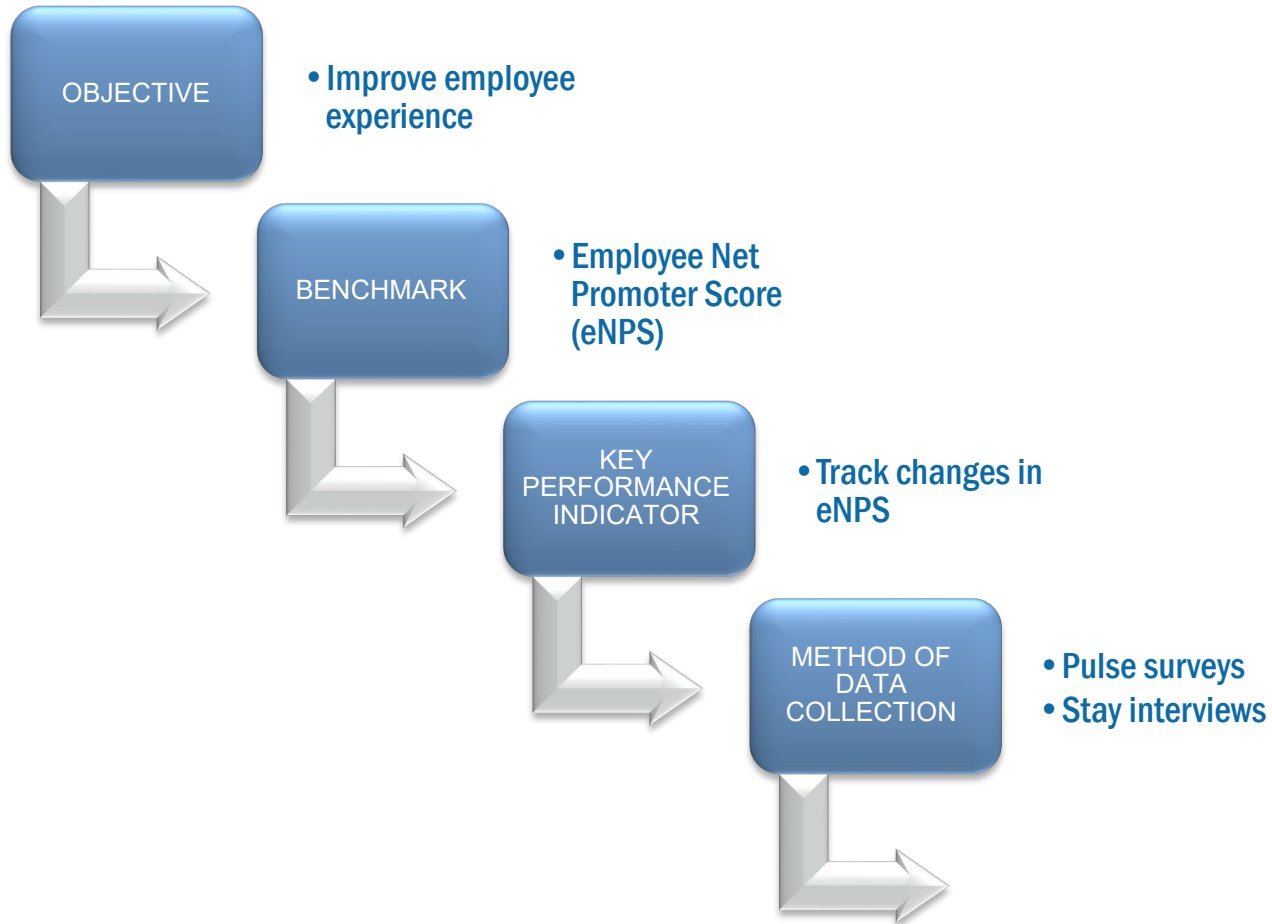
Sample Benchmark



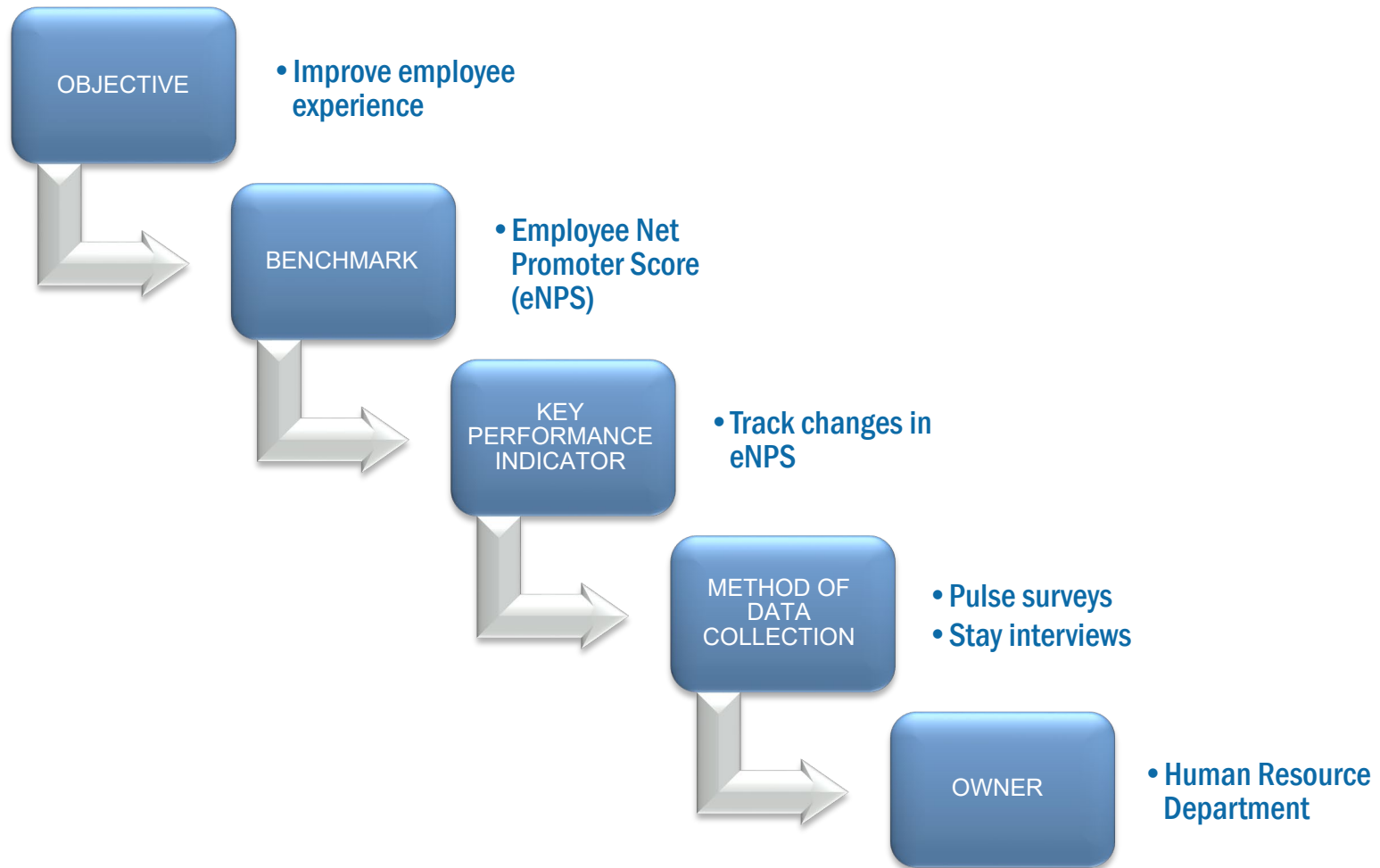
Sample Benchmark



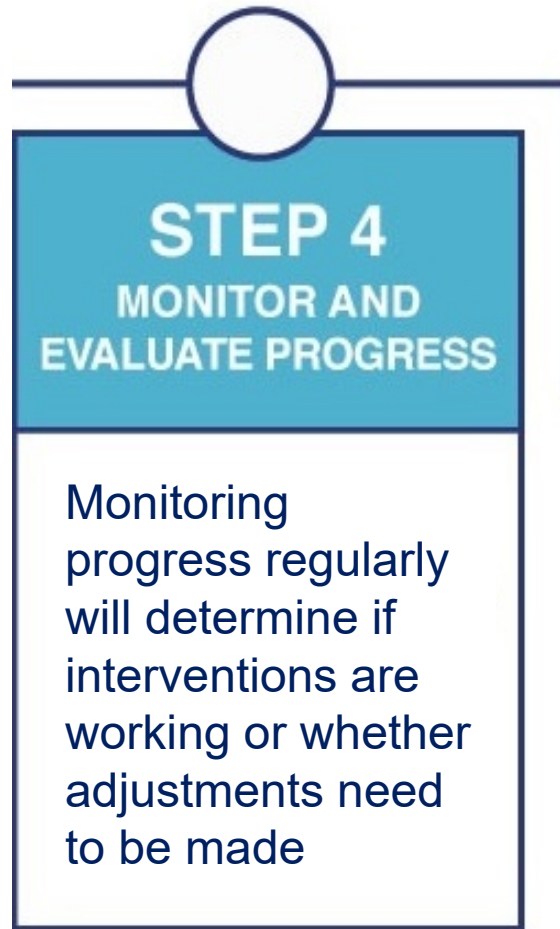
Sample Benchmark



Sample benchmark



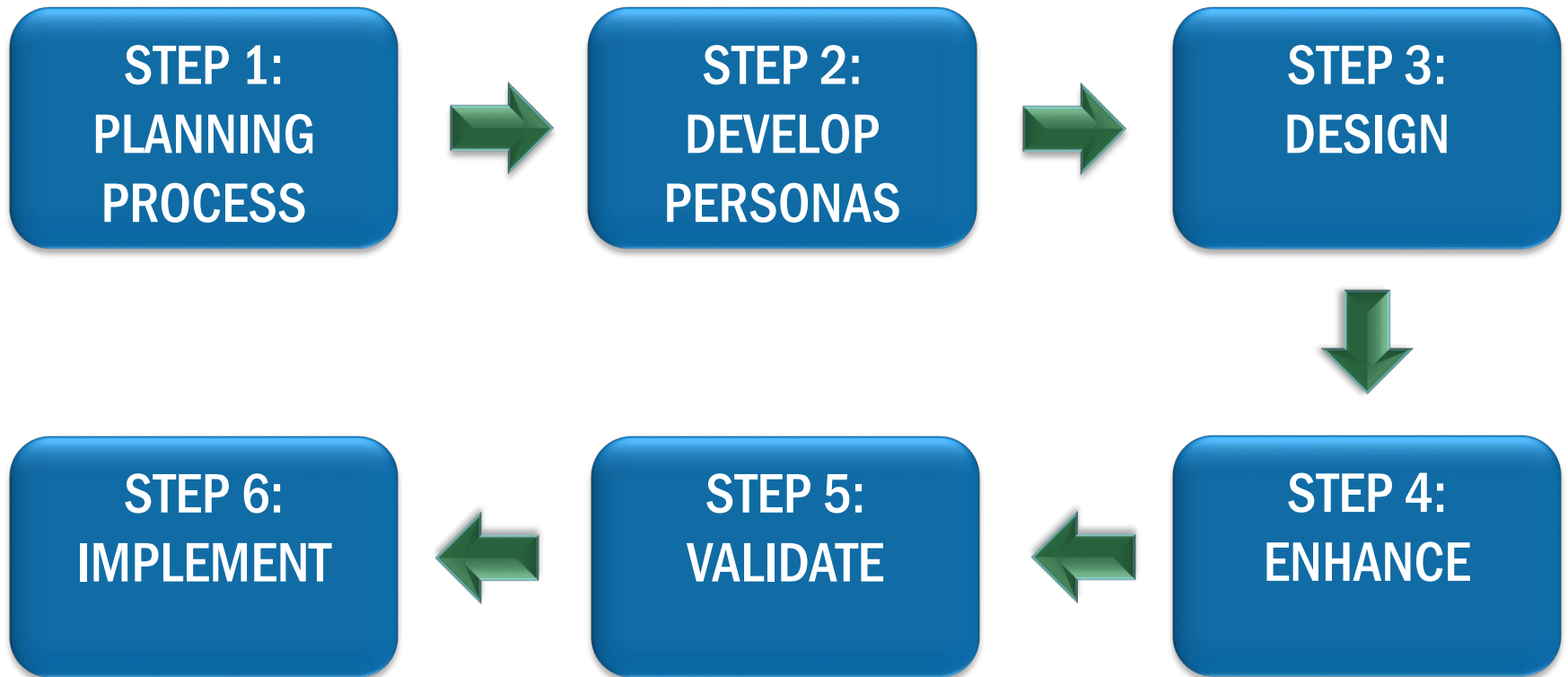
Monitoring and Evaluation



Journey Mapping



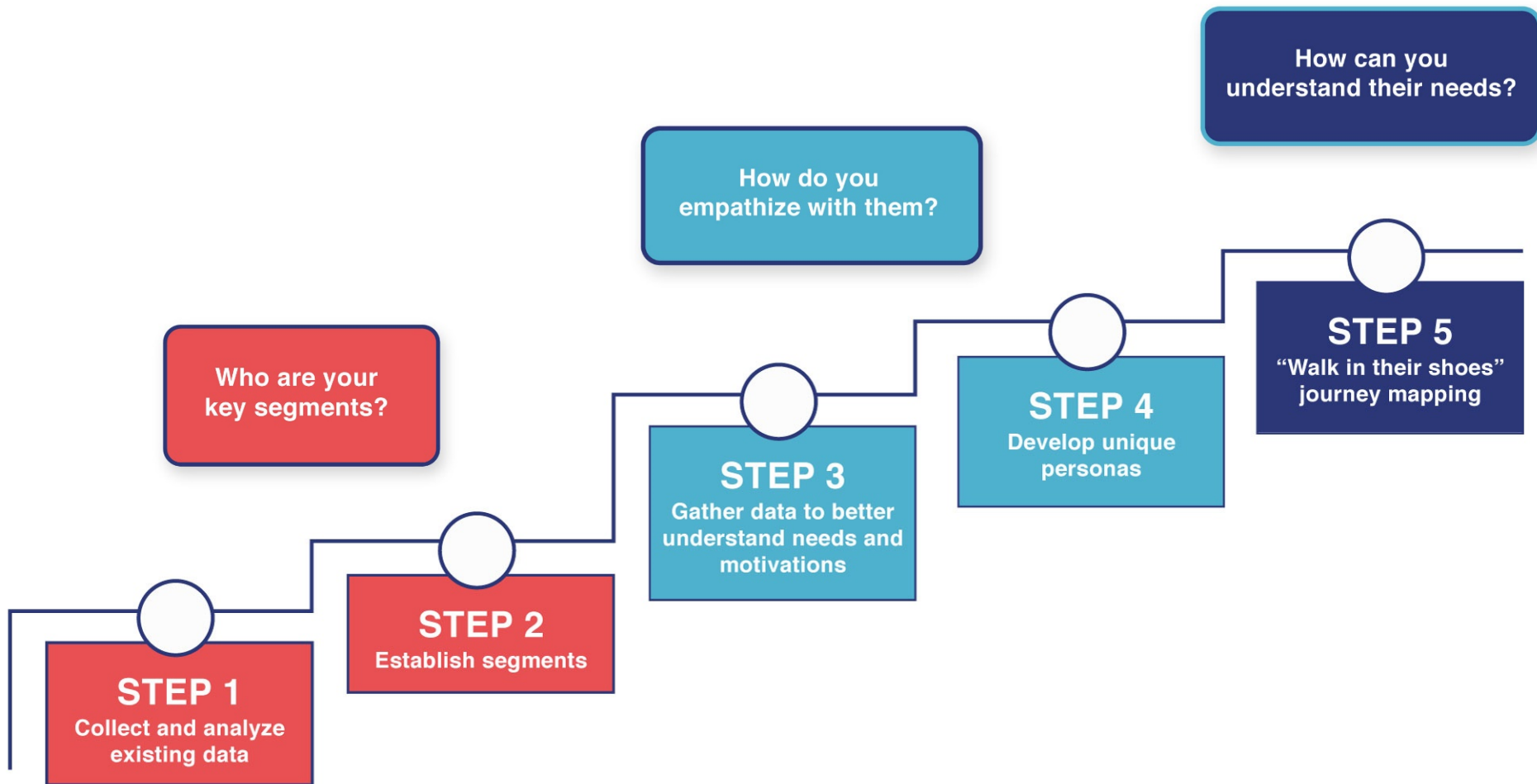
Steps for Developing a Journey Map



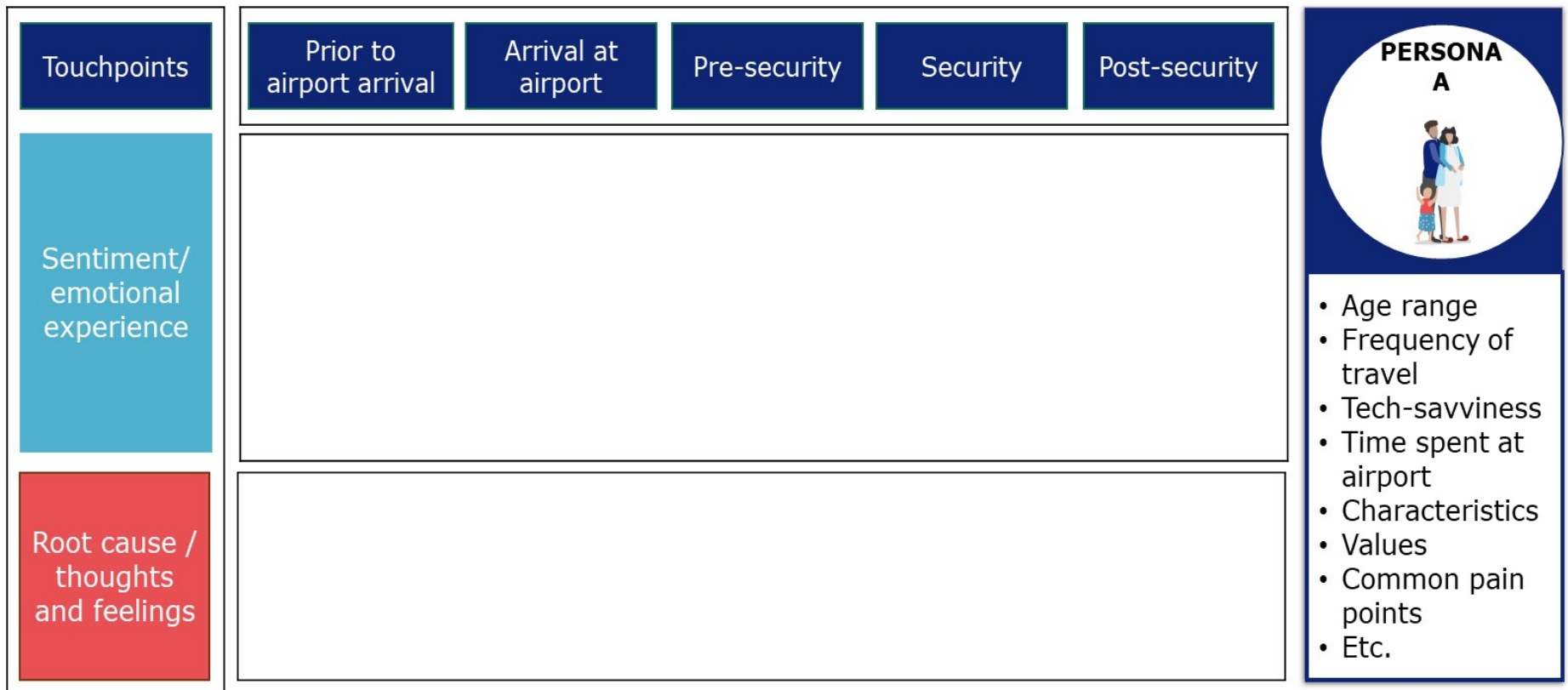
Sub layers of Journey Map



Developing Personas



Journey Mapping and Personas



Social Media Analysis



Social Media Analysis

TOTAL
POPULATION



7.75
BILLION

URBANISATION:

55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:

67%

INTERNET
USERS



4.54
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:

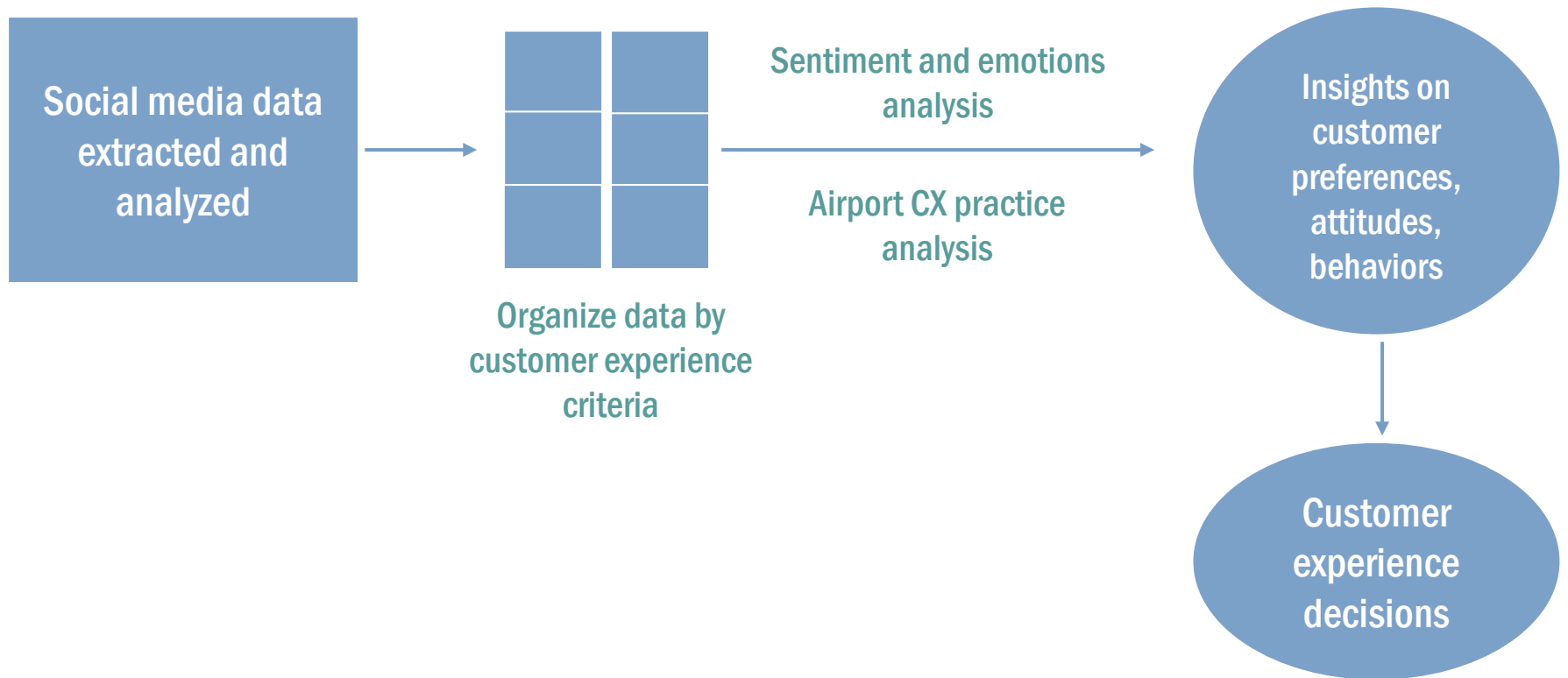
49%



we
are
social



Social Media Analysis Method



Social Media Analysis Recommendations



- Extend from media presence to media analytics
- Use multiple data sources
- Know what to look for
- Understand the benefits:
 - Benchmarking
 - Key Performance Indicators
- Understand the limitations
- Turn data into actions

Employee Engagement



Employees will deliver a
Customer Experience that
matches their own experience
in the organization

Key Elements of Employee Experience



Employee Experience represents a journey the employee takes with the organization

How to Measure Employee Engagement

Identify new methods and metrics that are effective in assessing employee engagement and identify factors that drive engagement and disengagement among employees:

- 1) Employee Net Promoter Score (eNPS)
- 2) Pulse Surveys
- 3) Stay Interviews
- 4) Employee ratings on public websites



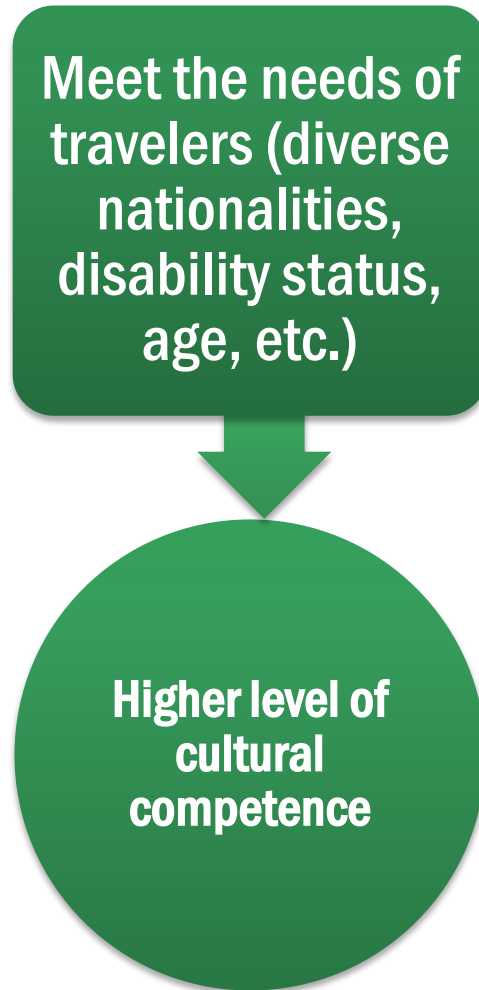
Key Takeaways

Engage in effective talent management practices to support the customer experience




Enhanced employee engagement

Key Takeaways



Key Takeaways

Listen to the voice of
the customer -
especially when making
changes to the physical
and social environment



A more human-
centric airport

FOR ADDITIONAL INFORMATION



Dr. Patricia Ryan

pryan@iospartners.com

Today's Panelists



Moderator: Ian Todreas,
Eastern Research Group



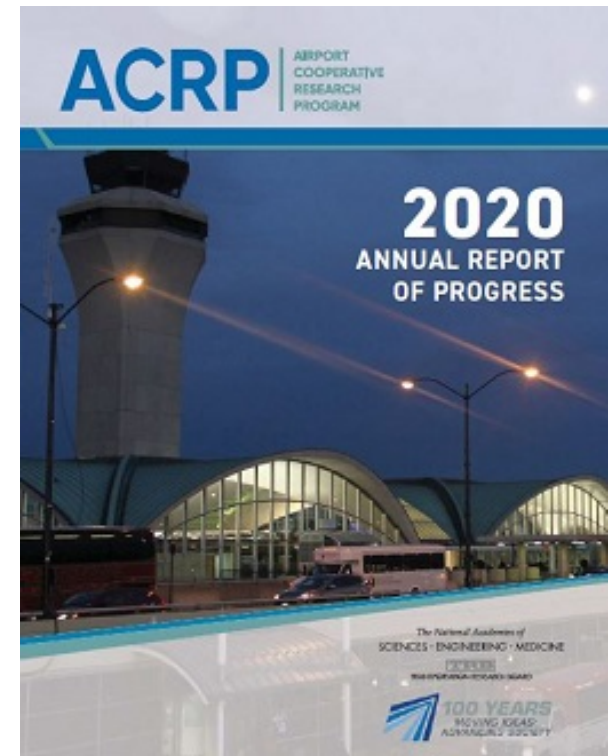
Patricia Ryan,
IOS Partners



Komal Sood,
IOS Partners

ACRP is an Industry-Driven Program

- ➔ Managed by TRB and sponsored by the Federal Aviation Administration (FAA).
- ➔ Seeks out the latest issues facing the airport industry.
- ➔ Conducts research to find solutions.
- ➔ Publishes and disseminates research results through free publications and webinars.



Other Ways to Participate



Become an Ambassador. Ambassadors represent ACRP at events and conferences across the country!



Sponsor or become an ACRP Champion. The champion program is designed to help early- to mid-career, young professionals grow and excel within the airport industry.



Visit ACRP's Impacts on Practice webpage to submit leads on how ACRP's research is being applied at any airport.

Visit us online:
www.trb.org/ACRP

Other ACRP Research on Today's Topic

Research Report 157: *Improving the Airport Customer Experience*

Research Report 161: *Guidelines for Improving Airport Services for International Customers*

Research Report 177: *Enhancing Airport Wayfinding for Aging Travelers and Persons with Disabilities*

Research Report 210: *Innovative Solutions to Facilitate Accessibility for Airport Travelers with Disabilities*

ACRP Synthesis 48: *How Airports Measure Customer Service Performance*

ACRP Synthesis 56: *Understanding the Value of Social Media at Airports for Customer Engagement*

ACRP Synthesis 101: *Communication Strategies for Airport Passenger Access and Mobility*

Upcoming ACRP Webinars

November 16, 2021

Creature Comforts – Designing Terminal Restrooms and Ancillary Spaces

November 30, 2021

Tech Savvy? Advanced Ground Vehicle Technologies in Airside Operations

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

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Getting involved is free!

Be a Friend of a Committee bit.ly/TRBcommittees

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- May provide a path to Standing Committee membership

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Work with CRP <https://bit.ly/TRB-crp>

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