

Passenger Terminal EXPO 2010

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BRUSSELS, BELGIUM

THE 16TH INTERNATIONAL CONFERENCE AND EXHIBITION FOR PASSENGER TERMINAL
DESIGN, MANAGEMENT, SECURITY AND TECHNOLOGY

ENHANCING PASSENGER EXPERIENCE AND CUSTOMER SERVICE

www.passengerterminal-expo.com

TUESDAY 23 MARCH 2010

**ENHANCING PASSENGER EXPERIENCE AND
CUSTOMER SERVICE**

Creating a positive passenger experience

Welcome to the session and introduction –
Conference Chairs

09.00-09.10

**CHAIR: Hiosvany Muina, Airport Manager, Copa
Airlines, USA**

**CHAIR: Robert Kennedy, Assistant General Manager,
Hartsfield-Jackson Atlanta International Airport, USA**

09.10-10.20

**PANEL: Customer service in difficult economic times:
staying the course**

Four short presentations followed by panel discussion
and questions from the audience

**Benjamin DeCosta, Aviation General Manager,
Hartsfield-Jackson Atlanta International Airport, USA**
**Examining the airport's expanded role in customer
service delivery**

**Paul Kehoe, CEO, Birmingham International Airport,
UK**

Title to be confirmed

**Liz Brackley, Head of Airport Strategic Development,
Virgin Atlantic Airways, UK**

Customer Service – at what cost?

**Silvia Santamaria, Airport Manager, Copa Airlines,
USA**

**Customer service consistency leads to satisfied
customers and employees**

Effective operations and service experiences yield
to the bottom line. Consistent execution leads to
repeat business via customer loyalty and lower cost
of operation. Interestingly, and based on doctoral
research prior to different studies, satisfied clients
lead to satisfied employees, and happy employees
lead to less attrition on both sides of the operation.
A programme, or rather culture, to achieve consistent
experience is difficult and arduous work. The first
phase is to assess critically where you are and where
you want to be. It is imperative to make surveys and
ask customers and employees about their experience

with the organisation. Seek trends and spikes in the
data. Do not ask for the why, but the what and the
how. The audience will get helpful ideas about how
Copa Airlines has been evaluating and continuously
improving its customer-service level.

10.20-10.35

REFRESHMENT BREAK

10.35-11.05

**Paul Behnke, Senior Business Advisor, ACI - Airports
Council International, USA**

**Airport customer service surveys: key to operational
excellence**

The presentation starts with the assumption: if
you can't measure it, you can't manage it. ACI
has developed a survey now used by some 160
airports (including 19 of the largest 20 in Europe),
which has become a sophisticated tool for strategic
management at many successful airports. The
presentation demonstrates how an airport company
can focus on key areas for improvement in customer
service, and prioritise its goals across a range of
parameters. This survey is valuable for monitoring the
performance of personnel, concessionaires, airline
staff and government agencies working at the airport.
It provides airport decision makers with a powerful
tool for improvements that lead to efficiencies in
operations and have a direct impact on the bottom
line.

11.05-11.30

Rose Agnew, Principal, Aviation Innovation LLC, USA
**Meeting customer service challenges through a
collective ownership process**

When hub airports, their respective diversion
airports, and airlines and government agencies within
a region work together to formulate contingency
plans in a collective ownership process, they can
effectively address customer-service challenges
during irregular operations events. When all aviation
service providers collaborate by comparing and
revising individual contingency plans, it ensures that
the plans will collectively fill any gaps or prevent an
exceptional flight during these challenging times.
This collaborative approach is currently being used at
two major US airports, and is successfully helping to
meet customer core needs when flight schedules are
disrupted.

This presentation will introduce a plan for developing a toolbox of methods and procedures to use with hub airports, their respective diversion airports and airlines, and government agencies within a designated region, to coordinate contingency plans that meet customer core needs during irregular operations events. We will demonstrate how these tools can be applied to establish communication, coordination and collaboration between aviation service providers. Participants will be armed with the necessary knowledge to establish an environment that promotes collaborative ownership for contingency planning, ensuring passengers remain satisfied with service during periods of extended ground delays.

11.30-12.00

**Robert Kennedy, Assistant General Manager,
Hartsfield-Jackson Atlanta International Airport, USA**
**Impacts of the changing global economic situation
on the passenger experience**

As the aviation industry has faced a severe global economic setback, there has been an effect on passengers' airport and airline experiences. Airports must work with airlines and others to minimise the adverse effects on passengers. Many airports are utilising creative solutions to accommodate travellers in these difficult economic times. The presentation will reflect on the airport's actions to maintain and exceed passenger expectations travelling through the world's busiest airport, while maintaining a critical approach to all expenditures.

12.00-13.30

**LUNCH in the delegate dining area of the exhibition
hall**

13.30-14.00

**Steve Wareham, Director of MSP Operations,
Metropolitan Airports Commission, USA**
**The airport is now the experience as air travel
becomes the commodity**

In the past, air travel was a glamorous experience that was associated with great service, comfortable and spacious seating, good food, etc. In the US and other parts of the world, low-cost carriers and the need for airline cost-cutting have taken the frills out of the aircraft experience. Air travel has in many cases become merely a commodity. Airports used

to be simple points of intersection for ground and air transportation modes. Concessions and services were spartan, few in number and expensive. Today customers have a real choice of not only which airline to fly, but which airports to connect through. It is imperative that airports understand customer expectations and work to meet and exceed these requirements in revenue-producing concession offerings as well as complimentary terminal activities. The speaker will focus on lessons learned in travel through a variety of award-winning airports. The customer experience can be the key to competition. The audience will see examples of award-winning airports that have terminal concessions and activities that enhance the customer experience. The focus airports are from Kuala Lumpur, Incheon, Amsterdam, Paris and Minneapolis. The lessons-learned format will lead to conclusions that can be brought back home to the attendee airports. A strategic focus on the customer experience can offer hub airports a true competitive edge.

14.00-14.30

Catherine Mayer, VP Airport Services, SITA, USA
**Improving the passenger experience through mobile
applications and new technologies**

Enhancing the customer experience remains a top priority for airlines and airports. The 2009 airline and airport IT surveys confirm it. They also confirm that information technology is the key enabler. This session will explore how improving the customer experience is reliant on incorporating the technologies that passengers use every day: the internet, self-service kiosks, mobile devices and electronic folders. The same innovative solutions that increase passenger satisfaction can also be used to help airlines and airports reduce costs and improve operations. These can be achieved through tracking and tracing a mobile workforce, service recovery and disruption management applications. Whatever the means, the collective goal is to ensure each passenger has a positive experience while airlines and airports meet their business objectives. The presentation will explain how to adapt technologies to improve customer service while reducing costs.

14.30-15.00

**Eric Van den Dobbelsteen, Senior Manager
Passenger Services, Amsterdam Airport Schiphol,
Netherlands**

**The human airport: the new mindset to meet
customer needs and demands**

15.00-15.15

REFRESHMENT BREAK

15.15-15.45

**Steve Wareham, Director of MSP Operations,
Metropolitan Airports Commission, USA**

**Paging plus! Open accessibility for communications
at Minneapolis-St. Paul International Airport (MSP)**

Standard airport paging systems can fail to get the right information to passengers with hearing impairments. Visual paging systems can be very expensive to develop on a standalone basis, and visual information is only good if one is looking at a screen. In addition, passengers may hear only a portion of a page and need to verify the information; the blind community may also have needs to access this information beyond what might be heard and understood. In conjunction with the members of the Minnesota Commission of Deaf Deafblind and Hard of Hearing Minnesotans (MCDHH) and the American Federation of the Blind, a unique and relatively inexpensive approach to resolving these issues is under way at MSP. This approach includes not only a visual paging component on FIDS monitors, CNN television screens, JC Decaux advertising and other relevant terminal communication equipment, but a website that ties into our terminal paging system is under development that will store live pages at MSP for up to an hour, which can be accessed by anyone with a mobile data device or access to a computer (including tactile computers utilised by the blind). A comprehensive approach was taken at MSP, which also includes low-cost video translation services and public area videophones. (PAV).

The audience will learn from the speaker's experience about an approach that can enhance communication and accessibility needs not only for customers with a disability but all customers. The approaches outlined are relatively low cost and many may be implemented with existing terminal equipment and in cooperation with terminal vendors. Airports need to be more accessible to all travellers, but they need not

spend a king's ransom to meet this need. Cooperation and communication with community partners can yield greater partnerships for all.

15.45-16.10

**Paulo Sandoval, Airport Service Coordinator, Copa
Airlines, USA**

Providing for special needs customers

Panel discussion: presentation of the new DOT regulations to fly into the US and the guidelines for passengers with special needs and ideas of what airlines can do to accomplish this. A collage of pictures of different airports in Latin America with their special-needs facilities. The audience will learn about the new Department of Transportation regulations about how to treat everyone equally without any exceptions, give a personalised service to passengers with special needs, and apply local airline procedures for a better passenger-service experience.

16.10-16.35

Tom Farmakis, Director, DGS, USA

**Technology solutions for responding to EU PRM
initiatives: learning from our past**

Discussion regarding the US regulatory environment and response to common industry problems such as handling PRMs, VIPs and children travelling alone. Why technology solutions are needed and discussion regarding lessons learned from four years of technology solution experience at Memphis, Oakland and Atlanta airports. The discussion will help the audience understand and compare recent EU PRM regulatory initiatives with years of operational experience in the current US regulatory environment. It will also help the audience learn why technology is important to them, and help them learn from our experience in a current operation involving multiple carriers.

16.35-17.00

**PANEL: Special needs customers: creating the best
experience through their journey**

**Eric Van den Dobbelsteen, Steve Wareham, Paulo
Cesar Sandoval, Tom Farmakis**

17.00-19.30

Brussels South Charleroi Airport will be hosting the Passenger Terminal EXPO 2010 opening day exhibition hall party with drinks, canapés and excellent networking opportunities. Everyone is welcome!

17.45-18.45

Presenting the 2010 Skytrax WORLD AIRPORT AWARDS

WEDNESDAY 24 MARCH 2010

ENHANCING PASSENGER EXPERIENCE AND CUSTOMER SERVICE

A 360° approach: specialised services and training to enhance passenger experience

Welcome to the session and introduction – Conference Chairs

09.00-09.10

CHAIR: Hiosvany Muina, Airport Manager, Copa Airlines, USA

CHAIR: Robert Kennedy, Assistant General Manager, Hartsfield-Jackson Atlanta International Airport, USA

09.10-09.40

Edward Plaisted, Chairman, Skytrax, UK

Truly satisfied customers are the lifeline for airports and airlines

The presentation will discuss determining the true impact of enhancing the quality of the customer experience across front-line areas in the airport environment, and balancing revenue generation against passengers' real needs and satisfaction levels. The audience will gain an understanding of why some airports are becoming recognised for best practice in the industry, and learn about prioritising airport customer needs of today and planning for the likely trends of the future.

09.40-10.10

Bernard Gustin, CEO, Brussels Airlines, Belgium Airport: a critical phase in the 360° customer experience

The 360° customer experience covers all critical touch-points from booking to landing and beyond. The presentation within the 360° approach covers the importance of the airport experience to overall satisfaction, and how it can be a decisive buying factor.

10.10-10.40

Marcia Castillo, Human Resources Manager, Alaska Airlines, USA

Diversity

The presentation will discuss how to create a culture of continual learning around diversity and inclusion within the workplace. It will give the audience a better understanding of communication styles, cultural differences, and intent vs. impact.

10.40-11.00

Kunalan Arumugam, Customer Services Officer, Singapore Airport Terminal Services, Singapore

Service excellence: the Singaporean way

The presentation will discuss creating service excellence using standards that different cultures live by on a daily basis. It will touch on the different cultures that cohesively live in harmony in Singapore, their cultural norms and how a services culture is derived from them. Singapore is probably the best case study for such an insight, as the four main religions of Asia live there. The audience will gain an understanding of how it would be possible to adapt to the local atmosphere when one is here to handle or just travel via our Asian airports.

11.00-11.15

REFRESHMENT BREAK

11.15-11.40

Paul Behnke, Senior Business Advisor, ACI - Airports Council International, USA

Training the next generation of airport leaders

ACI and ICAO have embarked on a joint venture to offer management training to airport managers worldwide (dubbed AMPAP). Founded in 2007, the programme leads to accreditation after the completion of six courses and confers the International Airport Professional (IAP) diploma. AMPAP currently has over 250 participants from 50 countries, and over 40 graduates holding IAPs. The presentation outlines the programme. The audience will understand how ACI and ICAO responded to calls from airport members to offer training that takes managers out of their silos and puts them in touch with a holistic, international view of the air transport system.

11.40-12.05

Beverly Lewis, MCO/MIA Station Manager, Alaska Airlines, USA

Employee engagement

Communication of goals and expectations, quality control measurements, ways to keep your employees continuously aware of operational performance/goals, staff motivation and recognition, showing how simple recognition will motivate and lead to passenger experience/management. The presenter will share what has been successful in her operations with the utilisation of these tools, and the amazing results that can be achieved just by using these simple steps. The audience will walk away with ideas that they can put into effect in any business. They will be able go back and not only motivate but start building even stronger relationships with their employees. The concept that together everyone accomplishes more can and does work.

12.05-12.30

Stephen Fletcher, Occupational Psychologist, The OPC, UK

The key link between great employees and great customer service

The presentation will explore the link between employee quality and great customer service. It will take the delegate on a journey through the employee lifecycle and examine how each stage can impact on customer service. Stephen will draw on consultancy work, research and case studies from around the world. He will summarise the profile of the great customer service employee and how to attract and assess them using leading-edge recruitment tools. Stephen will also explore how innovative employee training development and motivational techniques, coupled with employee-focused managers, can propel a step change in an organisation's customer service culture. Delegates will learn about: the personal profile of the great customer-service employee; how to construct an effective, evidence-based attraction and recruitment process; leading-edge recruitment tools to help recruit the best employees; innovative training and development techniques to help employees deliver great service; how to motivate employees to give great service; the essential role of the employee-focused manager; how the key ingredients of great training and employee-focused managers, coupled with the right

motivational techniques, can drive a step change in a transport organisation's customer-service culture.

12.30-13.00

PANEL: Customer service and passenger experience in an online, web-based world

With audience participation

Benjamin DeCosta, Aviation General Manager, Hartsfield-Jackson Atlanta International Airport, USA
Paul Kehoe, CEO, Birmingham International Airport, UK

Liz Brackley, Head of Airport Strategic Development, Virgin Atlantic Airways, UK

13.00-14.00

LUNCH in the delegate dining area of the exhibition hall