

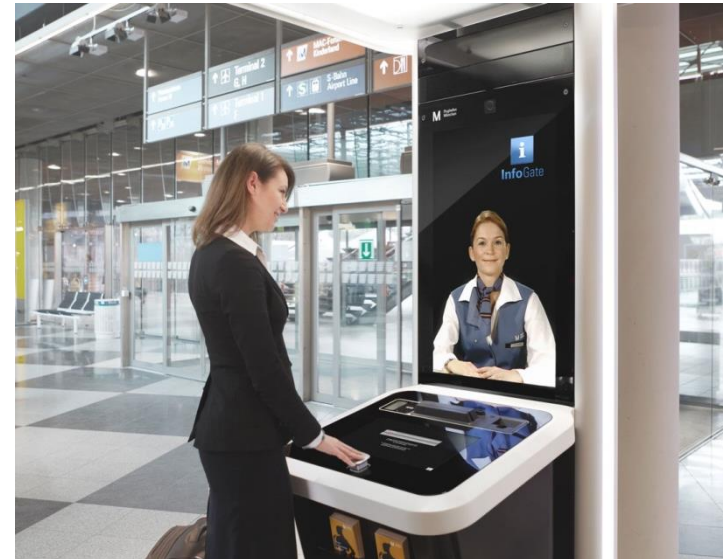


## Customer Experience Forum - Technology vs Human Touch

Presentation at the 27th ACI Africa/World Annual General Assembly, Conference and Exhibition, 16th October 2017, Mauritius

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# Technology ~~versus~~ and Human Touch



# Technology along the Passenger Journey



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## ➤ What do passengers expect from technologies?

- Easy to use and reliable
- Quicker and more efficient processes with less waiting time
- To be better informed and more empowered; personalized experience



# New Technologies to enhance the Passenger Experience

- Augmented Reality (Smartphone Apps)
- Wearable devices (Smartwatches, smart glasses)
- Single Token Biometrics
- Internet of Things (IOT)
- Tracking Technologies (Bluetooth, WIFI-Geolocation, Video, Beacons)
- Near Field Communications (NFC)
- Electronic Bag Tags



# Values and Feelings in the Relationship between Staff and Passenger



## ➔ What do passengers expect from people / staff?

- ➔ Availability at the right time at the right place
- ➔ Courtesy, smile, welcome attitude, proactivity, hospitality, language skills
- ➔ Good quality (right information, competence, reliability)

# How to achieve a Human Touch

- ➔ Integration of stakeholders
- ➔ Training, Communication
- ➔ Evaluation of knowledge and attitudes, rewards
- ➔ Positioning of staff at touch points along the passenger journey

**Best practice example: Airport Helpers (voluntary engagement of all Airport staff)**

- ➔ 13 European Airport have adopted the concept (> 9000 Airport Helpers)



- ➔ **Technologies** can be utilized by **Airport staff** to enhance the Passenger Experience
  - ➔ Services/Information can be provided with **higher quality**
  - ➔ **The Human Touch will be maintained**

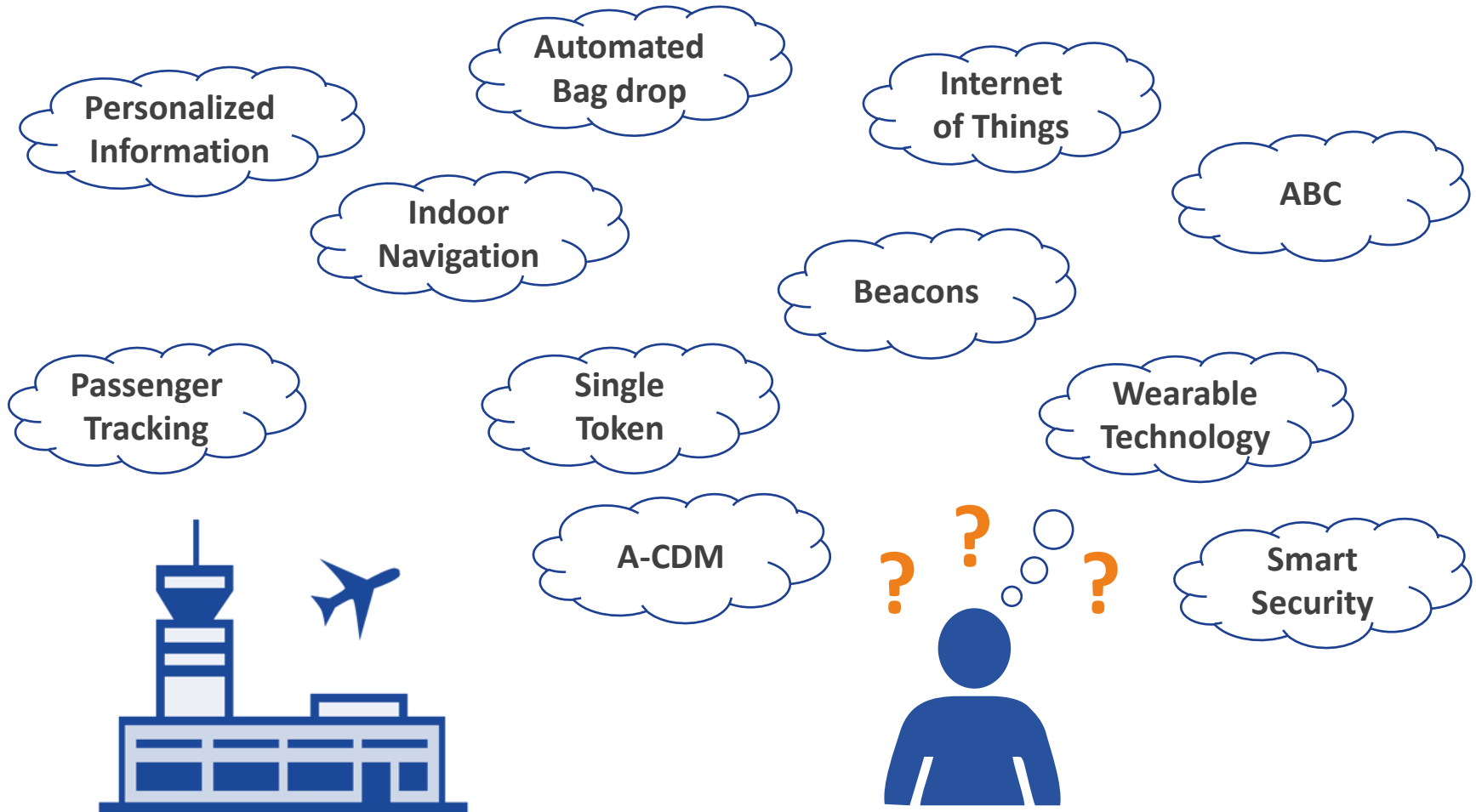
**Mobile agents** e.g. for check-in and printing of boarding passes

**Mobile information staff** equipped with handhelds

**Mobile devices** to evaluate Passenger Experience (e.g. i-mind, Athens Airport)



# Variety of Technologies to chose from



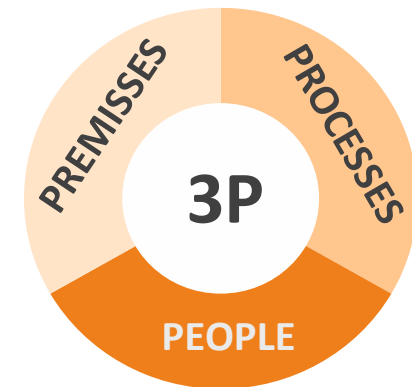
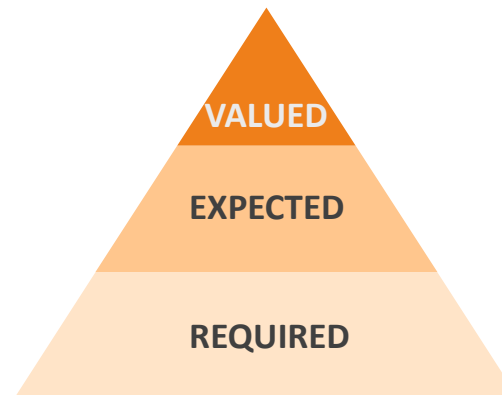


# Methodology to enhance the Passenger Experience

- ✈ What are the key passenger groups?
- ✈ What are their needs and expectations?
- ✈ Systematic enhancement of the passenger experience along the whole travel journey for each of the 3Ps (Premises – Processes – People)

**PASSENGER SEGMENTATION**

BASIS		IMPLICATION		BEHAVIOUR	GENERATION
Airline Product	First/Business	Economy	Low cost	Long stay	Baby Boomers
Personal needs	PRM	UM	Elderly	Short stay	X
Frequency	Frequent	Few times	First time	Long traveller	Y
No. of People	Groups	Family	Alone	Short traveller	Z

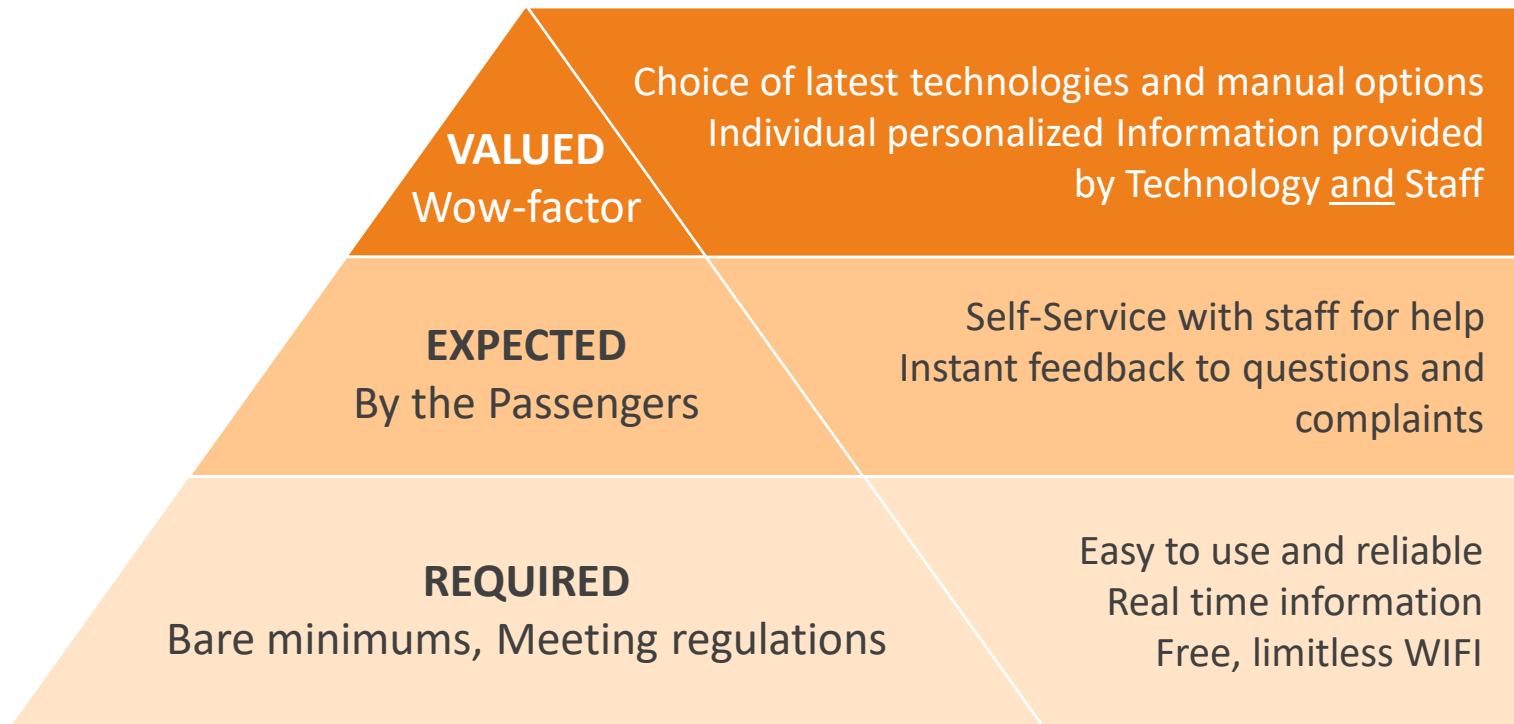


Passenger Identification & Segmentation

Analysis of Needs & Expectations

Enhancing the Passenger Experience: 3P Approach

# Finding most suitable Technologies for your Airport



- ➔ Airport specific pyramid reflecting the needs and expectations of your passengers
- ➔ Chosen Technology needs to be easy to maintain
- ➔ The presence of staff is key for a good Passenger Experience

**Imagine your Granny alone at your Airport!**



**Thank you very much for your attention!**

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