Customer Experience Forum - Technology vs Human Touch

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Technology versus and Human Touch
Technology along the Passenger Journey

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)
Technology and Human Touch

- **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

- Personalized Information
- Indoor Navigation
- Automated Bag drop
- Internet of Things
- Beacons
- Wearable Technology
- Single Token
- A-CDM
- Smart Security
- Passenger Tracking
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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 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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