

FEEDBACK ANALYZER

A COMPONENT OF THE AIRPORTPULSE PORTAL, PROVIDING PASSENGER FEEDBACK IN REAL-TIME

For many years airports and airlines have been measuring passenger satisfaction through surveys. Wireless technology opens a new frontier to track passenger satisfaction in real-time and ensure timely responses to passenger pain points along their journey.

ISSUES

Passengers are no longer willing to complete lengthy questionnaires.

Surveys are often too ambitious on the number of questions and topics covered.

Total time to analyze feedback from passengers is disconnected from the need for corrective actions.

It often takes several months to process surveys and produce comprehensive reports for airport management.

Passenger feedback is not distributed and ready to use by all service providers in an airport.

Distribution of results is often limited, or restricted to a specific group and in many cases does not allow for tangible corrective action.

SOLUTION

FeedbackAnalyzer offers the simplest possible way for passengers to express their satisfaction or frustration via one question and three smiley buttons.

FeedbackAnalyzer works in real-time, providing an alerting service and customer satisfaction analytics via browser based dashboards on workstations and mobile applications. Correlating this data with other data such as waiting times and passenger flow data provides even greater insight.

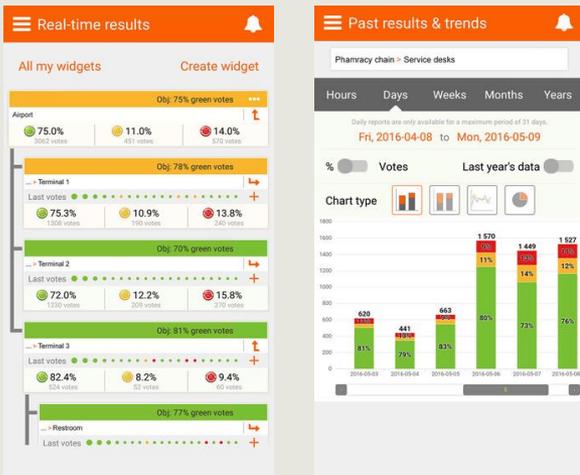
FeedbackAnalyzer data is available to all airport participants in one click, from airport authorities to all service providers. Corrective actions are often taken by staff providing customer services, saving manager time and cost.

BENEFITS

- Enhanced visibility of customer satisfaction data is a key enabler to trigger improvement actions.
- Passenger satisfaction and Airport Service Quality scores can be improved faster through real-time data enabling quicker corrective actions.
- Passenger feedback collected automatically represents a huge amount of daily data. This data is vital for areas requiring attention as well as measuring improvements.
- Passenger perception is improved by offering the possibility to express feedback in a simple way.

Satisfied passengers are **twice as likely to shop**, spending **7% more on retail** and **10% more on duty free**

HOW DOES IT WORK?



Feedback devices - smiley boxes are installed along the passenger journey with a simple question. Results are transferred in real-time to operational teams for action.

SOLUTION COMPONENTS

- Equipment fitting all potential situations.** Wall mounted devices, counter solution, cash-bill folder for restaurants, voting stands... all wireless with one million click battery life.
- Real-time alerts.** Red dissatisfaction votes can trigger smart alerts by text message or notifications for immediate corrective actions.
- Reporting Factory.** Ready to use reports in multiple languages with a large number of pre-built analytics.
- Mobile application.** User-friendly mobile application to track results by area in one click.
- AirportPulse Portal.** Available via single sign on to AirportPulse portal.
- Application Programming Interface.** Data is available to be shared by other systems and applications.

CASE STUDY

By analyzing customer satisfaction data and implementing corrective actions, a major European airport moved from a 65% satisfaction performance to an average of 90% (green smile votes) daily on all key passenger touch points.

Security checks have reached a similar satisfaction level through better management of waiting time and training of staff on courtesy.

In addition, passenger satisfaction data was used to define investment priorities and assess success of renovation projects.

Shops in the airport are measuring their service and benchmarking results under the sponsorship of the airport.

To improve customer satisfaction the airport realized enhanced measurement enables better management.

For more information please contact us at info@sita.aero