Item No. 9b supp.
Meeting Date: June 26, 2018

Customer Experience and Business Intelligence at the Airport

June 26, 2018

Port of Seattle®

BI Department Vision & Mission

Vision: To create a decision-making culture supported with the knowledge required to apply information accurately to drive action.

Mission: Problem solvers who collect, filter and disseminate data/information in an efficient and effective manner to decision makers.

BI Department Goals

Data: create an environment where trusted and timely data is accessible for broad use across the Port.

Operate: develop processes which improve operational efficiencies in all data-related activities.

Decision making: guide decision making efforts by improving organizational knowledge at two levels: (1) information use and application, and (2) general market understanding.

Impact: support strategic planning efforts. Create and implement methods which stimulates meaningful discussion, allows for clear prioritization and focus and, in turn gains consensus.

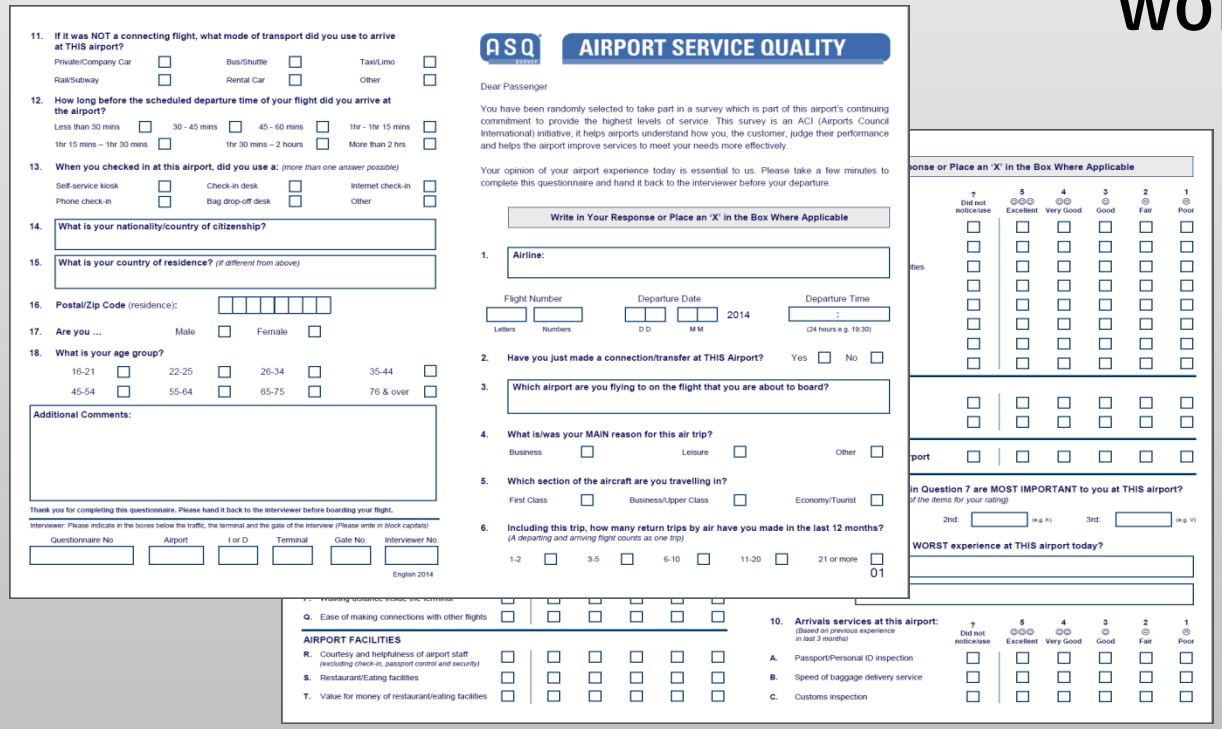
Culture: stimulate and motivate employees and decision makers to learn and share.

Lead by example:
case studies that transform

#1. Customer opinion driving **change**

Airport Service Quality Survey (ASQ)

Survey used at 300+ airports worldwide



11. If it was NOT a connecting flight, what mode of transport did you use to arrive at THIS airport?
Private/Company Car ☐ Bus/Shuttle ☐ Taxi/Limo ☐
Rail/Subway ☐ Rental Car ☐ Other ☐

12. How long before the scheduled departure time of your flight did you arrive at the airport?
Less than 30 mins ☐ 30 - 45 mins ☐ 45 - 60 mins ☐ 1hr - 1hr 15 mins ☐
1hr 15 mins – 1hr 30 mins ☐ 1hr 30 mins – 2 hours ☐ More than 2 hrs ☐

13. When you checked in at this airport, did you use a: *(more than one answer possible)*
Self-service kiosk ☐ Check-in desk ☐ Internet check-in ☐
Phone check-in ☐ Bag drop-off desk ☐ Other ☐

14. What is your nationality/country of citizenship?

15. What is your country of residence? *(if different from above)*

16. Postal/Zip Code (residence):

17. Are you ... Male ☐ Female ☐

18. What is your age group?
16-21 ☐ 22-25 ☐ 26-34 ☐ 35-44 ☐
45-54 ☐ 55-64 ☐ 65-75 ☐ 76 & over ☐

Additional Comments:

Thank you for completing this questionnaire. Please hand it back to the interviewer before boarding your flight.

Interviewer: Please indicate in the boxes below the traffic, the terminal and the gate of the interview *(Please write in block capitals)*

Questionnaire No | Airport | I or D | Terminal | Gate No. | Interviewer No.

English 2014

ASQ SURVEY

AIRPORT SERVICE QUALITY

Dear Passenger

You have been randomly selected to take part in a survey which is part of this airport's continuing commitment to provide the highest levels of service. This survey is an ACI (Airports Council International) initiative; it helps airports understand how you, the customer, judge their performance and helps the airport improve services to meet your needs more effectively.

Your opinion of your airport experience today is essential to us. Please take a few minutes to complete this questionnaire and hand it back to the interviewer before your departure.

Write in Your Response or Place an 'X' in the Box Where Applicable

1. Airline:

Flight Number (Letters / Numbers) | Departure Date (D D / M M) 2014 | Departure Time (24 hours e.g. 19:30)

2. Have you just made a connection/transfer at THIS Airport? Yes ☐ No ☐

3. Which airport are you flying to on the flight that you are about to board?

4. What is/was your MAIN reason for this air trip?
Business ☐ Leisure ☐ Other ☐

5. Which section of the aircraft are you travelling in?
First Class ☐ Business/Upper Class ☐ Economy/Tourist ☐

6. Including this trip, how many return trips by air have you made in the last 12 months?
(A departing and arriving flight counts as one trip)
1-2 ☐ 3-5 ☐ 6-10 ☐ 11-20 ☐ 21 or more ☐

01

...onse or Place an 'X' in the Box Where Applicable

	? Did not notice/use	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor
...ties	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
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	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
...rport	☐	☐	☐	☐	☐	☐

...in Question 7 are MOST IMPORTANT to you at THIS airport?
...of the items for your rating)
2nd: (e.g. K) 3rd: (e.g. V)

...WORST experience at THIS airport today?

Q. Ease of making connections with other flights	☐	☐	☐	☐	☐	☐

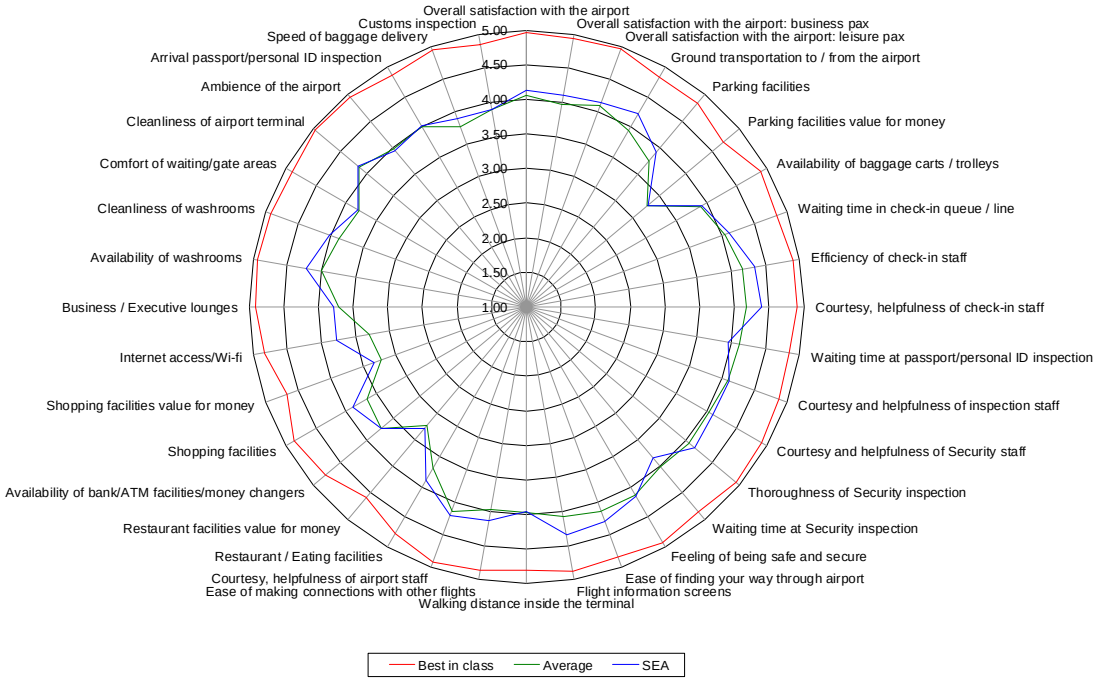
AIRPORT FACILITIES

R. Courtesy and helpfulness of airport staff *(excluding check-in, passport control and security)*	☐	☐	☐	☐	☐	☐
S. Restaurant/Eating facilities	☐	☐	☐	☐	☐	☐
T. Value for money of restaurant/eating facilities	☐	☐	☐	☐	☐	☐

10. Arrivals services at this airport: *(Based on previous experience in last 3 months)*

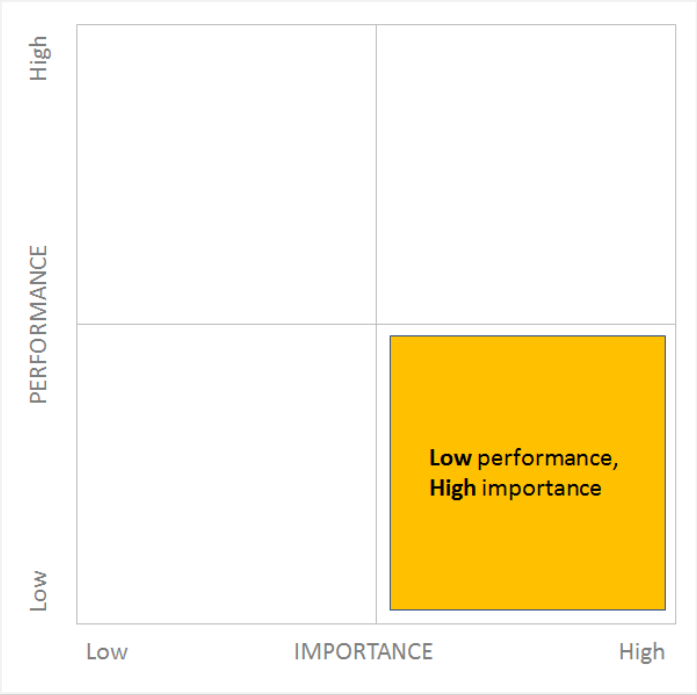
	? Did not notice/use	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor
A. Passport/Personal ID inspection	☐	☐	☐	☐	☐	☐
B. Speed of baggage delivery service	☐	☐	☐	☐	☐	☐
C. Customs inspection	☐	☐	☐	☐	☐	☐

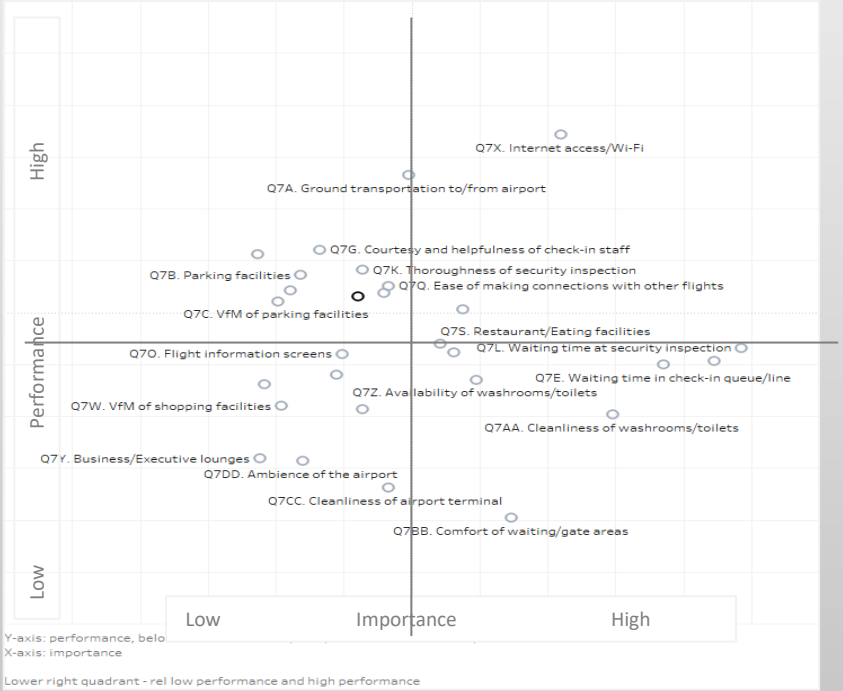
Before: Vendor supplied results



Service item performance vs. comparison panel and best airports

After: custom solutions





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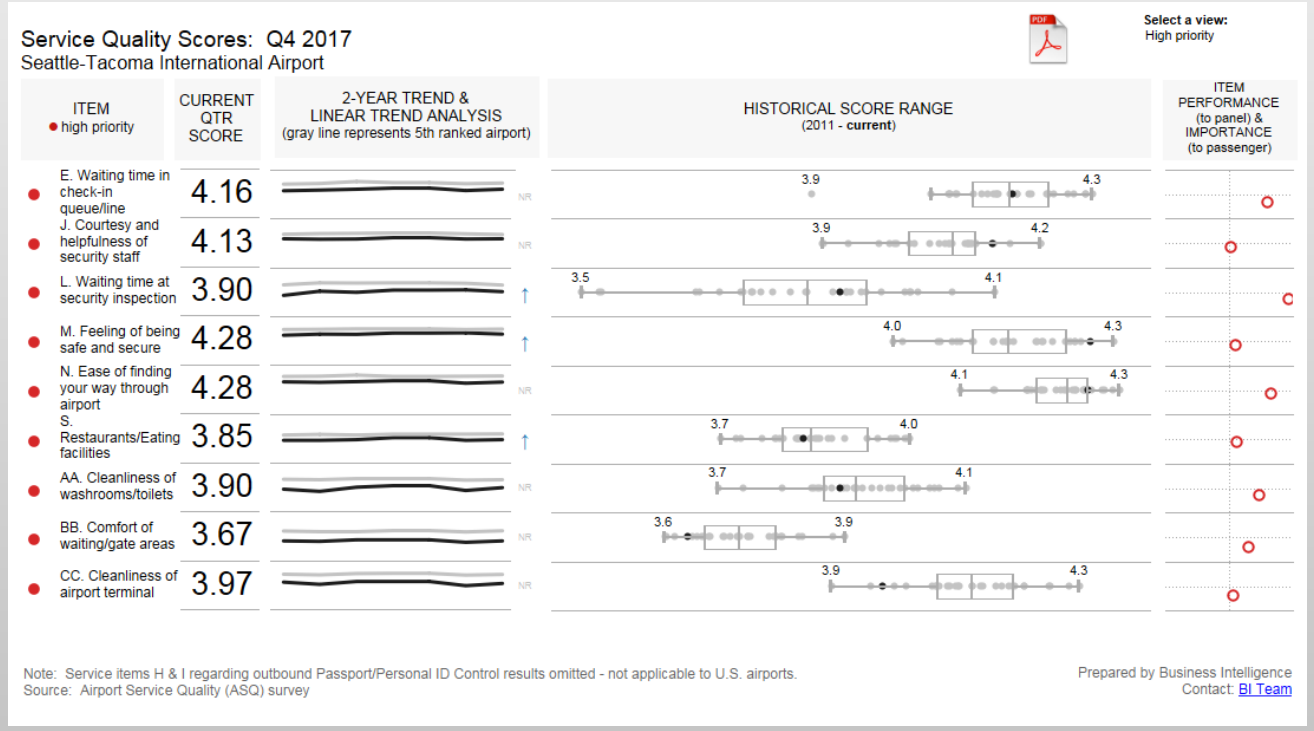
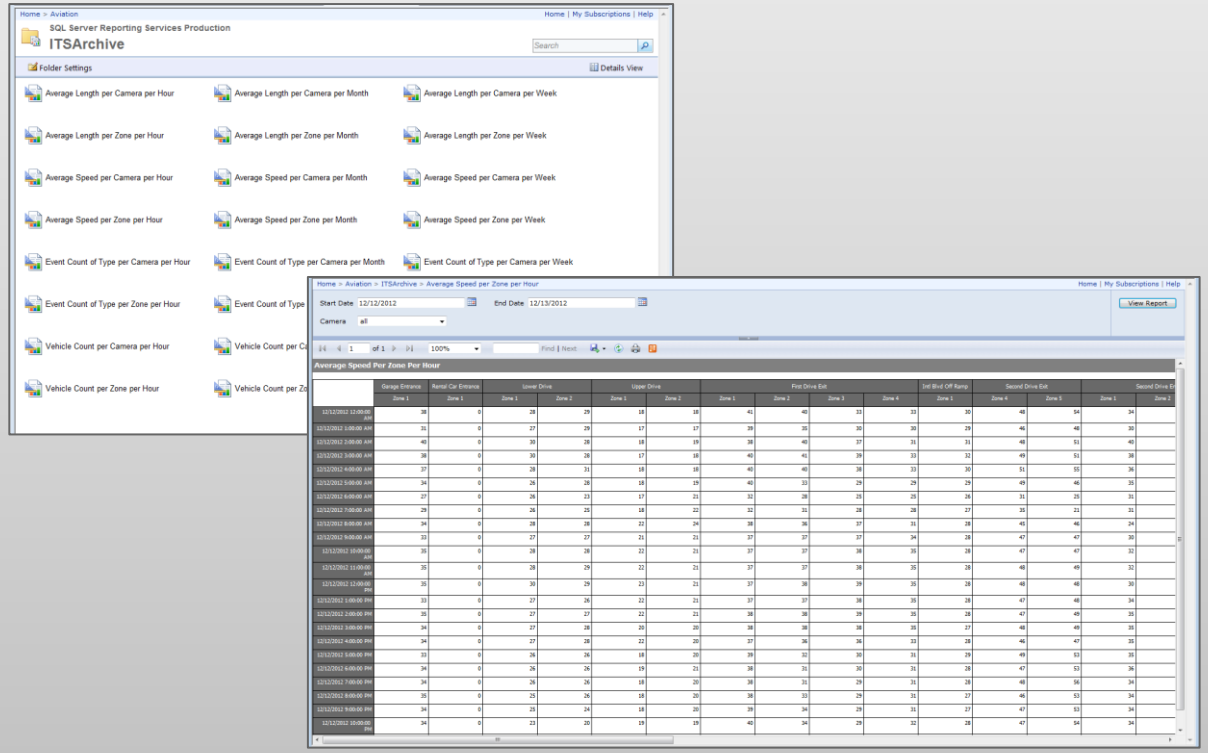


Filter to high-priority areas

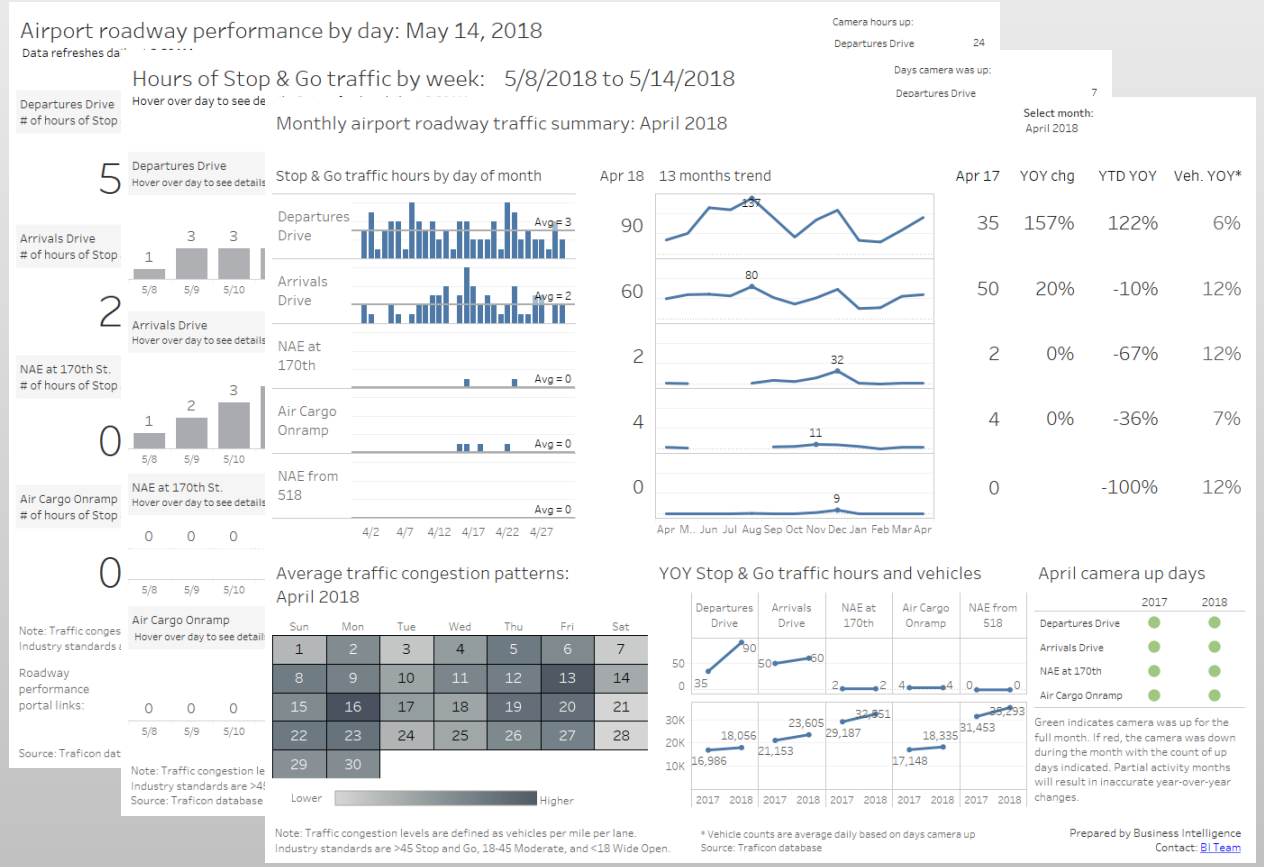
#2. A more **welcoming** front door

Before



SSRS reporting portal

After



Congestion measures at key points on airport roadways that degrade customer experience

The path ahead . . .

- Challenges
- Evolution & revolution